

Assistive Marketing

For consumer-oriented businesses



Making Assurance the Norm rather than an exception

Organisations are embarking on large transformational programs to address evolving business models, offering superior customer experience and digital revolution to gain a competitive position. Large transformation programmes can put the whole organisation in jeopardy. The companies that succeed are the ones who do continuous assurance throughout the programme. A robust assurance strategy, engaged at the beginning rather than when something goes wrong, provides an unbiased view of potential issues which is critical to maximise transformation delivery success.

70% of transformation programmes are failing to deliver target impact

Why is transformation delivery hard?

Transformation delivery is complex as it is essential that the key drivers are aligned between IT and business. The alignment extends outside the organisation boundaries to include the infrastructure suppliers, system integrators, vendors, customers and channels. This complicated challenge needs to be continuously assessed to ensure it is delivering towards the key drivers of transformation. The areas where continuous assurance can help to deliver against the target include:

- **Customer centric digital strategy** alignment with the marketing strategy
- **Continuous measuring** of activity directly against the financial results
- Enhanced and **advanced analytics** built in to improve business performance
- Strong and **flexible governance** structures across landscape, portfolio, program, projects so dependency impact is well understood and managed actively
- Suitable technical infrastructure, including **IT and tools**
- **Transformation Management Office (TMO)** which forges a close coupling between business model, customer experience and technology design

How do you maximise transformation success rate?

We believe that using data sets, external trends and hypothesis for testing transformation assurance provides actionable insights, through easy-to-consume visualisation. At Arimon Consulting, we call this **Digilytics™**. Transformation assurance enabled by **Digilytics™**, can significantly improve the success rate of a transformation programme.



The Transformation assurance offering generates next best actions based around three key dimensions: customer experience, programme execution and business value. Arimon's **co-relation engine** provides real-time insights that highlights co-relations to understand past programme events, e.g. design decision co-relation to financial results. Arimon's **recommendation engine** provides real-time insights and recommendations to decision makers based on historical programme data and external data e.g. business case shift due to interest rate changes. Arimon's **prediction engine** provides 'what if' analytics of likely scenarios based on data analysis e.g. risk modelling, milestone slippage forecast.

How does Digilytics™ help?

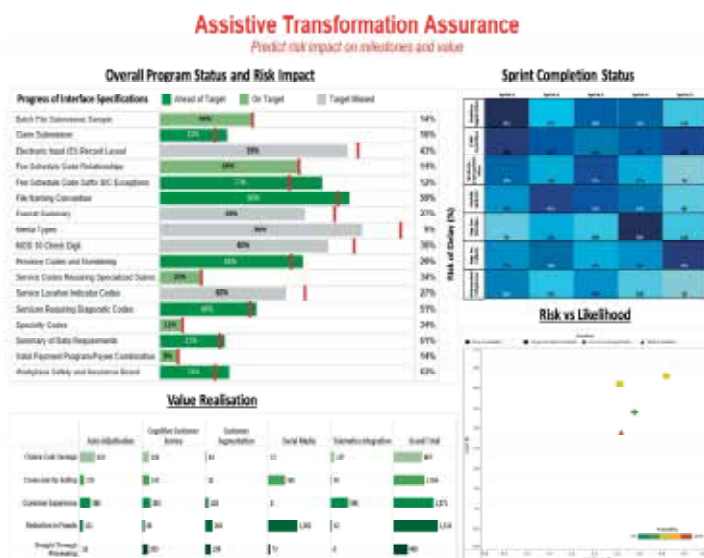
Digilytics™ helps deliver business-oriented actionable insights.

Digilytics™ works by inter-linking data generated by various internal sources on risk, issues, assumptions, dependencies, financials, plans etc. and extending the co-relation to data generated externally, such as market movement, vendor changes. New insights are then derived to answer key questions such as:



- Which activities are on time now but likely to be delayed?
- Which market conditions will impact benefits?
- Which design decisions will impact the benefits case?
- What is the burn vs earn ratio?
- What risks are likely to become an issue?
- What impact will issues have across the transformation?
- What risks can be accepted with no impact to value?

As an example, leveraging **Digilytics™**, the key relationships between the integration layer of a transformation programme and design decisions were modelled with data from multiple data streams such as multiple risk logs, work stream plans, open issues, project manager experience and historical success rate to provide insight into the integration points that are highest risk of delay. The impact of each lever was quantified, and the most important variables impacting integration were prioritised. An easy-to-use interactive tool, shown in the figure, was developed to assist programme managers to prioritise their efforts.



How can transformation programmes leverage Digilytics™ for transformation assurance ?

- PM's and transformational leaders need to rely on rigorous data analysis along with their intuition and organisational experience.
- Organisations need to break down silos of programme data and analytics in a way that can survive programme structures and multiple re-drawing of boundaries.
- Insights are frequently detailed and technical, and need to be translated into executive mandates for action.
- Transformation programmes need to invest in and leverage the latest advances in technology that enables **Digilytics™**.

Baselining where you are with your transformation assurance and establishing a strategy, typically, sound ways to begin. Identifying quick wins through which **Digilytics™** can deliver near-term delivery gains and helps build momentum.

For more information and assistance in leveraging Digilytics™, please contact Rasila Ladha or Arindom Basu.

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