



Enhancing Productivity via Information Technology

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# DEVELOPING YOUR ENTERPRISE STRATEGY

## **Developing your enterprise strategy**

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At Unicorn, our field teams provide advisory services by working with enterprise customers to find new and better ways to apply technology for business advantage. Our Unicorn Services Enterprise Strategy Program (ESP) team also engages with customers to help them realize the full potential of their investments in the Unicorn portfolio and to accelerate technology adoption and usage.

Applying this approach to your own business, you can accelerate business performance by identifying the most innovative and productive uses of technology.

## **A structured approach to reimagining your enterprise**

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ESP uses a rapid, iterative approach to helping businesses reimagine their enterprise through the intelligent use of technology to gain a business performance improvement. This approach helps spread risk across the lifecycle of a digital product or service—from conception to creation—to increase the likelihood of achieving breakthrough potential. This structured and practical five-step approach is focused on accelerating time to value and delivering outcome-based solutions.

Based on the five-step approach used by the ESP team, the following list of suggested activities provides ideas on how your senior leadership team can reimagine your enterprise in the digital age. How you define value will be specific to your business, whether your goal is to grow revenue, streamline operations, optimize assets, enhance employee productivity, or accelerate time to value. With a repeatable structure, this process is designed to generate solutions based on outcomes—rapidly. And just as importantly, it can help you to integrate the four components of a modern technology platform: devices and mobility, cloud productivity and enterprise social, business insights, and cloud platform.

The approaches are as follows:

- ✂ Research
- ✂ Envision
- ✂ Design
- ✂ Prototype
- ✂ Industrialize

## I Research

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The first step is about conducting qualitative and quantitative research and analysis—using techniques such as anonymous studies, heuristics, scenario planning, and environmental analysis. It’s about understanding and documenting what your organization has done so far and what ideas and processes it’s currently investing in.

It’s important to consider every situation from all angles: who the people are, what they want to become, what stories they are telling today, and what they want to be saying in the future.

- ✂ Engage employees, customers, and partners in multidisciplinary research.
- ✂ Evaluate what the competition is doing.
- ✂ Analyze the marketplace.
- ✂ Determine relevant trends.
- ✂ Identify key pain points and value drivers.
- ✂ Use relevant strategic models, where appropriate, to
- ✂ Frame the context, potential tactics, and alternatives.

## 2 Envision

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The second step is about envisioning the potential.

- ✿ Generate ideas, by asking questions such as “what if...?”, “How could we...?”, and “Wouldn’t it be incredible if...?”
- ✿ Apply scenario-planning techniques to help build the target state and identify events that are likely to have an impact on your organization and what you want to do.
- ✿ Identify underlying assumptions to develop potential solutions to your business problems or unlock new business opportunities.
- ✿ Determine priorities that align to each scenario and key performance indicators (KPIs) that your organization currently has in place and wants to improve or wants to implement.
- ✿ Validate and compare your organization’s capabilities with industry-proven practices. Identify people, process, and technology capability improvements and anticipated business benefits.
- ✿ Uncover new opportunities for immediate, near-term, or longer-term value creation.

## 3 Designs

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During the design step, the goal is to design the solution from business, technology, and experience perspectives in parallel. Designing from all three of these perspectives simultaneously can help you realize sustainable breakthroughs.

- ✿ Formulate strategic direction by determining the right performance levers and key tactics. Set strategic vision and direction based on your business goals and success factors.

- ✦ Develop the building blocks to get to the desired state—the key people, process, and technology capability changes that are required for the target vision.
- ✦ Create a structured plan outlining the required activities to execute the strategy, including business justified investments, key tactics required to implement the improvements, recommendations, and a roadmap.

## 4 Prototype

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- ✦ The fourth step is one of experimentation. The end goal is to deeply understand your organization's current challenges and opportunities, the barriers to change within it, and how you can realize the current and future potential locked up in your business.
- ✦ Rapidly prototype the technology-enabled solution
- ✦ Determine the commercial viability and business feasibility, while exploring the end-to-end experience.
- ✦ Determine what works and what doesn't work, prove the potential, demonstrate the vision, and begin to plan for change.

## 5 Industrialize

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And finally, it is time to bring the solution to market—effectively and profitably.

- ✦ Adopt and operationalize the strategy.
- ✦ Monitor the strategy, critical success factors (CSFs), and any other significant criteria.

- ✦ Establish the right governance to manage and monitor performance, tracking, and value realization.
- ✦ Provide the oversight to help drive effective change and organizational adoption and usage of the solution.

## **Work with a strategic technology partner**

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Unicorn excels at addressing complex business challenges through the application of latest technologies. We apply unique insight and experience to help customers improve business performance. We use a proven multi-disciplinary approach for consistent delivery, focusing on accelerating business value and outcomes-based solutions while supporting successful technology-enabled business change.

## **Summary**

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Organizations that understand their customers' real needs are in the best position to consistently deliver value. Customer knowledge is key to removing major service barriers and dramatically improving the experience for customers. With digital capabilities that let your employees orchestrate the resources of the organization, they will be able to scale customer engagements for even more impact. Furthermore, when you have the means to turn new insight into intention, you can significantly improve business performance. By centering your enterprise technology strategy on value, you can help ensure that you have an iterative and sustainable approach for consistent delivery and enduring success.

Unicorn Microsystem Ltd. would be pleased to work with you in your digital transformation.

## Notes

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