

# VALUE-I.M.P.A.C.T.

'Value Identification, Modeling and Planning Activities for Customer Transformation'

Driving and Tracking Outcomes through Collaborative Business Value Models



## VALUE-I.M.P.A.C.T. - Business Value Assessment Methodology



#### **DISCOVERY**

Initial Interview with Initiative/Project Sponsor

Expectations

Key Stakeholder ID & logistics Required Info & Cooperation

### IMPACT Design Thinking Envisioning Workshop

Industry Perspectives & External Influences

Three Horizon Strategy Map Business Outcomes/Capabilities

Initiatives & Priorities

High-level metrics / KPIs Expected \$

#### Recap/Prep IMPACT Workshop

Inventory of Available/Proxy Metrics
Discussion on Risks

Post Workshop II Recap



#### **DESIGN**

Value Model Development

#### **Business Benefits**

Benefit KPIs and Calculation

**Initiative Costs** 

Cost Metrics and

Calculation

**Adoption Rates** 

Risk Analysis

### Sponsor and Stakeholder alignment

Discuss Draft Value Model Proxy identification for unavailable metrics Socialization Strategy for Value Model



#### **CALIBRATION**

Feedback / Refine Value Model

Testing value model with available metrics

Identify gaps in metric values

Industry benchmarks identification

Refine hypothesis/ model baseline



#### BASELINE REPORT

Prepare Deliverables
Baseline Model

Finalization

Executive Summary Presentation

Read Out

Stakeholder report out Executive / Sponsor read out



## ONGOING VALUE MANAGEMENT

Establish value objectives
Define & create dashboard mockup
Develop implementation

plan

## VALUE-I.M.P.A.C.T.

**Work Products** 



#### **Value Modeling Workshop**

- Output from Workshop
- Mapping Business Impact to Capabilities
- Prioritization of Initiatives



#### **Value Model Details Document**

- •List of KPI and values assumed (or provided by customer)
- •Calculations & NPV Analysis, Benefit & Cost Details
- •Summary Graphs (Breakeven Analysis, Benefits Breakdown, Costs Breakdown)



#### **Value Analysis Presentation**

- •Executive Summary, Problem Description & Analysis Scope
- •Value Story & Business Implications
- •KPI (both benefit and cost) Assumptions



#### **Executive Presentation**

- •Deck for your customer executive presentation of the Business Value Analysis
- •Your next steps with the customer

Output from our Business Value Tool

\* Note: While we prescribe Valufy for optimal modeling and presentation, we will use the business value tool that you are most comfortable with.



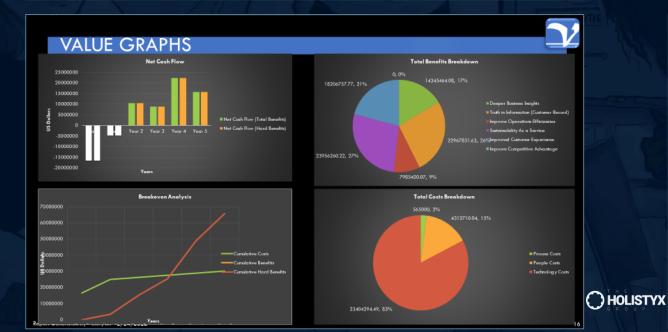
In 2018 Constellation set its digital strategy with the focus on creating a simple and consistent experience through its digital interfaces with customers and employees. The company keenly recognized that the digital experience would be a key to set the company apart from value creation and brand differentiation. Constellation began executing its digital strategy by combining information and technology to deliver functional, convenient and scalable solutions customers and employees want to use. The investment in your systems and tools is believed to bring increased growth, reduction in costs, and increased austomer loyalty.

| Estimated Benefits in US Dollars |
|----------------------------------|
| 14,345,464.08                    |
| 22,967,831.63                    |
| 7,985,420.07                     |
| 23,956,260.22                    |
| 18,206,757.77                    |
| 00.00                            |
|                                  |

| ı | Expenses         | Estimated Costs in US Dollars |
|---|------------------|-------------------------------|
| ı | Process Costs    | 565,000.00                    |
|   | People Costs     | 4,312,710.04                  |
| ı | Technology Costs | 23,404,294.49                 |
| ı |                  |                               |

| TotalBenefits | 50,094,436.94 |
|---------------|---------------|
| HardBenefits  | 50,094,436.94 |
| IRR           | 33.46%        |
| HardIRR       | 33.46%        |
| NPV           | 21,812,432.41 |
| HardNPV       | 21,812,432.41 |
| ROI           | 77.12%        |
| HardROI       | 77.12%        |
| Payback Years | 3.32          |

Report Generated by Valufy on 2/24/2022







## The Holistyx Difference

VALUE-I.M.P.A.C.T. Customer Business Value Identification, Modeling & Tracking Method

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Crisp business value – Value focused strategy and execution

Our method insists on developing a tiered but quantified business value analysis using key benefit, cost, and risk levers that get increasingly detailed with additional information.

Governance & Accountability

– Track and evolve

We believe business value modeling is not a one time "fire & forget" exercise. We provide best practices on how to instrument your initiatives, effective tracking and executive reporting.

industry perspectives to specific customer outcomes, our methods help account teams to identify the right benefit levers as well as realistic cost levers through human

centered design thinking.

Clear outcomes - Identify

the right benefits, costs

Starting from the broad

and risks

Fuller stakeholder buy-in through Value Orientation – Create sense of urgency

While the underlying value proposition is the same, we orient the value discussion differently for different stakeholders depending on their areas of focus.

Increase adoption and tracking of value plan

Cocreated and Calibrated -

It is not a "throw over the wall" approach. We cocreate the value model with you and fine-tune it as we go along. Through intentional socialization of the value case, we increase adoption and tracking of the value plan.



