

## The Vital Step

**Design** is the vital link between strategy development (concept) and implementation. A good design is a powerful tool to help executives evaluate business proposals, and for implementors to understand what they have to build.

Design therefore has a number of potential uses and audiences. From an executive perspective it can be used to build a common understanding of the proposed change and as a mechanism for communicating these changes.

From a programme management perspective the design facilitates agreement with the business on what has to be done and enables the programme to size, shape, cost and plan the implementation. From a project team or operations perspective the design provides a blueprint or specification that enables development or configuration to be carried out. From a supplier perspective it provides the direction and guidance for service and contract development and negotiations.

**We have provided design leadership and support to our clients for over 16 years.**

### Helping clients with...

#### Business design

#### Technical architectures and IT design

#### Operational design

### Helping clients to...

Define the end-state in sufficient detail to support the financial case, and to guide the subsequent operational and technical designs. The business design typically includes the customer proposition, products, services, channels, volumes and service standards. The business design will frequently become the 'selling document' or main communications document of a change programme.

Agree the underlying technical architectures to support the new operation and define the performance and availability requirements and migration strategies.

Develop a detailed definition of how the new business operation will work. It includes for example - process design, organisation, workflow, compliance, business continuity and disaster recovery.



## Client Examples

- |                    |  |
|--------------------|--|
| <b>Barclays</b>    | Led the design team of a strategic programme to structure a multi-supplier outsource for the Bank's IT and operations shared service utility.                            |
| <b>Zurich</b>      | Guided and supported the business improvement team in developing design options for a consolidated commercial and municipal operation.                                   |
| <b>Dunfermline</b> | Produced a Target Operational Model to transform the Society's product and service delivery capability. Led the process redesign to support the new operational systems. |