

# Elsevier Drives Digital Transformation with BusinessOptix



## Challenge

Elsevier has undergone a thorough transformation in recent years to position itself as a provider of analytics tools and platforms for healthcare professionals and researchers. To pursue the transformation efforts Elsevier is rolling out BusinessOptix to ensure innovative processes are designed and optimized to empower great customer and employee experience.

The goal is to mature Elsevier's Process Excellence Practice and to improve collaboration between Continuous Improvement, Product, Customer Experience, and Technology teams through process transparency.

## Background and Solution

A working group with representatives from various teams selected BusinessOptix due to core capabilities in the process design area combined with features that can support communication on transformation efforts in the long term.

Elsevier's primary focus during a 3-month pilot, centered around two projects, was on leveraging specific capabilities: transform processes, visualize change, and conduct simulations. Since then, BusinessOptix has been implemented to users across 25 teams, with a structured approach to drive adoption.

"BusinessOptix supported me in taking a data-driven approach when submitting a new project transformation idea for funding through their process simulation capabilities. The tool was able to provide me with detailed process benefits within a matter of seconds compared to the hours I would have spent manually collating this information."

Lila Anderson, Senior Business Analyst

## Results

Since the implementation of BusinessOptix in October 2022, Elsevier has made significant progress.

The value generated comes from:

- **Collaboration and Communication:** more than 300 models relevant to ongoing transformation and continuous improvement initiatives have been created in BusinessOptix in less than a year. Cross-functional collaboration and managing project interdependencies has improved. Transformation capabilities and showing how processes are planned to evolve are key to engaging with business stakeholders impacted by the change.
- **Process Efficiency and Automation:** the time it takes to create process models has improved and more importantly the quality of the models, which is key to identifying pain points. The automation teams are eager to review the end-to-end process captured in BusinessOptix prior to starting the automation activities.
- **Data-Informed Decision Making:** simulation capabilities have the potential to support funding and prioritize initiatives.

## Future

Elsevier is looking forward to continued collaboration with BusinessOptix in fulfilling its strategic goals.

Beyond increasingly using simulation capabilities, providing visibility on Elsevier Operating Models and Transformation Maps is of interest, as well as exploring Process Mining capabilities to be more efficient in discovering the current state.

“BusinessOptix has been a great partner throughout our journey, from the initial demonstration to their ongoing support in implementing essential features, creating comprehensive reports to help us monitor the value generated. They have demonstrated a deep understanding of our ways of working.”

Gaelle Pertuiset, Head of Process Excellence and Digital Adoption

## Your path to success starts with a demo

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