

BusinessOptix: Your Compass for Success

Charting the Right Course

Organizations need to embrace adaptability in the face of increasing competition. The maze of silos, complexity, regulation, manual workarounds, and underperforming processes are obstacles to reaching your full potential. Often internal procedures are at odds with delivering the optimal customer experience. BusinessOptix gives you the visibility and control to transform your business through data-rich process models that link strategy to execution, fact-based scenario models that help you make decisions confidently and embedded risk controls that make compliance part of the DNA of the business.

BusinessOptix is a powerful digital acceleration and business transformation hub that supercharges innovation and optimizes outcomes across the enterprise. Using our discovery, analysis, design, delivery and optimization features, you can collaboratively enhance your customer interactions, increase employee engagement and improve key business results.

See Clearly, Act Decisively

True transformation begins with a deep knowledge of your current state – how your people, process, and technology are truly operating. BusinessOptix supports a data-driven approach that enables you to see the issues clearly and take the necessary actions to improve business results.

We help you thoroughly examine your organization and build a digital map of your ecosystem. By creating a holistic model of your business that is directly linked to your key processes, we uncover the digital DNA of your business – documenting your processes and pinpointing bottlenecks, pain points, and performance issues. You can then set goals, test your strategy, and develop and implement new ways of operating that streamline operations and mitigate risks.

From improving a single process, to redesigning a complex value chain, to creating a Digital Twin of your business, BusinessOptix can help you move forward confidently.

Your Organizational Compass

Transformation is not a destination but a journey. Let BusinessOptix help you understand how to create a path for success that enables you to constantly evolve so you can change and maneuver your organization to continuously capture opportunity.

➤ Operational Excellence

- Gain clarity on how people, processes and systems align in the running of your business
- Have processes support your organization's strategic goals and desired operating model
- Align cost, time, and quality metrics with your operational processes

➤ Customer Experience

- Visualize your customer journey and all operational processes associated with it
- Capture baseline customer journey insights (data flow, manual and automated steps, costs, etc.) to improve customer experiences
- Easily collaborate with all stakeholders

➤ Risk & Compliance

- Embed risk and compliance requirements in your core processes and operations
- Attain a holistic view of how your corporate DNA – people, processes and technology – all align to successfully execute in a remote environment
- Provide documentation and audit trails to evidence you are meeting compliance measures

➤ Employee Experience

- Provide contextually relevant information to help your associates understand how to successfully, and compliantly, execute your processes
- Rapidly crowdsource knowledge from your associates to help transform the work experience
- Obtain one source of the truth to provide transparency into your processes and collaborate on future changes

Put the power of BusinessOptix to work for you to help identify improvement and automation opportunities, identify and mitigate risks and align your efforts to your core strategy and mission.

Control Today Navigate Tomorrow



Visual and intuitive, the BusinessOptix suite helps you define your current state, design the future state and deliver an actionable transformation plan to confidently drive the change your business

TRANSFORMATION PLANNING & ANALYSIS

Set goals, strategy and milestones and track your progress.

TARGET OPERATING MODEL DESIGN

Link strategy to execution to reduce friction and align the organization.

PROCESS DISCOVERY & MODELING

Define and map current and future state process and drive continuous improvement.

CUSTOMER EXPERIENCE DESIGN

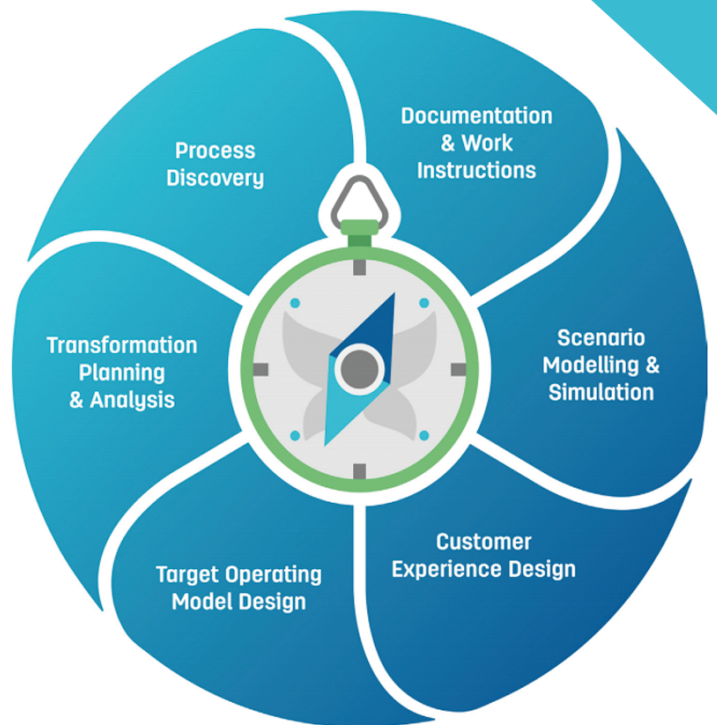
Map the optimal customer journeys and connect them to the operational processes.

SCENARIO MODELING & SIMULATION

Create and test alternative approaches and outcomes to identify improvements that will deliver the best value to the organization.

DOCUMENTATION & WORK INSTRUCTIONS

Build standardized, contextual procedures and governance around processes.



About BusinessOptix

At BusinessOptix, we help organizations Control Today, Navigate Tomorrow™ to achieve the next level of customer and operational excellence. Our cloud-based Business Process Transformation suite is used by hundreds of global firms to capture and redefine business operating and process models, accelerate transformations across the enterprise, improve operational efficiencies and streamline go-to-market

Recognition

- GARTNER: • "Market Guide for Technologies Supporting a DTO"
• "12 Powerful Use Cases for Creating a Digital Twin of Your Organization"
• "Market Guide for Enterprise Business Process Analysis"
• "How a Business Operating System Can Guide CIOs to Digital Business Success"
- FORRESTER • "Now Tech Report on Process Mining and documentation Q1 2020"

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