



BusinessOptix: Your Compass for Success

Are you on the right course?

The world as we know it has changed. Global environmental and political pressures are redefining how people look at interacting. Organizations are scrambling to redefine operating models in the face of increasing competition. Risk and compliance will become an even more important function that needs to be embedded at the core of everything organizations do.

One thing is certain is that uncertainty is here to stay for the time being. We do not know how cultures and countries will look 5 years from, how the economy will rebound and how consumers will use their precious funds to purchase or invest.

The questions for most organizations are: How do you manage all these complexities? How do you create more efficient, agile operations, make employees secure and productive, maintain compliance and, most importantly, engage your customers and keep their loyalty?

These are the foundations that BusinessOptix help organizations successfully manage to thrive.

How to start the journey

Successfully navigating these conditions requires you to look at every aspect of your business and answer some fundamental questions to see if you are prepared and positioned to be adaptable to change and position yourself for success going forward.

In our experience there are four main categories you must consistently optimize to be successful: **Operational Excellence, Employee Experience, Customer Experience and Risk & Compliance**

Can you successfully answer the following questions?

OPERATIONAL EXCELLENCE --

- Do you have clarity on how people, processes and systems align in the running of your business?
- Do processes support your organization's strategic goals and desired operating model?
- Are cost, time and quality metrics aligned with your operational processes?

EMPLOYEE EXPERIENCE --

- Do you provide contextually relevant information to help your associates understand how to successfully, and compliantly, execute your processes?
- Do you have a way to rapidly crowdsource knowledge from your associates to help transform the work experience?
- Do you have one source of the truth to provide transparency into your processes and collaborate on future changes?

CUSTOMER EXPERIENCE --

- Have you visualized your customer journey and all operational processes associated with it?
- Are you able to capture baseline customer journey insights (data flow, manual and automated steps, costs, etc.) to improve customer experiences?
- Can you easily collaborate with all stakeholders?

RISK & COMPLIANCE --

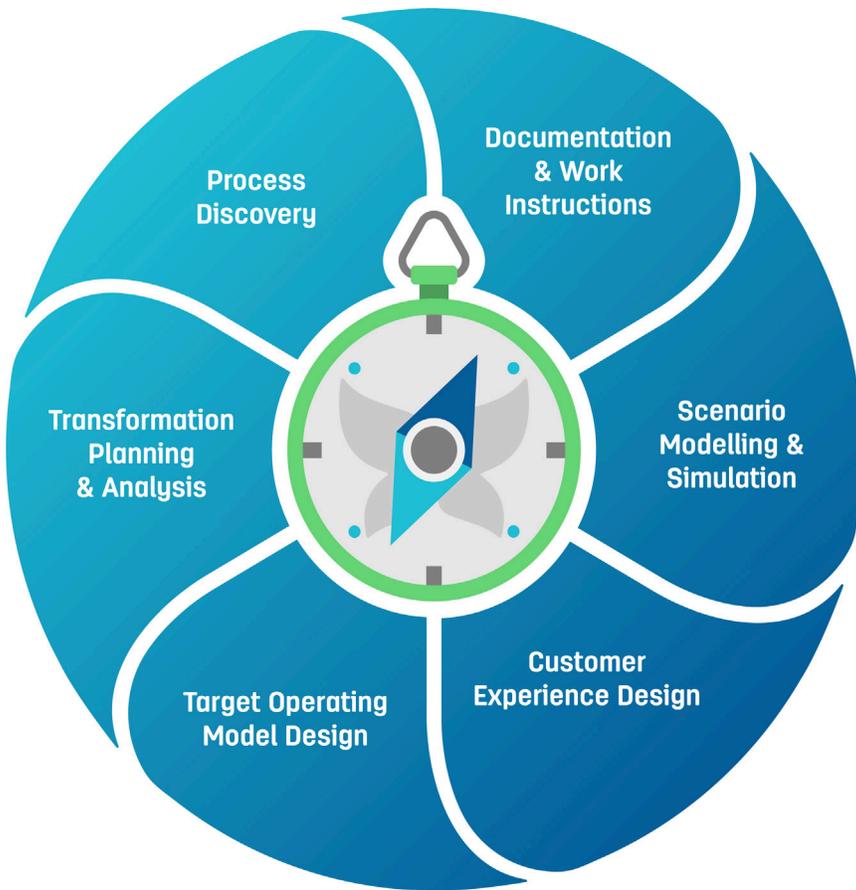
- Are risk and compliance requirements embedded in your core processes and operations?
- Do you have a holistic view of how your corporate DNA - people, processes and technology - all align to successfully execute in a remote environment?
- Can you provide documentation and audit trails to evidence you are meeting compliance measures?



If these are the key questions and you answered 'no' to one or more, how do you work towards answering them without going down the route of using multiple disparate tools, manual data management or tracking trails of emails?

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

BusinessOptix Transformation Suite



Visual and easy to use, the **BusinessOptix** suite helps you define your current state, design the future state and deliver an actionable transformation plan to drive the change your business needs.

TRANSFORMATION PLANNING & ANALYSIS

Set goals, strategy and milestones and track your progress.

TARGET OPERATING MODEL DESIGN

Create a holistic view of your operations linked through to your processes.

PROCESS DISCOVERY & MODELING

Mine and map current and future state and continuously improve your processes.

CUSTOMER EXPERIENCE DESIGN

Map the optimal customer journeys and connect them to the operational processes that support them to ensure your 'inside out' supports the 'outside in'.

SCENARIO MODELING & SIMULATION

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

DOCUMENTATION & WORK INSTRUCTIONS

Build standardization and governance on new processes and ways of working.

Control Today, Navigate Tomorrow™

Further reading

BUSINESSOPTIX

- How to Create a Digital Twin of an Organization's Business Operations whitepaper - Download
- Successfully Transforming & Improving Business Operations whitepaper - Download
- Business Change & Transformation – from strategy to execution whitepaper – Download
- Enabling your business to run, grow and transform whitepaper - Download
- How to use a T-map as part of your strategic planning process whitepaper - Download

GARTNER

- “Market Guide for Technologies Supporting a DTO” by Marc Kerremans, 18th December, 2019 and 12th July, 2018
- “12 Powerful Use Cases for Creating a Digital Twin of Your Organization” by Marc Kerremans, 25th October, 2017
- “Market Guide for Enterprise Business Process Analysis” by Marc Kerremans and Samantha Searle, 7th June, 2017
- “How a Business Operating System Can Guide CIOs to Digital Business Success” by Marc Kerremans and Bruce Robertson, 5th October, 2016

FORRESTER

- “Now Tech Report on Process Mining and Documentation Q1 2020” by Rob Koplowitz, 6th January, 2020

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 processes.

For further information please visit our website, or contact us:

US Office: +1 816 688 4889 | UK: +44 207 084 7480
sales@businessoptix.com | www.businessoptix.com

