

Value Discovery Workshop

Drive value, increase effectiveness, and accelerate your digital transformation initiatives.

Value Discovery Workshop Benefits:

■ Insight:

Find out how well your IT management capabilities support your digital transformation.

■ Opportunities:

Discover opportunities to improve underperforming value streams and capabilities.

■ Recommended Approach:

Understand the path A or B approach to optimize your capabilities with A) technical tooling improvement enablers or B) process or organization improvement features, or a combination of the two.

Executive Summary

Continuous and rapid innovation, control over security risks, and improving the customer experience. These are just some of the common business drivers that require a timely and effective digital transformation.

Digital transformation initiatives—such as moving services to the cloud, transitioning IT to a service broker role, and implementing DevOps and SecOps—are recognized as essential. However, planning and executing these initiatives can be a challenge. Existing IT capabilities aren't geared toward facilitating this new way of doing IT. And many organizations aren't prepared to drive these initiatives to a successful conclusion.

The pressure to act is high, but where do you start? You need a clear view of your current state so you can identify and prioritize bite-sized initiatives. Then you can construct a roadmap toward your desired state—one where the emphasis is on alignment versus local excellence.

The Value Discovery Workshop from OpenText Professional Services helps you leverage the IT4IT™ standard to understand your business/customer experience and your teams organizational and technological maturity. This information is rolled up into the IT4IT value streams that matter to your DevSecOps organization. It's also translated into a roadmap for IT initiatives that address your business drivers and accelerate the pace of your digital transformation.

Service Overview

We start with a review of your business drivers, IT initiatives, and supported tooling landscape. Next, we determine the scope for an assessment of the current state of your IT, at either value stream level or the level of each IT4IT functional component. Then, together with

your process owners and subject matter experts, we run a series of workshops to perform a deep dive into the current state of the focal points that we uncovered in the assessment.

Combining all the obtained information, we identify opportunities, recommend an approach, and provide a roadmap. Finally, we present them to your senior management, after having validated them with you.

We also outline the expected results upon completion, thereby establishing the basis for an ongoing dialogue on how OpenText can help you execute that roadmap.

IT4IT and the OpenText Value Streams

The foundation for the Value Discovery Workshop is the IT4IT Standard. This industry standard defines:

- All key data objects.
- 33 functional components. (A functional component is the smallest unit of technology that can stand on its own and be useful as a whole to an IT organization.)
- 7 value streams. (Sequence of activities that create an overall result for a customer or end user).
- Other structures required for IT management, whatever process methodology is used.

These data objects are organized along four groups of functionalities to manage IT data: plan, build, deliver, and run.

OpenText has defined an additional value stream (see *Figure 1 on the following page*) next to the ones IT4IT provides, aligning how digital enterprises manage IT, from the strategic to operational level.

We've also laid out the generic flow steps for use cases within the value streams to provide guidance on the lean value stream mapping technique. The maturity of these steps from an organizational and technological perspective is essential to delivering speed, agility, security, and insight.

For a more holistic perspective, instead of evaluating all the steps in the use cases, it is also possible to evaluate all or a portion of the 33 functional components in plan, build, deliver, and run.

Service Description

The Value Discovery Workshop delivers:

- Identification of Master Use Cases that are essential to your organization in achieving a successful digital transformation.
- IT4IT Technology Blueprint that maps your OpenText and other technology solutions to IT4IT functional components.
- Evaluation of the current state of your IT organization and capabilities on these dimensions: business/customer experience, organizational effectiveness, and technological maturity.
- Identification of the IT4IT functional components that need improvement and on which aspect(s), as well as aggregation of this information into value streams and use cases.
- Prioritized list of bite-sized opportunities to improve IT management capabilities that will help you accelerate your digital transformation, along with an assessed business value for each opportunity.
- A path A or B approach to optimize your capabilities with A) technical tooling improvement or B) process or organization improvement, or with a combination of them, to be ready for constant change and transformation.
- Roadmap for recommended initiatives to improve business/customer experience by

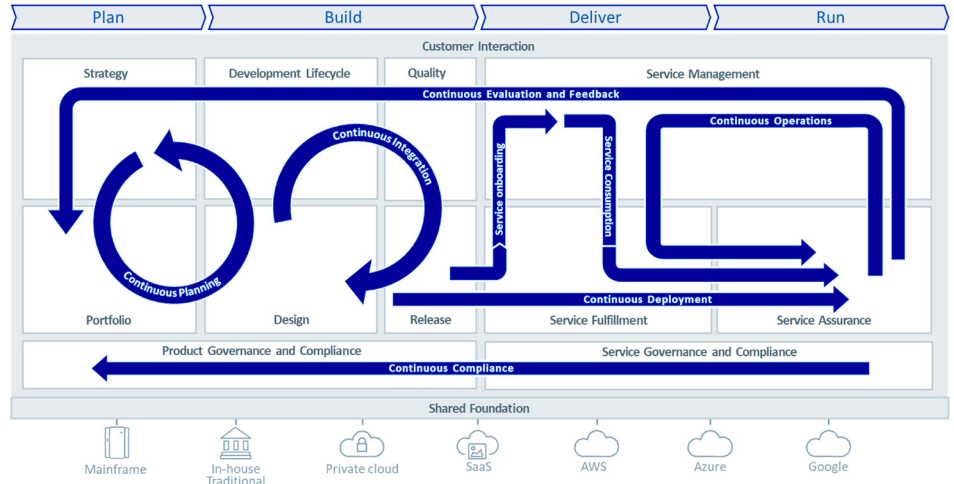


Figure 1. OpenText Value Streams for the Digital Factory

evolving organizational effectiveness and the technology that will most effectively accelerate your digital transformation.

The actual timeline can change depending on the number of people, business units, and digital products or services involved. There is also an accelerated Value Discovery Workshop, which can run anywhere between days and two weeks with these steps.

Engagement Structure

The sample timeline, as provided in Figure 2, outlines the setup of the extensive engagement.

JTV	Extensive Value Discovery Workshop						
Period	Week 1		Week 2 to 6		Week 8		
Phase	Align		Collect	Analyze		Consolidate	
Activities	Prepare kickoff meeting with sr. stakeholders and invite working group members	Kickoff workshop. Enable team on agreed digital transformation vision, strategy and journey to value activities	Collect raw information using questionnaires or interviews	Confirm completeness and correctness of current state information	Co-create customer journey based on templates and available current state information	Consolidate finding & create high level roadmap	Report finding and recommendations
Outcomes	Sr. stakeholders agree on plan and mandate working group members; all participants are confirmed	All team members share a common understanding of future state vision and are committed to perform the planned activities to co-create the deliverables	All team members provided their view on the current state	All team members confirm the information is reflecting reality	Current state customer journey for value streams in scope are available	High level roadmap is created	Agreement on quick wins to prioritize as part of planning



Figure 2. Possible timeline for the engagement

Interviews with key stakeholders in your organization identify the key business drivers and existing or planned IT initiatives. In addition, the capabilities for IT management in your organization are evaluated and used to set the current state. Depending on the agreed scope for the engagement, current state information can be collected by means of an extensive questionnaire with follow-up

interviews or through an accelerated assessment method where assessment scores are directly derived from stakeholder interviews. As an optional step, preliminary findings based on the collected data can be reported back to the engagement sponsor for review, prior to running workshops. The engagement concludes with an extensive review session of the findings and recommendations and agreement on next steps.

Benefits

The Value Discovery Workshop helps you:

- Fully adopt and optimize your IT Transformation initiatives and align them with your business drivers.
- Leverage your investments in OpenText products and other software and expand your capabilities as appropriate to meet your vision and goals.
- Prioritize your core use cases and maximize the value delivered.

Related Service Offerings

Strategy Workshop

A slide-free, 360-degree analysis session that helps you define the strategy for your technologies, people, and processes, including SaaS migration and cloud adoption. It's a one-day investment that can clarify and align initiatives across your stakeholders.

Value Stream Mapping Workshop

An up to 3-day investment for your subject matter experts that will allow you to take the first steps in more professional value stream management. It maps the activities within your DevOps value streams and identifies the lean objects around lead and cycle time, wait and waste.

Value Stream Mapping Workshop

A one-day workshop that defines the strategy to adopt and transform your cloud, to help accelerate your transformation programs by

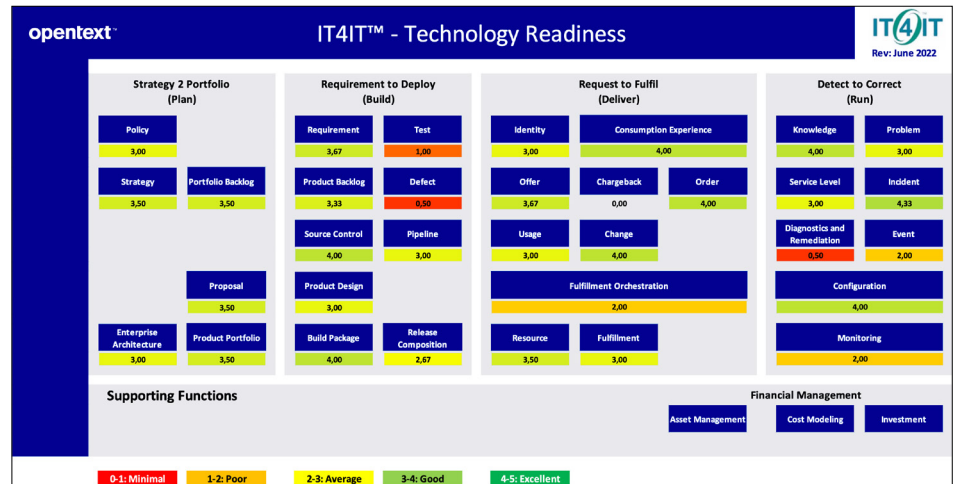


Figure 3. Example current state for Technology

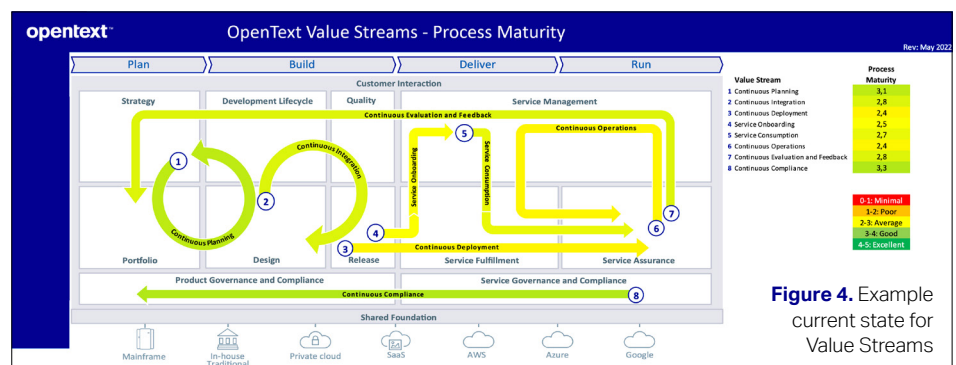


Figure 4. Example current state for Value Streams

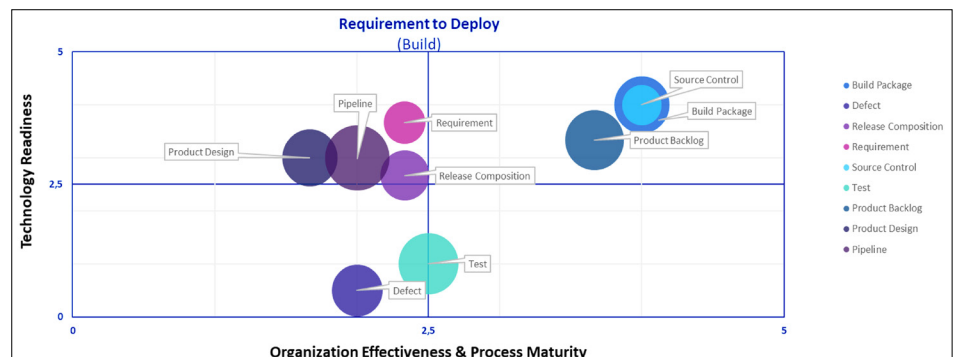


Figure 5. Example for opportunity direction approach

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[OpenText CEO Mark Barrenechea's blog](#)



creating a strategic roadmap over eight transformation domains.

Digital Factory Model Demonstration

A live demonstration in an “art-of-the-possible” environment. Real-life use cases show OpenText flagship products with up to 40 integrations and third-party software, to showcase a real-world implementation and validate customer requirements and scope.

Why OpenText

Professional Services

OpenText Professional Services provides unmatched advisory and delivery capabilities with a comprehensive set of Value Discovery, Value Realization, and Value Optimization services. Aligned with the OpenText product portfolio, these services ensure you get maximum benefits from your investment. You receive access to unique intellectual property that helps you drive innovation through streamlined and efficient software delivery.

- Technology-agnostic implementation advice without vendor lock-in or rip-and-replace.
- More than 40 years of experience helping large, complex organizations around the world realize value from their OpenText software investments.
- Proven OpenText software solution implementation expertise.
- Rich intellectual property and unparalleled reach into product engineering.
- Education and support services to ensure enablement and adoption.

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