

# BUSINESS AND IT TRANSFORMATION: DIGITAL TRANSFORMATION DESIGN AND PLANNING

Where your digital business begins



Discover, design, plan and change your digital business using one solution for collaborative business and IT transformation.

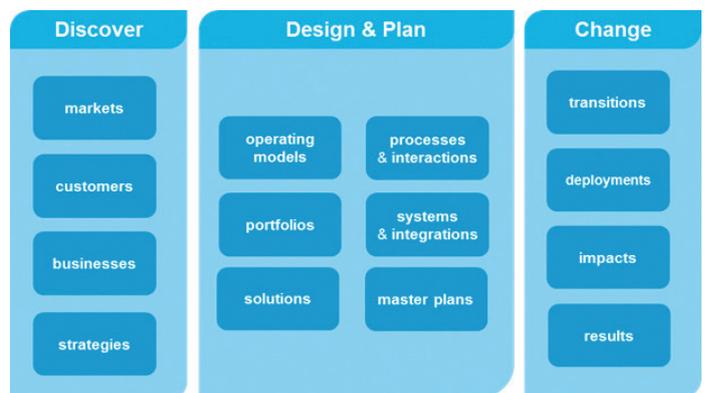
## Transform your enterprise

- Identify the market forces that are driving your business to change
- Discover your customer journeys and interactions to optimize customer experience
- Collaboratively design and plan action areas across the enterprise
- Ideate and co-design solutions for new products, services and operational efficiencies
- Plan and change with an understanding of the costs and risks
- Coordinate all parts of the enterprise during the digital transformation

## Key benefits

- Increase agility to deliver innovative, digital business solutions faster
- Ensure tight collaboration between business and IT during concept, design and change planning
- Make smarter decisions based on rich and reliable information sources

- Reduce IT operating expenses to free up budget for innovation
- Understand the impact, outcome and cost for transformation
- Count on safe and reliable operations by identifying risk and compliance issues during concept, planning and execution



Software AG's Business and IT Transformation solution provides all you need to design and plan your digital transformation.

## Staying competitive in a digital world

Never before has change been such an imperative and the speed of change so critical. Business models are being dissected and operating models overhauled to leverage new technologies for greater market competitiveness. Being the first to make a market or provide truly differentiating digital products and services can mean an enormous lead with today's fast market uptake.

Yet, traditional businesses are finding themselves hampered by siloed business processes and burdened by heavy and unwieldy IT. The absence of a systematic design and planning process turns transformation efforts into an exercise of guesswork and amateurish attempts to appease demanding business peers.

"The organizational structures, processes, and ways of working that have proven so successful in the past are now your firm's greatest enemies in its race to embrace digital technology."

— "The Digital Business Imperative," December 7, 2015, Forrester Research

## Discover

Make informed decisions about your company's strategic direction by leveraging information on the business environment as well as risk and compliance characteristics. Customer experience (CX) experts use business scenarios, customer journeys and other CX tools to plan customer experience strategies. Business capability maps and business model canvases help derive value propositions and ideal business areas for a digital business strategy. This phase provides the groundwork and context for subsequent solution design and planning.

## Design and plan

With an understanding of large business concepts, innovative solutions that span all areas of the enterprise can be created. IT can move from traditional systems thinking to design thinking in the sense of human experience and not systems design. Use multi-layered design and planning capabilities to derive the operating models, processes and IT landscape that are needed to support a digital business. Optimize your IT portfolios for agility, analyze change impact and set your course for transformation with target architecture design and master planning.

## Change

This is where your transformation ideas become reality. Important to this phase's enterprise release planning and deployment planning is the integration with other IT management systems, such as CMDBs, to ensure a reliable information base is maintained across all systems that relate with each other. A stringent process orientation and collaboration in this phase help coordinate the disparate stakeholders and ensure quality stage gates are defined and adhered to. By tracking KPIs and benchmarking, you can monitor how you achieve your digitization goals.

## Only from Software AG

Software AG's Business and IT Transformation solution is the only one on the market that unites leading business and IT design and planning capabilities into one collaborative solution to drive business and IT transformation. The functional scope of the solution—ranging from business process analysis, to enterprise architecture, IT planning all the way to portfolio management, and governance, risk and compliance management—is unique in its breadth and exceptional in its depth.

The solution brings together business and IT communities in the spirit of co-creation and co-operation and supports them with interoperable design and planning capabilities that are unparalleled on the market.

As an integral part of the Digital Business Platform, Software AG's Business and IT Transformation solution positions you to take advantage of the full range of integrated products that together make up the Digital Business Platform, including hybrid integration, streaming analytics, predictive analytics, process automation and in-memory data management.

To learn more, talk to your Software AG representative today or visit [www.softwareag.com](http://www.softwareag.com).

### ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at [www.SoftwareAG.com](http://www.SoftwareAG.com).

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