

Kerv Digital Catalyst

Awesome Ideas into Awesome Reality



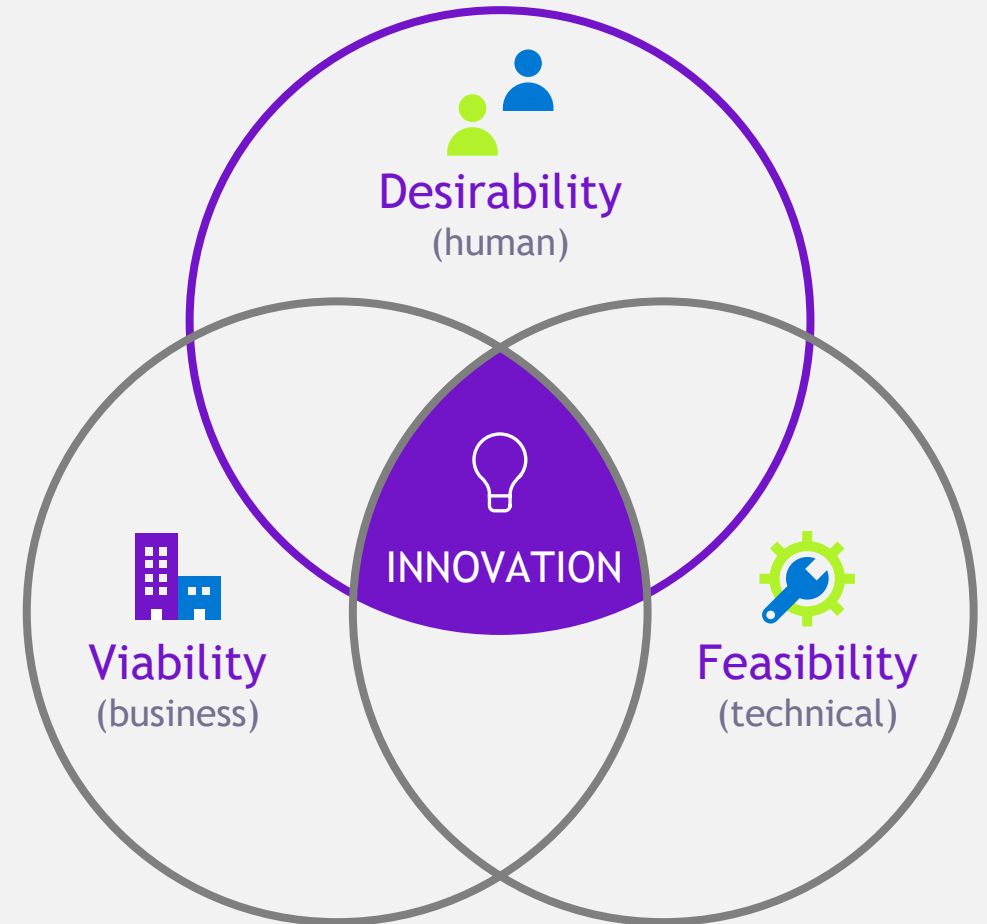
What is Catalyst?

Enabling Business Transformation

Technology is easy to change, people are difficult. For an organisation to 'transform' they must take into account the desirability and drivers for change in the organisation.

There is a 9x higher return from initiatives that consider the desirability of a solution versus viability and feasibility alone.

Catalyst is a methodology used by Kerv and Microsoft to help set your programme up for success



What isn't catalyst?

Catalyst is not a discovery exercise for a pre-defined application or solution.

Catalyst is not a way to tell experts how to do their jobs

Catalyst is not about replacing people with technology

Catalyst is not purely a research exercise

Catalyst is not about selling a specific piece of technology or solution

Catalyst is not an in depth training exercise

Why start with catalyst?



Transforms your approach to problem solving, allowing you to determine the root cause



Increases collaborative brainstorming, user adoption and prototype design



Helps you build deeper relationships across departments



Reduces risk for new ideas and project changes



Ensures the any transformation meets the objectives and client requirements

Catalyst at a Glance



Catalyst Principles

1. Ego at the door

2. Stand on shoulders of giants

3. Participation is key

4. Do your homework

5. Everyone has a voice

6. Solving, not selling

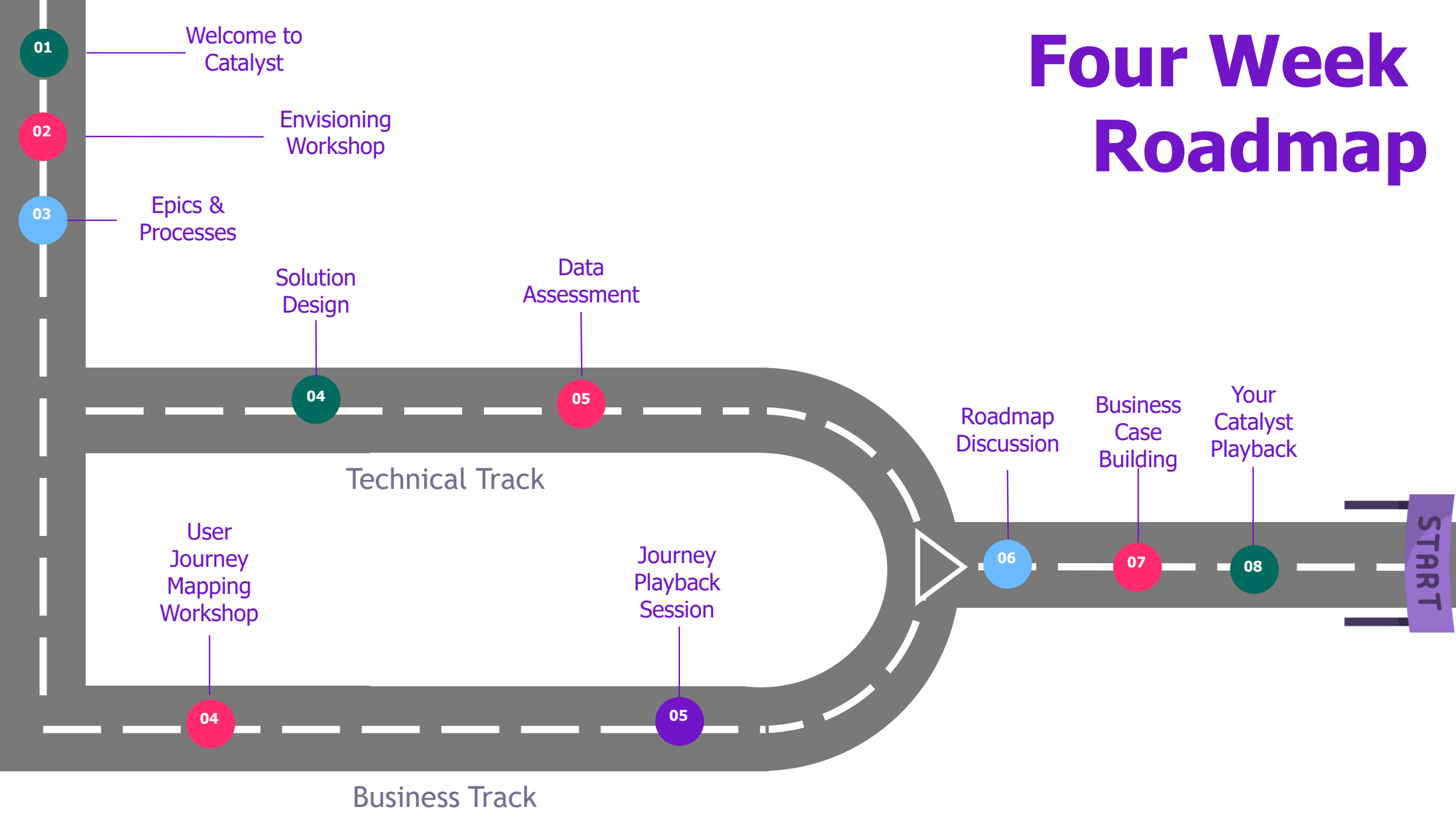
7. Do it, don't deliberate

8. Embrace change

9. Build Future

10. No surprises

Four Week Roadmap



Outputs



You are paying for tangible, actionable assets as part of your Catalyst engagement.

By committing to the programme, we are collectively responsible for producing the assets summarised in the table to the right.

This has been further broken down in slides covering what the output is, how it is formed, and how it benefits you, along with examples of the asset where possible.

Output Name	Description
Business Benefits Summary	Clarity on the intended business benefits to be achieved by the programme, and the measurement thereof
‘Epic’ KPIs	A clear selection of key deliverable features and processes that will make a measurable impact on the performance of the organization.
Business Case & Commercial	Commercial Options for the programme of change Clear mapping demonstrating ROI Contractual/service options Life Time Service/Continuous Improvement (CI) options
Initial Wireframes	Mockups of specific user journeys, and visuals of how the system would look for end-users
High Level Architecture	Data Platform and integration architecture Options Papers (as needed) Feature Roadmap
Project Plan	A high-level product roadmap showing timeline and potential deliverable sequencing Dependency mapping RAID artefacts
Service Blueprint	A high-level blueprint of end-to-end interaction within the system Clear mapping of front of stage interaction to back stage services / systems and integrations
Summary Presentation	A polished document with an executive summary of the above outputs, and insights along the way and a commentary of recommendations to get started.

Catalyst Team Commitments

		Welcome Session	Envisioning Workshop	Epics & Processes	Existing Tech Discovery	User Mapping & Wireframing	Data Mapping	Business Value Assessment	Roadmap Presentation
Kerv Digital Resource	Solution Architect	✓	✓	✓	✓	✓	✓	✓	✓
	Functional Consultant	✓	✓	✓	✓	✓	✓	✓	✓
	User Experience	✓	✓	✓		✓			✓
	Account Owner	✓	✓					✓	✓
Client Resource	Exec Sponsor/SLT	✓	✓	✓				✓	✓
	Product Owner(s)	✓	✓	✓	✓	✓	✓	✓	✓
	IT/Architect(s)	✓	✓	✓	✓	✓	✓		✓
	Data SME(s)	✓					✓		✓
	Business User(s)	✓	✓			✓			✓