



# DXC ADVISORYX

JANUARY 2026



# WELCOME TO THE DXC ADVISORYX PLAYBOOK



"At AdvisoryX, we empower organizations to thrive in an era of rapid change. Our mission is to deliver trusted, high-impact advisory services that tackle urgent and future-defining C-suite challenges. Acting as DXC's origination engine, we identify opportunities and shape end-to-end transformations that align technology execution with business outcomes. Through a collaborative, partner-led model, we drive results in AI adoption, operational efficiency, and data-driven performance, fostering innovation and compliance. AdvisoryX is committed to creating superior enterprise value and growth, serving as a strategic advisor and transformation partner for our clients."

Pete McEvoy  
Global AdvisoryX Lead

## Purpose

- Learn about the breadth of what DXC AdvisoryX can do for our customers
- Navigate through DXC AdvisoryX Services and Customer Stories
- Understand who's who in DXC AdvisoryX and who can help you support your business opportunities

## Content

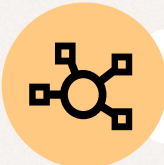
- Who we are and how we operate
- Regional footprint across industries and clients
- Catalogue of DXC AdvisoryX Value Propositions and Capabilities
- High impact Customer Stories
- Key Contacts

## More information

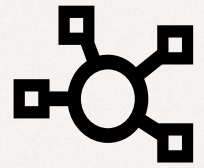
- Check out our external presence: <https://dxc.com/advisory>
- Find more information of Sales Momentum: [AdvisoryX Sales Momentum](#)
- Find relevant content on our [Consulting Portal](#).

Overview

# QUICK LINKS

-  [Who we are & how we operate](#)
-  [Key Contacts](#)
-  [What We Sell](#)
-  [Key Use Cases](#)
-  [Our Engagement Capabilities](#)





# WHO WE ARE & HOW WE OPERATE

Who we are & how we operate

# DXC ADVISORY

## Tackling C-suite challenges

As AdvisoryX, we bring clarity and confidence to business transformation. We are committed to creating measurable impact through bold thinking, rapid execution, and unwavering accountability. By partnering closely with our clients, we embed strategic insight and innovation into every engagement, enabling organizations to harness technology, optimize operations, and accelerate growth in a dynamic world.

|                                                                                                                     |     |                                                                                     |
|---------------------------------------------------------------------------------------------------------------------|-----|-------------------------------------------------------------------------------------|
| <b>6 OF THE TOP 10 FORTUNE 500 AEROSPACE AND DEFENSE COMPANIES TRUST DXC TO RUN, SECURE AND MAINTAIN TECHNOLOGY</b> | 5X  | reduction in annual operating expenses from platform modernization                  |
| <b>DXC SUPPORTS 3 OF THE 4 LARGEST AIRLINES IN THE WORLD</b>                                                        | 40% | improvement in productivity through modernization                                   |
| <b>DXC TRUSTED PARTNER BY MAJOR OEMS AND LEADING MANUFACTURING COMPANIES</b>                                        | 35% | inventory reduction and 97% increase in on-time delivery for a major metals company |
| <b>DXC AWARDED OF FORBES LIST OF WORLD'S BEST MANAGEMENT CONSULTING FIRMS IN 2024</b>                               | 50% | average reduction in time to value for new digital offerings and products           |

Who we are & how we operate

# ADVISORYX OPERATING MODEL

| AMS      EUROPE      UKI      APJ/MEA                                               |                                                                              |                                                                                |                                                                                                |                                                                                                           |                                                                                                                     | Region       |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------|
| FSI                                                                                 | CPG                                                                          | A&D                                                                            | AUTO                                                                                           | PUBLIC SECTOR                                                                                             |                                                                                                                     | Industry     |
| CORPORATE STRATEGY                                                                  | OPERATIONAL EXCELLENCE                                                       | TECH & DIGITAL TRANSFORMATION                                                  | PEOPLE AND CULTURE                                                                             | FINANCE AND RISK                                                                                          | MERGER, ACQUISITION & DIVESTITURES                                                                                  | Practices    |
| Engaged in significant directional shifts in business, technology, or risk posture. | Engaged in improving organization performance through process and automation | Engaged in technology planning, deployment, design, and management             | Engaged in activities that impact organizational structure, L&D, or significant culture shifts | Engaged in significant redesign and/or migration of financial, risk, and compliance systems               | Engaged in transactions that significantly reshape organizational structure, market presence, or operational scope. |              |
| Quantifiable value drivers, multiyear roadmaps, cross capabilities                  | Quantifiable value drivers, ecosystem opportunities                          | Engagement-based deals to design, build, deploy, and manage technology changes | Quantifiable value through upskill, reskill, and spans and layers                              | Quantifiable value through trapped cash, revenue recovery or clear change in risk posture or reg response | Quantifiable value through synergy realization, portfolio optimization, and accelerated growth.                     |              |
| PROGRAM AND CHANGE MANAGEMENT                                                       |                                                                              |                                                                                | RESEARCH AND BENCHMARKING                                                                      |                                                                                                           |                                                                                                                     | Capabilities |

Who we are & how we operate

# OUR FOOTPRINT ACROSS THE GLOBE



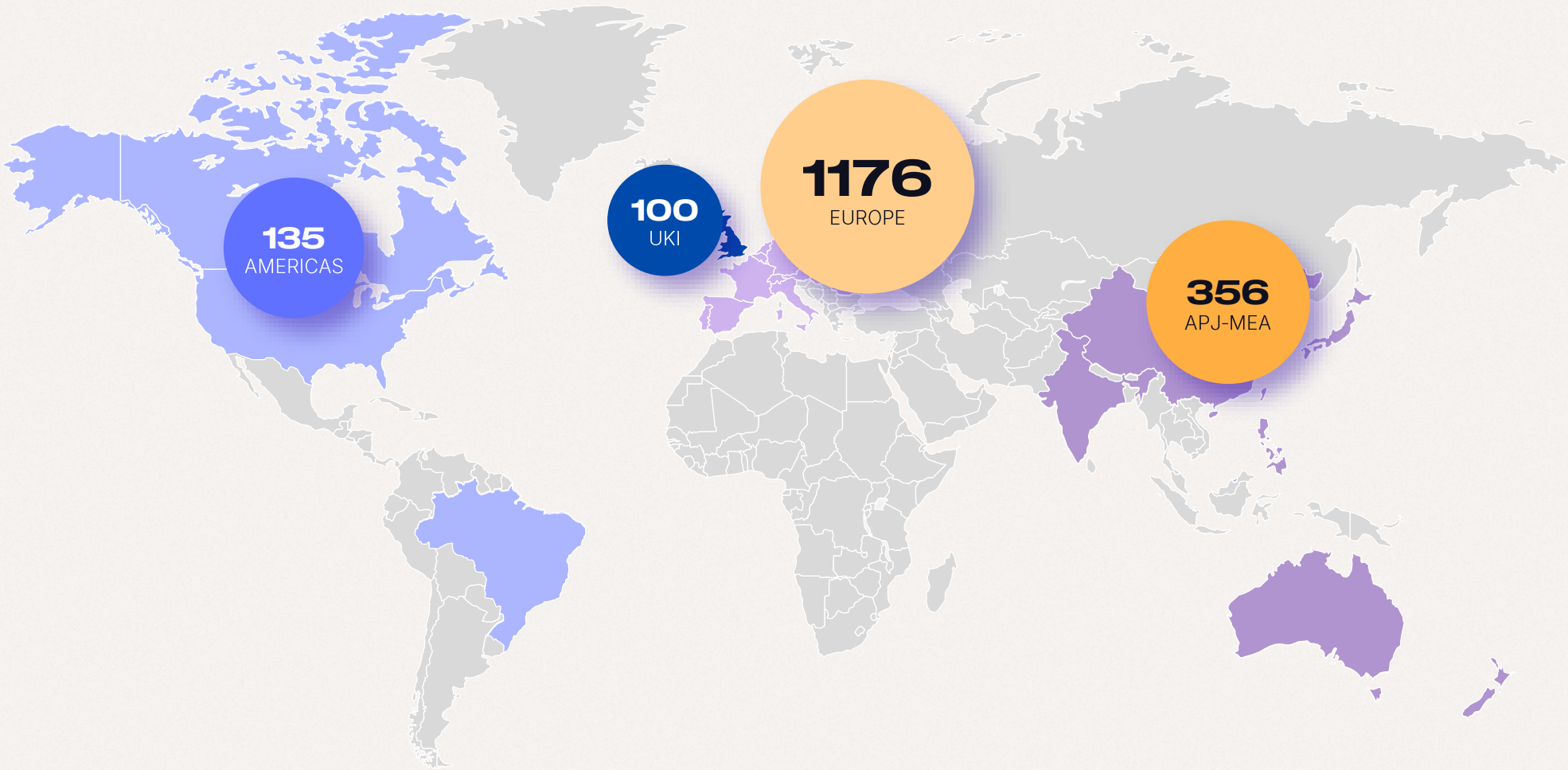
**~900 CLIENTS**  
Served across the globe  
70+ countries



**~1700 PROFESSIONALS**  
Highly-skilled and certified  
32 countries



**TARGETED INDUSTRY EXPERTISE**  
Strong Experts in Manufacturing & Automotive, Public Sector and Financial Services & selected IP in Cross-Solutions



Who we are & how we operate

# OUR FOOTPRINT ACROSS INDUSTRIES

|                                       | FINANCIAL SERVICES                                                                                                                                                                                                                               | AUTOMOTIVE & MANUFACTURING                                                                                                                                                                                                                                     | PUBLIC SECTOR                                                                                                                                                                                                                       | AEROSPACE & DEFENCE                                                                                                                                                                                                                                                                                                                                                 | HC&LS                                                                                                                                                                                                                                                  | CROSS-INDUSTRY SOLUTIONS                                                                                                                                                                                                        |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| REVENUE FOOTPRINT                     | 14%                                                                                                                                                                                                                                              | 10%                                                                                                                                                                                                                                                            | 30%                                                                                                                                                                                                                                 | 20%                                                                                                                                                                                                                                                                                                                                                                 | 10%                                                                                                                                                                                                                                                    | 15%                                                                                                                                                                                                                             |
| SELECTED CUSTOMERS                    | <div></div>                                                                                                                                                     | <div></div>                                                                                                                                                                 | <div></div>                                                                                                                                      | <div></div>                                                                                                                                                                                                                                                                     | <div></div>                                                                                                                                                         | <div></div>                                                                                                                                  |
| ADVISORYX SERVICES AROUND INDUSTRY IP |                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"><li>MaCs as part of IMDS / CDX</li></ul>                                                                                                                                                                                     |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"><li>Rail Cargo Management Solutions</li><li>Digital Cards and Mobility Platform</li></ul>                                                                                                     |
| ADVISORYX USE CASES                   | <ul style="list-style-type: none"><li>Digital Transformation &amp; Fintech Integration</li><li>GRC &amp; Risk</li><li>Customer Experience</li><li>Quantum Encryption</li><li>Payment Transformation</li><li>On-demand Banking Services</li></ul> | <ul style="list-style-type: none"><li>Mobility as a Service (MaaS) &amp; New Business Models</li><li>Electrification and Sustainability</li><li>Industry 4.0 and Smart Manufacturing</li><li>Visual Inspection (AI)</li><li>Continuous Co-Innovation</li></ul> | <ul style="list-style-type: none"><li>Digital Transformation &amp; E-Government</li><li>Governance and Public Sector Efficiency</li><li>Strategic Planning and Risk Management</li><li>Public Video</li><li>Anonymization</li></ul> | <ul style="list-style-type: none"><li>Risk Mgmt. &amp; Mitigation</li><li>Manufacturing Enterprise Systems – Solumina</li><li>ERP Architecture, Run &amp; Maintain</li><li>Supply Chain Cost Red.</li><li>Smart Manufacturing</li><li>Finance Transformation</li><li>Aftermarket Revenue Capture</li><li>Predictive Maintenance &amp; Spares Optimization</li></ul> | <ul style="list-style-type: none"><li>Digital Health and Telemedicine</li><li>GRC &amp; Risk</li><li>Patient-Centric Care and Value-Based Models</li><li>Omnichannel Retailing</li><li>Supply Chain Optimization</li><li>Customer Experience</li></ul> | <ul style="list-style-type: none"><li>Digital Transformation and Smart Infrastructure</li><li>Smart Mobility</li><li>Resilience and Cybersecurity</li><li>Content Creation, Distribution, and Monetization</li><li>CX</li></ul> |

Who we are & how we operate

# ADVISORYX OPEN INNOVATION PLATFORMS

## Plug & Play



Global innovation platform connecting DXC with startups and emerging technologies across industries.

**Focus:** Accelerating digital transformation and disruptive solutions.

## Startup Autobahn



Leading open innovation network for mobility and automotive solutions.

**Focus:** Co-creating next-gen mobility experiences with OEMs and tech innovators.

## Brand & Retail



Retail-focused innovation hub enabling DXC to deliver cutting-edge customer engagement and commerce solutions.

**Focus:** Enhancing Brand experience and omnichannel strategies.

## Arena2036



Collaborative research platform focused on next-generation mobility, lightweight design, and industry 4.0. DXC co-innovated with OEMs, suppliers, and academic partners to accelerate digital manufacturing and smart factory solutions.

**Focus:** Advanced materials, connected production, and sustainable automotive ecosystems.

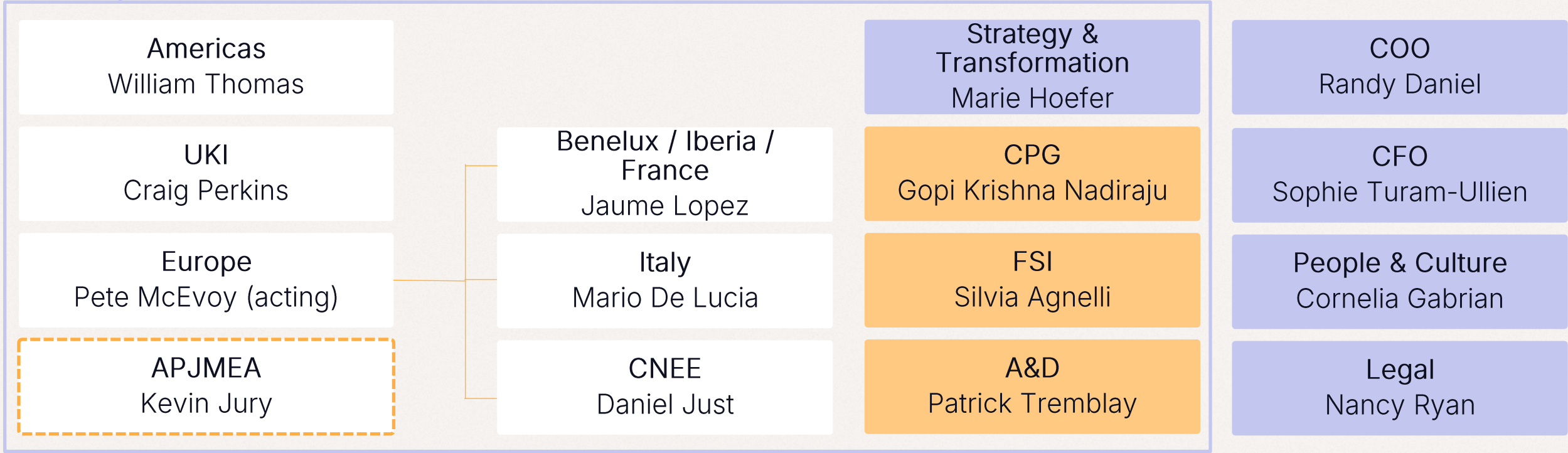
Key Contacts

# ADVISORYX LEADERSHIP TEAM



**AdvisoryX Leader**  
Pete McEvoy

|            |
|------------|
| Region     |
| Industry   |
| Enablement |





# WHAT WE SELL

DXC AdvisoryX provides integrated, outcome-focused consulting services that help organizations address their most critical challenges and realize their strategic ambitions. Our experts combine deep industry experience, advanced analytics, and proven methodologies to deliver measurable results – whether you're shaping strategy, transforming technology, optimizing finance, or building operational excellence.

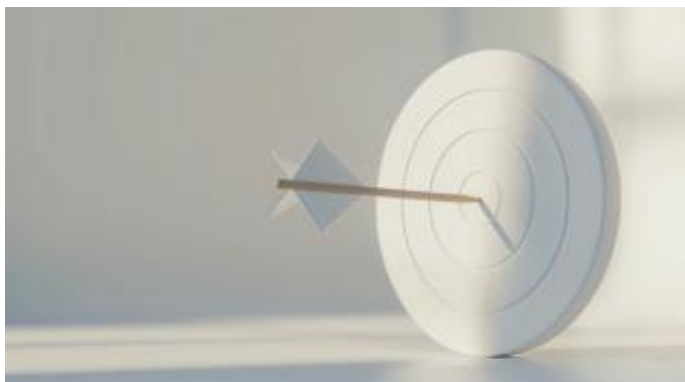
At DXC, we help clients create impactful strategies and bridge the gap to hands-on implementation, ensuring that every plan translates into tangible business outcomes. By harnessing advanced analytics and AI-powered insights, we deliver actionable recommendations that drive sustainable growth and measurable value for our clients.

Our consultants bring deep sector knowledge and cross-functional expertise to every engagement, tailoring solutions to each client's unique needs and ambitions. We employ scalable, proven frameworks designed to support different sized organizations, ensuring adaptability and impact at every level.

Our demonstrated success is reflected in a robust track record – backed by client testimonials, compelling case studies, and recognition from leading industry analysts

# OVERVIEW ADVISORY SERVICES (1/2)

## Corporate Strategy



Shape and execute strategies that drive growth, competitive advantage, and resilience. We bridge vision and execution, powered by AI insights and proven frameworks.

### Our Offerings

- Business Model Innovation
- Portfolio Optimization
- Growth Acceleration
- Digital Transformation
- Strategic Planning & Execution

## Tech & Digital Transformation



Turn technology ambition into business impact. We help you design and orchestrate digital strategies, modernize platforms and leverage cloud, data, and AI to accelerate transformation.

### Our Offerings

- Digital Strategy & Operating Model
- Cloud & Platform Transformation
- Technology Modernization
- Data & AI
- Cybersecurity & Risk

## People & Culture



Build future ready, talent-centric organizations. We empower you to attract, develop and retain top talent, foster high performing cultures, and drive engagement, innovation, and growth.

### Our Offerings

- Culture & Organizational Design
- HR & Workforce Optimization
- Organizational Change Management
- Workforce Analytics

# OVERVIEW ADVISORY SERVICES (2/2)

## Finance & Risk



Strengthen financial performance and resilience. Our experts help you manage risk proactively, ensure regulatory compliance, and unlock value through technology-driven finance transformation.

### Our Offerings

- Financial Strategy & Transformation
- Risk Management & Regulatory Compliance
- Treasury & Working Capital
- Forensic & Financial Crime

## Operational Excellence



Achieve lean, agile, and customer-focused operations. We drive efficiency, quality and continuous improvement across your business and supply chains - enable you to adapt and excel.

### Our Offerings

- Process & Performance Improvement
- Lean, Six Sigma & Cost Optimization
- Supply Chain Resilience & Optimization
- Intelligent Automation

## Merger, Acquisitions & Divestitures



Maximize value and minimize risk in complex transactions. Our end-to-end support and proven methodologies ensure seamless integration, rapid value realization, and confident execution.

### Our Offerings

- End-to-End Complex Program Management
- Program & Value Realization Office
- Technical Expertise
- Planning & Execution
- Transition & Transformation

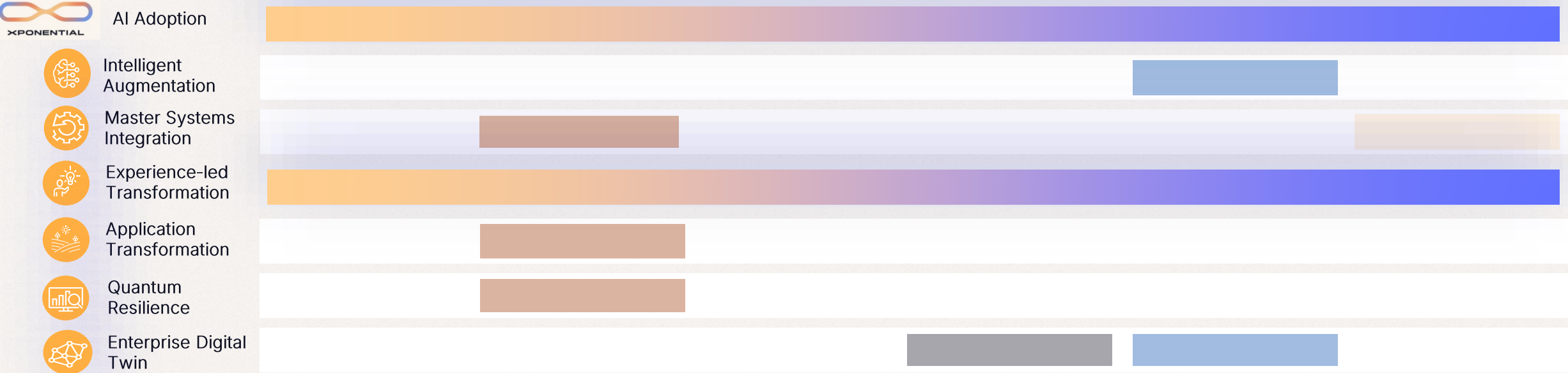
What We Sell

# ADVISORYX - CURRENT SALES CAMPAIGNS



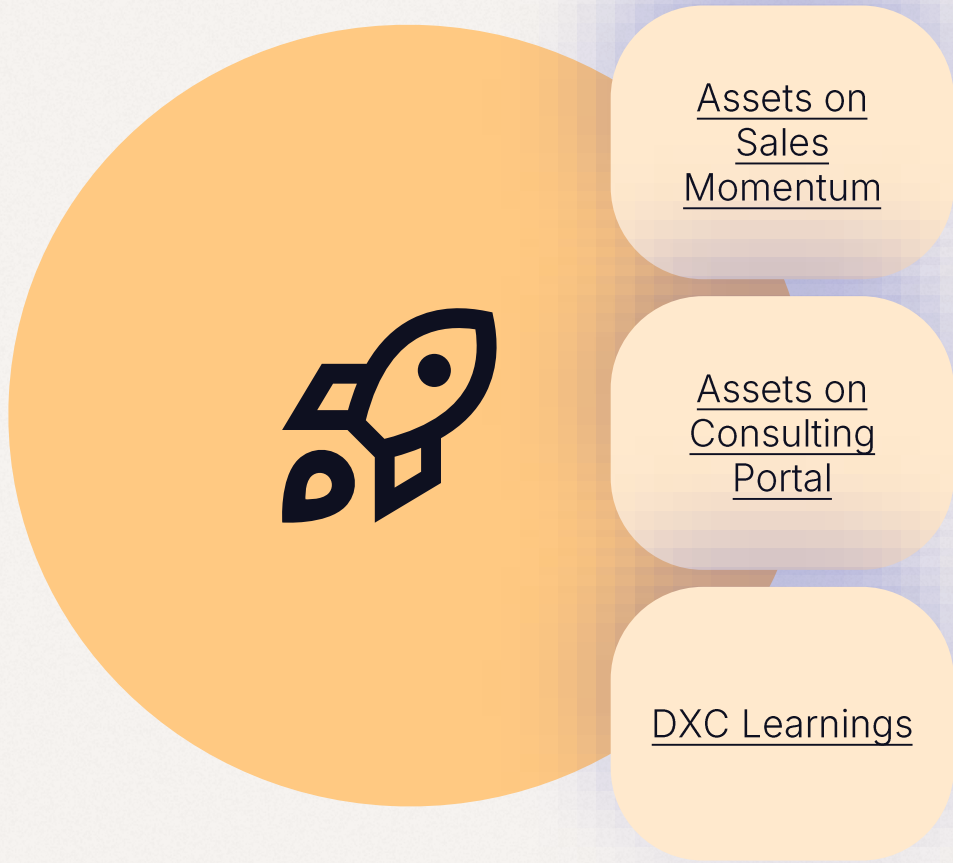
Corporate Strategy      Tech & Digital      People & Culture      Finance & Risk      Operational Excellence      MAD

Campaigns



What We Sell

# LEARN MORE ON OUR CAMPAIGNS



- Customer Presentation
- Battlecards
- References & Use Cases
- White Papers

In addition to above

- 40+ Assets on Delivery Capabilities underpinning SIX
- Enablement Recordings on SIX Framework
- Deep Dive Recordings on each of the SIX

## Get SIX embedded into your deals

Put Campaign codes into SFDC with core product lines\*:

| Campaign Code                                                                                                     | Starting Product Line                                                                          |
|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|  Intelligent Augmentation      | AdvisoryX -> Business Advisory & Transformation -> Digital Strategy & Transformation           |
|  Experience-led Transformation | AdvisoryX -> Experience & Innovation -> Experience Design                                      |
|  Master Systems Integration   | AdvisoryX -> Technology Advisory & Transformation -> IT Transformation                         |
|  Application Transformation  | AdvisoryX -> Business Advisory & Transformation -> Application Transformation                  |
|  Enterprise Digital Twin     | AdvisoryX -> Business Advisory & Transformation -> Digital Strategy & Transformation           |
|  Quantum Resilience          | AdvisoryX -> Emerging & New Tech -> Quantum Computing Security -> Key & Certification Services |

\*SIX pull throughs all of CES, GIS and Insurance to bring the full breadth of DXC to our clients. Deals will be shaped with complete product lines after opportunity creation.



# KEY USE CASES

This section showcases real-world examples of how AdvisoryX delivers measurable impact across industries. It highlights transformation stories that demonstrate our ability to turn strategy into execution, combining operational excellence, digital innovation, and cultural change. Each use case reflects client-centric collaboration and illustrates how we create sustainable value, drive growth, and strengthen resilience through tailored solutions.

## Key Use Cases

# SELECTION OF CLIENTS TRUSTING US



## Key Use Cases

# MOST RECENT WINS & ONGOING PROJECTS RELATED TO AI ACROSS INDUSTRY



Chocolate Industry  
Shopfloor Agent (Maintenance)

Medical Industry  
AI Powered Internal  
Learning Platform



Banking  
Strategic AI and RPA  
Transformation (BPS)

Financial services technology  
industry  
AI Use-Case Roadmap &  
Solution Design

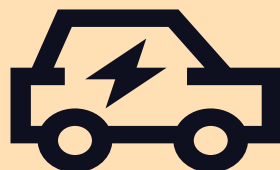
BetaNXT



Public Sector  
AI Maturity Assessment – AI  
Strategy & AI Governance

## Key Use Cases

# ADVISORYX-LED TRANSFORMATION FOR AUTOMOTIVE & MANUFACTURING CLIENTS



\$4bn acquisition creating the largest coal mining business in Australia. Consulting provided complex program management/Value Realization Office, digital platform transformation and integration reimagining the operating model for greenfield infrastructure and SAP.

*"DXC brought scale and global expertise...to assess, integrate and manage this complex technology landscape"* – Nic Zafiris, CIO, Whitehaven Coal.

## BAE SYSTEMS

Large Manufacturer's Smart Factory Strategy & Industry 4.0.

*"DXC Signal played a pivotal role in the organization's digital transformation journey at 20% of the estimated cost of a Wi-Fi network."*



Automated warehouse management operations in order to reduce warehouse cycle times and costs. Key challenges were receiving and shipping errors, problems with stock identification, high cycle times due to manual processes. DXC re-engineered the processes, implemented SAP ECC 6.0 EWM leading to automated warehouse operations; enhanced inventory visibility and accuracy; storage optimization; etc.

*Internal only without  
anonymization*



DXC implemented a harmonized central IoT platform for data contextualization, aggregation, and analysis. This platform features a unified namespace, built primarily on MQTT and Snowflake as the data platform and historian. The unified enterprise-wide data models provide a common terminology and enable rapid rollouts of new use cases on the existing platform.

Outcomes: Improved chocolate crack classification by 300%. Reduce chocolate scrap by 50%. The predictive maintenance model is currently under development.



We crafted a solution leveraging the use of computer vision systems for assembly error detection within the manufacturing process. Analyzing products for quality and consistency, tailored to the assembly product. Inline rapid inspections for all components of the vehicle including wiring loom feed locations, bolt/fitting positioning & tolerance, hole drilling accuracy amongst other key inspection areas. All integrated with the existing assembly line control systems.

*Internal only without  
anonymization*



We have launched a SaaS-based API platform to drive digital products and services, integrating IoT devices and the global ecosystem while centralizing governance. Using an agile DevSecOps approach, we've defined an API strategy and Target Operating Model that accelerates time to market and ensures scalability and security for both public and private cloud deployments. This future-proofed solution streamlines API management and supports ongoing innovation

## Key Use Cases

# ADVISORYX-LED TRANSFORMATION FOR THE PUBLIC SECTOR



Deploying a human-centric approach to drive an organization-wide change program to leverage the unique potential of (Generative) AI to reinvent citizen and employee experience. A step-by-step journey starting from sensibilization, education, inspiration, and safe experimentation to scaling, addressing the organizational challenges and concerns in parallel with the technical realization of proof of concepts, minimal viable products up to production.



Discovering, assessing and kick-starting (Generative)AI enabled initiatives to drive citizen and employee experiences at the Tax Administration of the Brussels Region. A human-centric approach to transform end-to-end processes or experiences by a cocktail of the latest technologies.

*"(...) DXC combined AI and industry expertise with a thorough understanding of our current IT landscape. The discovery session gave a kick-start to build our AI roadmap."* Dirk De Smedt, Director General.



Performing a first Enterprise Architecture cycle with the aim to assess and build necessary architecture capability and setup initial architecture Vision. Documentation, visualization and analysis of current and target state of Enterprise Architecture in all the aspects (motivation) and architecture domains (business, application, data and technology). Defined Enterprise Roadmap 2024-2027 based on gaps between current and desired (target) state.



A multi-year smart factory transformation program reimagining the factory floor including IT/OT convergence, connected assets, and digital thread. Consulting provided digital platform strategy, planning, and transformation and Value Realization Office (VRO).

*"DXC is our trusted integrator critical to driving our transformation success"* – Robert Townsend, Executive Director, Aerospace company



DXC proposed the Mobile On-Board Training System (MOBOTS). This system allows the RAN to conduct training on an active ANZAC frigate, using real weapons, radars, communications, and equipment in a 24-hour simulated environment. The approach significantly reduces costs, logistical complexity, and the need for additional ADF resources.

*"The simulated environment provided by MOBOTS is sufficiently realistic to allow more complex and intense training that is gaining higher quality results."* Spokesperson, Royal Australian Navy Sea Training Group

## FEDERAL GOVERNMENT HEALTH SUBSIDARY AUSTRALIA

The Experience-Led Transformation (XLT) framework identified business challenges and benefits through HCD research and a business readiness assessment, leading to a people-centric Transformation Blueprint. The organization was prepared for continuous change, with a focus on designing the desired future state and supporting frameworks. A process-thread analysis helped create a new learning architecture, ensuring an engaging, people-focused learning experience.

## Key Use Cases

# ADVISORYX-LED TRANSFORMATION FOR FINANCIAL SERVICES



## CHUBB®

A financial services organization, was dealing with aging technical infrastructure which was not future-ready and expensive at the same time. DXC was engaged to drive the IT strategy for Chubb which resulted in lower operational costs, technological efficiency and a future-ready enterprise architecture.

## ZURICH

Zurich Insurance moved to a platform-as-a-service model, reduced IT operational costs by 40% and increased system performance by 25% and improved response time by 40%.

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anonymization*

## Deutsche Bank

We defined the target architecture for Anti-Financial Crime (AFC) focusing on Anti-Money Laundering (AML), including transaction monitoring, partner and account oversight, and regulatory alert processing. We implemented a unified Name List Screening (NLS) and AML system using existing applications, designed data flows via Data Warehouses, and managed the project from design through user acceptance testing and go-live. This ensured seamless functionality and enhanced business processes in the new AFC systems

## NatWest

Reinvented and digitized legacy process for NatWest Group to reduce fraud, mitigate risk and boost compliance, saving the bank more than £50 million per year in potential fraud losses.

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anonymization*

## EUROPEAN CENTRAL BANK

We have implementing Scrum ceremonies like retrospectives and enhancing productivity through bottom-up feedback. By transitioning from functional to cross-functional teams and closely collaborating with a customer-provided Product Owner, we've adopted the Nexus framework, boosting development speed and transparency. This has established a culture of focus, courage, trust, and continuous improvement, leading to a powerful Agile transformation for a central bank in Europe

## TRANSFORMATION OF A SHARE-TRADING PLATFORM IN APJMEA

A legacy share-trading platform, managed by a third-party vendor, lacked flexibility, hampering feature updates, defect fixes, and technology upgrades. Dependency on the external vendor posed service risks. The customer opted to rebuild the platform for greater control and modernization. DXC led the effort, establishing agile cross-functional teams and working closely with key stakeholders. The project utilized modern frameworks such as React, NodeJS, and AWS, across frontend, middleware, and backend layers.

Key Use Cases

# ADVISORYX-LED TRANSFORMATION FOR HEALTHCARE, LIFE SCIENCE AND C&R



A successful M&A completed in just 8-months from announcement! Dedalus acquired DXC's healthcare provider software business and the DXC team led the IT execution, with every milestone achieved, for over 230 applications, associated infrastructure and 2K employees across 30 countries.

*"The [Day 1 M&A] was seamless, even landing on a public holiday weekend! There were no customer issues and service continued without any change. Core functionality for our staff was all in place, from email through expenses and on to client support access."* - Dedalus CEO/President.



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DXC advisors collaborated with ISS to create a scalable, centrally managed automation solution through a hybrid Center of Excellence. They developed a global RPA framework that meets strict data security requirements and delivers cost efficiencies for ISS. The approach included identifying automation opportunities, designing and testing automated processes, and transitioning to DXC RTM. This resulted in ~96% data accuracy, reduced human errors, over \$3.7M in annual savings, and improved customer and employee satisfaction, all while aligning with ISS's global IT strategy.



Merger of two major Northeast U.S. retailers, each with their own unique go-to-market strategies they needed to retain to compete effectively while gaining the benefits of increased scale and buying power. DXC M&A team on point to integrate all functional areas including Finance, Human Resources, Merchandising & Marketing, Supply Chain & Warehouse with Store Operations.

*"DXC has been more professional, patient and supportive in the past year with the merger and integration. DXC's resources provided technical and management ideas for the integration. DXC has provided an excellent advisory and IT strategy support with regards to the merger, and we have a great partner with great capabilities and high quality."* - NGI CEO

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Developed an AI-based system for real-time jerrycan defect detection on the production line. Integrated cloud data management, automated deployment, and a monitoring dashboard for seamless operation. Trained the AI model to identify specific defects, allowing operators to monitor system performance in real-time and take immediate action. The system suggests improvements to scale and enhance AI model performance.

## MAJOR GROCERY ECOMMERCE CASE STUDY

Organizational Alignment across Product & IT Engineering teams was critical to help establish stability followed by enhancing predictability of the overall Program. As result, an Agile Program & Practice Management discipline was instituted to help across following domains – Culture & Leadership, Lean Agile mindset, Team structure, transparency & visibility of work priorities – includes Roadmap, Prioritization & Planning.

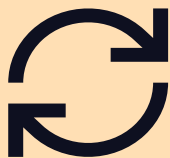
## PHARMACEUTICAL DRUG DISTRIBUTION COMPANY

DXC served as a partner to bring together key stakeholder groups to transform solutions, platforms and processes through the development and execution of a transformation roadmap.

Established PMO to drive program and project execution in a coordinated effort to deliver business outcomes.

Key Use Cases

# ADVISORYX-LED TRANSFORMATION CROSS-INDUSTRY



Transformation of a collection of tools into a unified development environment as a single scalable toolbox. Argo Design brought together product strategy, research, and a deep understanding of the platforms, technologies, and workflows to architect The Lab.

Recognized with a DEVIES award by Developer Week for best innovation in VR/AR/MR 3D.

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anonymization



Establish a Generative AI factory to capture and convert business-value-driven use cases to value realization. Consulting partnered with DAI to run workshops to capture and prioritize a use case library and establish the Gen AI factory platform to rapidly convert prioritized use cases to MVPs.

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anonymization



Envisioning and establishment of a value-driven transformation initiative to drive an 18-month digital enablement program. Consulting co-created the OMV digital platform transformation strategy by conducting a Digital Health Check via workshops leveraging digital platform strategy, planning, and transformation, and kick-started an agile backlog for prioritized pilot initiatives.



A 45-month program supporting the 2026 opening of the new Sydney Airport. Consulting provided complex program management and engineering for delivery and integration of the full technology and application environment, and business processes.

*"Fantastic piece of work done by all parties over the last weeks "for the enabling platform go live" - Tom McCormack, CTO*

## IMPLEMENTING RAILWAY SOLUTION

We are supporting a large railway cargo company in implementing new processes and an IT solution based on a standard system from DXC. Using a greenfield approach, we are working in several integrated agile teams to deliver Minimal Viable Products (MVPs) and pilots over a 4-5 year journey. Virtual collaboration is key, with the SAFe framework ensuring efficiency and flexibility throughout the development process.



The First U.S. Nuclear Plant to deploy DXC Signal, Private LTE

"DXC Signal's PLTE Solution paid for itself in their first refueling exercise our rough analysis was savings of \$800k+ versus a full Wi-Fi replacement." Dan Ronnenberg, CTO



# ENGAGEMENT CAPABILITIES

If you think of an Engagement as a Lego Castle, Capabilities are the Lego Bricks  
- Those Capabilities are most likely coming from multiple parts of our Business,  
as we bring the best of DXC to our client engagements.

The following section provides you an overview of our global capabilities. Those capabilities should be selected in **Salesforce as Products**, as you desire to get AdvisoryX on board for your deal.

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# OUR GLOBAL ADVISORY CAPABILITIES



Business Advisory & Transformation

Technology Advisory & Transformation

Value Realization & Program Management

argoExperience

Data Strategy & Governance

New & Emerging Tech

Application Transformation

Digital Strategy & Transformation

Process Design & Reengineering

Industry Advisory

Finance Transformation

Human Capital Management

Supply Chain Management

Mergers & Acquisitions Advisory

GRC Advisory

ITSM Advisory

Cloud Strategy & Transformation Advisory

Enterprise Architecture

Integration Engineering

Process Automation

Platform & Performance Engineering

IT Transformation

Telecom Engineering

Synthetic Simulation

Value Realization Office & PMO

Complex Program Management

Organizational Change Management

Agile Advisory

Innovation Strategy & Thought Leadership

Experience Design

Product Strategy

Data Strategy & Governance

Quantum Computing

Blockchain

# DIGITAL STRATEGY & TRANSFORMATION

## Scope/Overview

DXC’s Digital Strategy & Transformation practice assists clients to understand the core of their business, define their vision for its future, and develop a plan to achieve their goals.

We apply business architecture and analysis methodologies to understand, design and improve the business’s structure, processes, systems and capabilities. We provide a contextual framework within which business change can be described, aligned to the business benefits and the value it will deliver, as well as the capabilities, processes and systems it will impact.

Business Architecture and Analysis consultants can work directly with a client, or as part of a larger DXC offering.

## Value proposition

Enable organisations to:

- Align their business process, capabilities and IT systems with business goals;
- Optimise operations, facilitate change, and drive continuous improvement;
- Guide future investment in change initiatives, innovation and transformation roadmaps to deliver technology-supported business value;
- Drive new operating models and business capabilities, optimise value streams, enhance customer experience, streamline processes, reduce costs, mitigate risks, and evaluate business requirements;
- Provide context and alignment between business vision and solution delivery, ensuring IT projects maintain focus on business outcomes, enabling transformation success and realisation of benefits.

## Differentiators

- **Our deep expertise:** Highly experienced and certified business architects and business analysts delivering a cohesive collection of offerings providing business context and alignment between business vision, strategy, benefits and solution delivery
- **Our holistic approach:** DXC’s approach facilitates business alignment and process improvement, leveraging frameworks such as TOGAF & CBAP, to ensure that IT projects maintain focus on business outcomes. It provides end-to-end traceability of requirements from business benefits to test outcomes, covering scope, change, impact assessment, compliance and completeness
- **Value delivery:** DXC empowers the organisation to respond to new market realities in an agile and aligned manner to enable competitive differentiation

## Competitor positioning

- **Top Tier:** Small homogenous group, competing at the top end of the market, engaging C-Suite and collaborating with directors & team managers. Capability to define strategic architecture & bridge the gap between IT and the business, can scale quickly
- **Mid-Tier & India Pure Play (IPP):** Large, diverse group, competing at mid-top market. IPP leverage offshore capability to bring down price. Offshore players are trying to move from ‘run the business’ work to transformational services
- **Boutique and SME / Contractors:** Specialised knowledge, unbound by corporate policy constraints, limited scale. Constrained capabilities in IPs and depth of partnerships

## Handling objections

Q. **What is the business value you can deliver?**  
A. As a strategic enabler, we help transform organisations to realise their potential by optimising business capabilities and processes and identifying the requirements that align with business strategy to maximise benefits

Q. **How will DXC help me understand my organisations IT capabilities, ensure they are aligned with my business goals, and bridge any gaps?**  
A. Through an Operating Model Assessment & Redesign, DXC will assess how well your processes, information, people and technology align to your business goals and will recommend how to deliver value with these business capabilities.

Q. **How will DXC assess if they are fit for purpose to achieve my business goals?**  
A. Through Business Process Modelling, Improvement & Redesign, DXC will assess and optimise organisational process architectures, define, uplift and/or design end-to-end business processes to ensure they have clear ownership and are aligned with vision, strategy and target business outcomes.

## Why DXC?

- Highly experienced Business Architects & Analysts work alongside their specialised technical delivery teams to provide an end-to-end delivery capability from advisory through to implementation and support
  - We help customers achieve their business goals by defining, optimising, and designing processes, capabilities, systems, and organisational operating models for effectiveness and cost-efficiency
  - Access to our Innovation and Digital Transformation Centres; multiple Centres of Excellence, including Industry, Delivery and Testing; and access to multiple Frameworks such as DXC Modern Architecture and Business Value
- Next steps
- Our team is available to guide our customers and discuss further:
- Dan Santos, APAC (ANZ) / [dsantos37@dxccom](mailto:dsantos37@dxccom)
  - Carolyn Rogers, APAC (ANZ) / [crogers25@dxccom](mailto:crogers25@dxccom)

## Conversation starters

- |                                                                                                                                                    |                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• How do you ensure that your IT investments contribute directly to achieving your business goals?</li></ul> | <ul style="list-style-type: none"><li>• Do you consider that your IT initiatives have met your business needs? Did they deliver the expected value?</li><li>• What strategies have you employed to gain clarity on the true impact of business change during your IT initiatives?</li></ul> | <ul style="list-style-type: none"><li>• Do you know, with certainty, all the applications in your application portfolio? How do your current applications limit your ability to deliver new products or business services?</li><li>• Are you spending too much of your budget on maintaining your existing portfolio versus investing in innovation?</li></ul> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# PROCESS DESIGN & REENGINEERING

## What we do

We streamline and optimize business processes and decision-making to enable businesses to stay competitive in the digital age, meeting evolving customer demands, and capitalizing on new market opportunities.

### Customers Needs & Market Trends

- In today's IT landscape, enterprises are leaning more towards digital business models and processes to stay competitive and meet evolving market demands.
- Digital Business Model can help achieve greater customer and employee confidence, satisfaction, loyalty and advocacy through holistic management of stakeholder experiences
- Digital Business Model for innovation is what TQM [total quality management] did for manufacturing: unleash people's creative energies, win their commitment, and radically improve processes through adoption of digital technologies



#### Customer Experience:

Advances in Generative AI and shifting customer preferences are pushing service and support leaders to reimagine what's possible for their organization in 2024. Leaders are focused on how they can leverage technology to accomplish their top priorities, including improving customer experience and optimizing their operations.

(Gartner, Feb 2024)

*Key trends: Digital Transformation Trend; Subscription Economy, Platform Economy, AI and Automation, Data-Driven Insights, Mobile-First Approach*



#### Digital Employee Experience

that an organization provide its employees contributes greatly to their engagement at work. Workers are much more likely to be engaged when they have the information, tools, and technology needed to do their jobs.

(Forrester, Jan 2024)

*Key trends: Blockchain Technology, Sustainable Business Practices, Remote Work and Collaboration Tools, Virtual and Augmented Reality*

# INDUSTRY ADVISORY

## What we do

Utilizing a cost-effective combination of offshore, near shore, and on shore resourcing while providing appropriate security for restricted accounts. We leverage DXC technology solutions and capabilities to solve modern business challenges like supply chain disruptions, manufacturing inefficiencies, and labor shortages. Our approach emphasizes flexibility, reusability, and rapid value realization, helping organizations adapt quickly to market changes. By applying cognitive and modular solutions, we create a connected, value-based ecosystem that targets both short-term and long-term opportunities. We guide clients through digital transformation, fostering cultural changes and ensuring sustained success with adaptable, reusable platform-based capabilities. Our strategy is a dynamic playbook for unlocking the full potential of your digital journey.

### Customers Needs & Market Trends

- Actionable visibility and insight across the ecosystem and Integration of IT and OT tools
- Cloud-native tools for improved manufacturing operations
- Common protocols and security for connecting OT and IT assets
- Shift from siloed collaboration to an interconnected value-based ecosystem
- Virtual PLCs – containerized logic controllers
- Consolidation of technology – organizational debt relief



#### Customer Experience:

According to Gartner manufacturing trends 2024 accelerate product innovation, operational excellence and sustainability, and the scalability and interoperability of people, assets, products and processes. CIOs should educate leadership about these opportunities while defining digital ambitions.

(Gartner, Jan 2024)

*Key trends: Better transparency and predictability, flexibility to respond to changing needs, industry cloud platform - Digital Thread Circularity*



#### Customer experience

Per Gartner, manufacturers agree that advanced analytics and GenAI will be highly important over the next decade. Poor data quality undermines the effectiveness and reduces the value contribution of such tools. Implementing a data governance platform that defines ownership, and accountability is essential for data integrity and quality.

(Gartner, August 2024)

*Key trends: Supply Chain Technology Insights, Manufacturing Data Governance, AI-Enabled Vision Systems, Augmented Connected Workforce*



# GENERATIVE AI ADVISORY

## Scope/Overview

Empower your business to engage with AI and transform your business processes all in one place with DXC's strategic GenAI offering.

DXC is a one-stop shop for advising/designing possibilities, implementing out-of-the-box accelerators, or building custom apps, and scaling across your business with our expansive team of highly skilled AI experts.

Our approach is technology-agnostic, ensuring that we provide the best solutions tailored to your needs. We take a strategic, holistic view to ensure that AI integration aligns with your overall business goals

## Competitor positioning

- **Accenture, KPMG, EY, PWC:** Offering AI Strategy & Advisory services, typically more business than tech focused. Having some challenges in the ANZ market due to recent negative publicity and issues, especially in the public sector
- **Smaller, boutique AI Consulting firms:** lack the ability to grow your outcome from an end-to-end perspective
- DXC has strong partnerships with leading AI providers such as Microsoft, AWS, GCP, NVIDIA and has exclusive early access to capabilities, partner funding and know-how.

## Conversation starters

- Where are they on their AI Journey:
- How are you currently leveraging AI within your organization?
- What specific business challenges are you looking to address with AI?
- How do you envision AI transforming your business operations in the next few years?
- What are your main concerns or obstacles when it comes to implementing AI solutions?

## Value proposition

- Establishes a comprehensive, business-wide AI strategy with strong organizational support.
- Promotes responsible, ethical, and secure AI adoption.
- Optimizes investment in AI technology, solutions, and initiatives.
- Custom engineering solutions tailored to specific business needs.
- Employs business value-centric methods to maximize impact.
- Enhances decision-making with advanced data analytics and insights.
- Facilitates seamless integration of AI into existing business processes.
- Provides ongoing support and training to ensure successful AI implementation.

**Q:What makes DXC's AI consulting services unique compared to other providers?** A: DXC stands out due to our decades of multi-domain AI experience, human-centric design approach, and strong partnerships with significant AI providers such as Microsoft, AWS, and GCP. We also have a dedicated Global AI Practice with over 10,000 AI professionals covering all regions

**Q: How can DXC help us move our AI projects from Proof of Concept (PoC) to production?**

A: DXC's GenAI offering includes an accelerator for the development and deployment of GenAI applications at an enterprise scale. We provide a unified cloud platform and leverage our strong partnerships with leading AI providers to ensure a smooth transition from PoC to production

Business:

- Are there any specific business processes you are looking to optimize with AI?
- How do you plan to scale AI solutions across your organization?
- What are your expectations for the return on investment (ROI) from AI initiatives?
- How do you measure the success of your AI initiatives?

## Differentiators

- **Global Expertise:** Access to capability and experience from DXC's global AI team, which has successfully completed over 400 projects
- **Flexible Engagement Models:** DXC can augment your existing technical team or deploy technical resources to work within your team in a hybrid manner
- **Proven Blueprints and Accelerators:** Utilize blueprints and accelerators from decades of successful global AI integrations
- **Independent Research:** Access to our independent research arm, which identifies the most critical factors for implementation success
- **Strong Partnerships:** DXC has strong partnerships with leading AI providers such as Microsoft, AWS, GCP, and NVIDIA, providing exclusive early access to capabilities, partner funding, and know-how

## Why DXC?

DXC can assist your organization throughout the entire Generative AI journey. Our AI services encompass roadmap and strategy development, design, implementation, and scaling across the enterprise. With over a decade of experience in delivering AI solutions, DXC has specialist expertise both regionally and globally. Our proven track record in AI engineering, design, and delivery sets us apart from other consulting firms. We excel in operationalizing GenAI services with a plethora of complementary skills, ensuring successful implementation and integration

## Alternative Offering

In addition to our strategic and flexible GenAI consulting services, DXC also offers GenAI-in-a-Box. This comprehensive, pre-packaged solution is designed for organizations seeking a rapid deployment of AI capabilities without the need for extensive customization. GenAI-in-a-Box tackles complex documents and creates content based on the organization's own data, providing a quick and efficient way to implement AI technologies. This solution is ideal for businesses looking to address specific needs swiftly while benefiting from DXC's expertise and support.

# MERGER, ACQUISITIONS & DIVESTITURES

## Scope/Overview

DXC’s MA&D Consulting Practice is a team of seasoned professionals who use a proven methodology to lead all Phases for the full IT stack of any-sized merger, acquisition or divestiture. This includes IT Strategy, Current/Transition/Future Modes Architecture Design, Plan, Design, Develop, Implement, Test, Hypercare and Hand-off to Run teams, TSA development and management. Full IT Stack includes PMO/Governance, Apps and Infrastructure for any sized Integration (M&A) or Divestiture.

## Value proposition

The DXC MA&D offering has a proven methodology to benefit our client's initiatives from the outset. DXC will reduce risk, increase certainty of outcome, help ensure realization of the value case and build a platform to confidently increase the number of MA&Ds a company can consider with a much higher level of confidence. For our clients we know we can execute; better, faster, more efficiently with lower costs compared to our competitors. Reduced start-up time & rinse/ repeat collateral will facilitate rapid decision-making and enable reduced costs that will ensure accelerated Business Value Realization.

## Differentiators

- Experienced team with strong leadership.
- Established Methodology and Playbooks.
- Comprehensive Checklists with Deal Size Specific Collateral.
- Real-time, online status reporting for enhanced, up-to-date visibility.
- Depth & Breadth of expertise across the entire IT stack.

## Competitor positioning

- DXC has one of the most robust methodologies and visions for outsourcing deal implementation... and have been tested across regions, verticals, and time.” The Forrester Wave.™
- Though DXC is extremely capable in executing MA&Ds, we do not have the name recognition nor executive relationships as our competitors (Accenture, PWC, Deloitte, E&Y, Alix Partners, etc).
- Best odds to win are with existing customers where DXC has established credibility from delivering IT services and advisory relationships with CIO.

## Handling objections

- **Price is too high-** Response: DXC Rates are comparable to our competitors. You are paying for the expertise to deliver success rather than a cheaper price that could be more costly in the long run and induce more Risk to the MA&D.
- **Why DXC v Deloitte, Accenture...**- Response: DXC is not just a Consulting firm, we are primarily an end-to-end IT stack Service Provider & Integrator, with expertise in all areas. We have proven our capabilities by our own internal MA&Ds, as well as our clients, so much so that we are leading the industry with a new AI model to generate integrated project plans into an Agile delivery methodology.

## Why DXC?

- Proven Leadership – proactive and experienced Industry leaders, with the ability & skillset to become trusted advisors to the executive decision makers.
- Accelerated Startup – preset approach with accompanying collateral ready now.
- Fast-track Planning – decades of experience with rinse/repeat collateral.
- Executable, Proven, Detailed Execution Plans – battle tested, refined templates.
- Dramatically Reduced Business Interruptions and Escalations – high quality execution, reduced errors/ redoes with a highly effective PMO.
- MA&Ds are in DXC’s DNA, having led and successfully executed them for over 50 years.

## Conversation starters

- Over 75% of MA&D’s fail to achieve their strategic objectives, do not boost shareholder value, or reach the targeted synergies (HBR, Deloitte, KPMG).
- Over 50% fail due to inadequate Due Diligence, Planning and Execution.
- DXC are experts at executing the IT components of MA&Ds, and since all Business Functions (Sales, Finance, HR, Legal, etc.) run on apps and infrastructure supported by IT, to get the expected value out of any MA&D you need the IT portions to be executed flawlessly.

- **Why we win:** MA&Ds are in DXC’s DNA. Decades of experience with leading all IT aspects of any sized MA&D, for ourselves and our clients. Industry experts, incredibly knowledgeable IT SMEs. Rinse/repeat proven methodology and collateral.
- **Why we lose:** DXC is not well-known in the MA&D marketplace; limited executive relationships; sales credit in-fighting; sticker shock with internal accounts accustomed to Delivery rates; failure to sell value proposition and guarantee success versus cheaper initial price with low-cost resources with added Risk.

## Next steps

- ID opportunities: GtM/Sales/Account Teams identify potential MA&D Customers, then contact Dean Pekmezian, DXC’s MA&D Global Offering Lead.
- Ideal Clients:
- Existing DXC customer where we manage large portion of IT footprint (apps, infra, both preferred).
- DXC Account Team has strong relationship, especially Cust Sat scores.
- DXC has trusted-advisor personnel working with customer decision makers.
- Start small, Demonstrate Value, Grow [Land/Expand initial engagement of ~\$500K].
- Client Partners to look for opportunities to include our MA&D Offering in the account planning process. Our team and offering create an immediate opportunity to speak with senior business leaders. For many of our account teams this represents new relationship capital.

# ITSM CONSULTING

## Scope/Overview

DXC’s IT Service Management Consulting practice assists our clients to design and implement their desired future service management experience within their organisations. Whether this is for large transformations or transitions, or more targeted improvement programs, we have a range of service offers to suit. Our consultants have proven experience and skills, and work with our clients to design strategies, roadmaps, and deliver proactive outcomes that are specifically tailored for their organisations, people and business requirements.

## Competitor positioning

- **Top Tier:** C-level relations, deep business acumen, broad service offerings & strong reputation. They have high costs, a bureaucratic structure slowing down decision-making. Some also have pre-built solutions for accelerated delivery. Some have limited management and support skills
- **Mid-Tier & India Pure Play (IPP):** Large, diverse group, compete across the top and mid \$ end of the market. IPP leverage offshore capability to bring down price. Some also have a co-development and co-innovation model with application vendors such as ServiceNow, SAP, Oracle
- **Boutique and SME / Contractors:** Compete across mid to low \$ end of market, often engaged to deliver highly specialised or customized services within a larger work program. Limited scalability, inherently higher risk as capability often linked to individuals. Value proposition: rapid implementation, automation and agility

## Conversation starters

- Have you faced any specific challenges or pain points in aligning IT services with your business goals?

## Value proposition

- Improved and consistent customer service experience
- Clear, defined delivery approach across the business with clear roles and responsibilities
- Strong governance and leadership with clear ownership of services and outcomes
- A focus on proactive value and continual improvement for the organisation
- Increase organisation’s ongoing capacity for change and continuous improvement
- Improve IT resource efficiency and reduce operational cost
- Align business and IT priorities with outcome-based metrics through a service management model aligned to business goals

## Handling objections

**Q. How can ITSM initiatives improve our service delivery and customer satisfaction?**  
A. DXC has delivered targeted improvement plans, focused on key processes and practices, aligned to ITSM's and customer’s future state, balancing stability and predictability and enabling operational agility and velocity

**Q. How can my business reduce operational costs?**  
A. By assessing the maturity of IT service management processes, DXC identifies opportunities for improvement and creates a comprehensive roadmap for organisational improvement, maximising efficiency and benefits

**Q. Which ITSM tool is best fitted to my business needs?**  
A. Knowing the business needs and assessing your current state, DXC can design an ITSM roadmap and architecture tailored to those requirements. Beyond the solutions to be implemented, it's key that the technology is aligned to the people and processes

- Are you familiar with DXC’s approach to ITSM transformation, and how it could potentially benefit your organisation?
- Are there any specific outcomes or results that you’re hoping to achieve through ITSM transformation, such as cost savings, improved efficiency, or enhanced customer satisfaction?

## Differentiators

- Our deep expertise: A strong team of consultants delivering ITSM and ITIL services across a range of industries in end-to-end DXC programs
- Our design-led approach: Our ITSM capability area uses a design-led approach born from our Consultants’ deep industry experience in digital innovation, ITSM and ITIL
- Technology Agnostic: Unique series of technology-agnostic offerings and frameworks that combine the best aspects of Experience Design and Business Transformation, to provide insights, tools and solutions to priority areas first
- Strategic Partnerships: Strong partnerships with other DXC capability areas to support a cohesive people, process and technology conversation

## Why DXC?

- DXC consultants have recognised, extensive ITSM and ITIL experience gained across a range of industries, vendor and customer organisations
- Industry leading approaches, frameworks and methodologies successfully designed and deployed across our engagements
- Strong collaboration with DXC ServiceNow and Managed Services championing a business focused and tech agnostic approach to people, process and technology as part of our clients’ service management transformations

## Next steps

Our team is available to guide our customers and discuss further:  
Dan Santos, APAC (ANZ) / [dsantos37@dxccom](mailto:dsantos37@dxccom)

## Next steps

- What measures do you have in place to mitigate security risks and ensure compliance with industry regulations and standards?
- What are your current strategies for monitoring, detecting, and responding to potential security threats or incidents?

# GOVERNANCE, RISK & COMPLIANCE

## Scope/Overview

We understand that for many organisations, including those with advanced risk management capabilities, it can be difficult to convert emerging risks into actionable steps. DXC Consulting’s Governance, Risk and Compliance (GRC) Practice is dedicated to offering advice on emerging risks, aiding enterprise risk management functions in crafting strategic and operational plans and decisions that effectively address the emerging risks.

DXCs GRC Practice consists of a specialist team with:

- Extensive expertise and experience in the design, enhancement and embedment of GRC Frameworks for global and domestic businesses;
- Comprehensive understanding, and hands on experience, of financial services regulation, across multiple jurisdictions including Australia, NZ, the UK and the US; and
- Substantial project, program management, change management, transformation and risk-in-change experience gained through leading, driving and managing complex projects.

## Value proposition

- **Deep industry-specific capabilities and experience.** Team of GRC specialists with cross industry experience under one roof – including Banking & Capital Markets, Financial Services, Investment and Wealth Management (Inc. Superannuation), FMCG, Energy/MOGs and State/Government Agencies.
- **Empowering people to make better informed decisions.** We accelerate business value by providing strategic and operational direction across risk management activities, co-created with our clients, to enable considerate risk-informed decision making.
- **Unique IP and rich methodology.** Using Consulting’s rich suite of frameworks, tools, practices and industry benchmarks, we help tailor the right risk and compliance management approach – which is fit-for-purpose and adaptable.

## Differentiators

- **Industry-leading Expertise:** Features a team of top risk and compliance practitioners, who are framework agnostic – maintaining robust knowledge and practical experience across all major non-financial risk and financial risk categories.
- **Technology agnostic, but with deep roots with the ServiceNow Practice:** Advisors who can impartially help organizations select / implement risk management systems – however, also are backed with deep understanding of the ServiceNow IRM, VRM, ITSM, ITOM and SPM capabilities.

## Competitor positioning

- **Big4 Consulting Firms:** DXCs GRC Team consists of SMEs focused on Operational and Technology Risk – leaning on DXCs wider C&A practices to provide a wholistic approach to risk and compliance management. We are not bound by existing Audit & Assurance contracts – and are able to provide independent expertise to help businesses of all sizes and complexities.
- **TCS, Infosys, Wipro, and Accenture:** DXC maintain a strong onshore and offshore team of Risk, Compliance, Audit and Security experts – only hiring SMEs with deep industry experience relevant to the ANZ market. Flexible model to offer both project-based and embedded co-sourced team model.

## Handling objections

- **Framework and Regulator Agnostic:** Reaffirm that DXCs GRC team are multi disciplined, and can assist organizations x-LoS, x-Regulators, and x-Geo.
- **Technology Compatibility:** Reaffirm that DXC’s technology-agnostic approach adapts to use the best technologies fitting the client’s needs.
- **Support and Training:** Outline the extensive training and support provided to ensure effective adoption of Agile methodologies.

## Why DXC?

- End-to-end delivery capability: from advisory to implementation to support and managed services
  - DXC’s technology-agnostic approach adapts to use the best technologies fitting the client’s needs.
- Next steps
- Engage our GRC SMEs with clients to assess their specific challenges and how GRC practices can address them.
  - Present GRC thought leadership and research to engage initial interest on the topic

## Conversation starters

- How do you ensure you are meeting your regulatory and compliance requirements?
- Do you have the right mechanisms in place to protect you from a regulatory fine or worse regulatory undertaking?

- Do you have adequate internal controls to manage and mitigate risks?
- How confident are you that there aren’t any bubbling risks across your organizations which can lead to catastrophic operational instability?

- Are you confident that your staff are following all policies and procedures – and not skipping steps?
- Are you using technology workflows to automate manual risk, issue management and audit processes? If not, will you value a tools & templates based discussion to help address this?

# ENTERPRISE ARCHITECTURE

## Scope/Overview

As a global IT Service provider to World renown, Fortune 500 companies, DXC has an enviable track record of Digital & IT lead business change. Our large accounts typically have a Chief Technology Officer (CTO) or Account Technical Lead (ATL) providing technical and business oversight to our clients. These are experienced technologists in their field. But they can reach back into the wider DXC to bring specific technical experts in subjects ranging from AI to networks; from Service Management to Cloud migration. Enterprise Architecture as a Service brings an experienced consulting EA to work with you to assess, design, implement & then support your Enterprise Architecture. S/he works with your client business & architecture team. They can support, enhance or be your EA..

## Value proposition

All organisations are budget & time constrained. The value proposition for this service is access to DXC wealth of Enterprise Architects and technical experts on a Time & Materials basis. This is focused through your own consulting EA who will work with the client to understand and prioritise Enterprise Architecture issues and problems, agree a plan forward and then work through them one at a time. This is a leveraged model: days per week over a year. The EA will connect the businesses mission, methods & processes to its IT Strategy using TOGAF or DXC Modern Architecture Framework (MAF). Then work through to agree the plan, approach and then implement the scope

## Differentiators

- **Experience & Skills:** 60+ years of proven Enterprise Architect experience supporting mission critical customers. Deep domain knowledge and access to wide range of skilled architects.
- **Strategic Partnerships:** A “marquee” partner ecosystem and is the #1 global Dynatrace partner with highest number of certified engineers. Also, 15+ years of leading ServiceNow ecosystem partner. .
- **Scalability:** Flexible & Scalable service & methodology-based approach
- **Framework based:** DXC assets to accelerate customer journey – Enabling Delivery Global Excellence (EDGE) & Modern Architecture Framework

## Competitor positioning

- **Accenture:** “Premier provider” reputation. Selling success is tied to its customer C-level relationships – don’t know if they have an EAaaS offering?
- **TCS:** Proof of the excellence of the Indian Service Providers. Level of UK based EAs?
- **Cognizant:** Sales and delivery execution. Currently experiencing difficult customer relationships & reputation
- **Infosys:** Like TCS – Excellent delivery – UK based EAs?
- **IBM:** Industrialized, global delivery Focus on automation and IP-based assets. Ability to handle complex contracts Strong case studies. Very strong reputation – but do they have an EAaaS offering?
- **KPMG / EY** – very good consulting skills. Good delivery reputation.
- **Deloitte Digital** – good reputation and experience. But high costs. Tend to be domain focused.

## Handling objections

Q: **We already have an EA**  
A: S/he is probably very busy & could do with some assistance  
Q: **We don’t have a budget**  
A: This is a very flexible service – you commit to specific days / rate card, lead by a DXC EA who will work with you how best we can support. We can then bring in specific experts if required  
Q: **Everyone is busy – there isn’t time to seek help**  
A: This feels like exactly the kind of reason you need DXC EAaaS – we can flexibly review, support and help you prioritise – bring an external viewpoint and experience. Help you see the “trees in the woods”  
Q: **There is a lot of change – a lot unregulated**  
A: DXC can help introduce a Technical Design Authority (TDA) to support the decision-making process and gain some control by central IT

## Why DXC?

- Access Enterprise Architects to global companies
- Nominated Consulting EA
- DXC Frameworks to assess and prioritize
- Partnerships with leading edge providers
- Commit to days, but have flexible access to team capabilities

### Next steps

- Get an understanding of customers current state and pain points
- Assess the organization against Modern Architecture Framework
- Build an agreed plan of engagement

## Conversation starters

- Do you have agreed Target Operating Model?
- How are you prioritizing new technology change?
- Do you have shadow IT?
- Are you missing technology skills across your organisation?
- Do you have sufficient budget for your IT development roadmap?
- What is your IT Strategy?
- What does your business what to do, that technology is holding back?
- Is the business tied into your technology change?
- Does your technology change support your business?
- Does your team struggle to find time to focus on strategic initiatives due to the urgency of day-to-day operational issues?
- What is your spending ratio for innovation versus maintenance?
- What projects would you like to implement that you are not able to today?
- What investments have you made in digital technologies to support business innovation?

- How does your IT Strategy support your Business Strategy – do they align?



# CLOUD ADVISORY

## Scope/Overview

- Independent IT advice and recommendations to help DXC customers achieve their strategic objectives, deliver value, and create long-term trusted relationships.
- Tailored strategic guidance and actionable recommendations to enable transformation change and problem analysis
- Help to define strategic direction, identify areas of future innovation and value creation in IT and approaches to modernization and change
- Supporting operating model transformation and culture change

## Value proposition

- Advisory supports DXC customers and customer account teams seeking strategic guidance and actionable recommendations to enable transformational change and problem analysis.
- By listening to the customer, Advisory develops a deep understanding of the customer and their challenges utilising an experienced, credible team, bringing real-life industry experience backed by proven methodologies and tools.

## Differentiators

- **Practitioner Advisors** – highly experienced buy-side leaders who have delivered technology change in multiple sectors
- **Focus on Business Value Creation** – advising how technology enables business value creation
- **Precision Guided Modernization™** – captures and analyses interview and document review insights, enabling data-driven conclusions and auditability of recommendations

## Competitor positioning

- We provide client focused perspectives independent of Cloud Service Provider agendas
- We combine first class Advisory with best-in-class Enterprise level Cloud transformation methodologies and tooling
- DXC’s Cloud Advisory allows IT leaders to focus and sustain their efforts so that they deliver real, appealing business outcomes at speed.
- Much of the ‘low-hanging fruit’ from cloud-first and digital initiatives has been picked; the very large opportunity that remains in legacy systems, operating model transformation needs an advisory led approach.
- As DXC we integrate Advisory, Transformation and Operational Execution services

## Handling objections

- Q. **Why should I choose DXC for Cloud Advisory?**
- A. Through its recent acquisitions DXC has significant expertise in advising on, and migrating, on-premise legacy workloads to both Private and Public Clouds. When combined with DXC’s traditional expertise in operating mission-critical apps this provides customers with a true ‘one-stop’ shop.
- Q. **We are not ready for the cloud for compliance or security reasons.**
- A. The lessons of the public cloud apply to the modernization of on-premises systems-mainframes, networks, infrastructure, etc. DXC’s Cloud Advisory can help you move with the speed of the cloud on-prem as well.
- Q. **We are not investing in our old platforms; we are cloud first**
- A. Paradoxically, a “cloud only” focus is not the quickest way to modernize. Your clients are best served by balanced investment across the value chains that support the services you supply them. Cloud Right™ lets you deliver modernization faster and more cost-effectively than any other approach.

## Why DXC?

- We thoroughly understand the way mission-critical IT infrastructure and applications work today; this means we know best how to improve them
- We have the track record, skills and experience to help customers avoid costly mistakes, which is the difference between making a return on investment and accumulating more technology debt
- We invest in tooling to both ensure a customer makes the right decisions and to help them execute those decisions flawlessly, leveraging a proven transformation approach with a 99.5% success rate

## Conversation starters

- What IT strategies will help you achieve the goals you have set?
- Does your IT strategy deliver on business-relevant objectives?
- Can your IT strategy generate new value for the company?
- Do you have a strategy but are struggling to deliver on your objectives?
- Are you taking too long, or are you too slow?
- Are you unable to bring about change in IT?
- Are you stuck in old technology and processes?
- Are you missing key capabilities to create the change we need?

- Do you need expertise in building these new (operational, technical, security) IT patterns?
- Do you have the skills or knowledge to achieve our desired outcomes?
- Do you need to accelerate building your new IT platform(s)?

# INTEGRATION AS A SERVICE

## Scope/Overview

Applications, Services and Storage continue to evolve and become more distributed, niche and available, requiring a responsive and agile approach to design, implementation and ongoing maintenance, while still requiring strict governance, compliance and security frameworks are maintained.

To enable an organization to maximize opportunities, the following need to be considered:

- Service and Data Access – Enabling access to data and services where, when and how our customer need them.
- Agility – Faster time-to-market opportunities with dynamic responses to market changes, moving IT from bottlenecks to enablers
- Business Operation Automation – Reducing costs, lowering risk and increasing ROI.
- Stability, Trust and Continuity – Utilizing Industry Best Practice frameworks, specialist teams spanning advisory, security, development, governance and support, and continuity.

## Value proposition

DXC Technology Consulting addresses the integration lifecycle, providing services to:

- Advise: Business and technical consulting services to help clients evaluate and understand the potential opportunities and impacts of emerging industry trends and innovations.
- Build: Deliver the API and integration solutions needed to support clients’ operations and strategies through design, Proof of Concepts, Minimal Viable Products, solution development and implementation, technology advice and ecosystem support
- Manage: Apply service management disciplines to manage clients’ services, providing comprehensive integration services to the enterprise

## Differentiators

Globally we have 138,000 employees in more than 70 countries, with 200+ partners, serving some 6,000 clients. We tap into global talent, powerful next-generation IT solutions and extensive partner relationships to help clients transform digitally and seize opportunities.

## Competitor positioning

Main Competitors are standard Tier 1 Consultancies:

- Deloitte D&A
- WIPRO D&A
- PwC D&A

Refer to this Deck: [Competitor Service Offerings.pptx](#)

## Key Services

Advisory:

- Assessment and Fit / Gap Analysis (ICAM Framework)
- API Platform and Managed File Share Architecture Strategies
- Integration Architecture Strategies (iPaaS)
- Landscape development and rationalization,
- Integration Roadmaps,
- Capability Framework Assessments

Project Services:

- Re-engineering / Migration from Legacy to modern Integration Platforms / Frameworks (Application Modernisation)
- Middleware Implementation \*\*
- Development & DevOps (Onshore & Offshore)
- POC & MVP development \*\*
- Project Management
- End-to-End Testing
- Knowledge Transfer and User Training

## Conversation starters

- Technical Debt
- Speed to Market
- Environment Maturity Understanding
- Transformation of operations and continuous innovation
- Lack of robust governance model or frameworks
- Failure to meet strategic business goals
- Access to skilled workforce with the right industry and technology knowledge

- Poor communication and/or delivery coordination
- Budget overruns
- Increasing risk across the business
- Challenges delivering across different businesses with competing priorities
- Lack of visibility of upstream / downstream project impacts and/or dependencies.

## Customer Benefits

- Full Turn Key Solution
- Improve outcomes and ensure market-relevant solutions through continuous monitoring, and by addressing continuous client and end user feedback
- Complex delivery model enabling collaboration with customer, vendors, and partners in respective geographies
- Industry solution assets including unique IP, frameworks, accelerators, and tools to expedite solution implementation
- Flexible and scalable delivery to support businesses cycles and strategies

# ORGANIZATIONAL CHANGE MANAGEMENT

## Experience-led Change and Learning

Our Experience-led Change approach puts employee experience at the centre of the change. Using human-centred design principles, we undertake extensive employee research to develop deep employee experience insights and tools (behavioural personas, empathy and journey maps), which inform and shape every aspect of the change program. Our collaborative co-design approach creates a positive change experience for employees, ownership and accountability in change owners, and embeds lasting change in the organisation.

We also apply the powerful experience-led approach to traditional training to design and deliver learning experiences. It is a learner-centred approach that moves away from the one-size-fits-all approach to training and instead considers the best way your people learn; the result is learning experiences that are outcome driven, relevant, engaging, and personalised.

## Change Strategy & Planning

We partner with clients to set the foundations to support a successful transformation. Through our leadership engagement we understand the organisational culture, change capacity and any resource and capability issues, limitations or constraints, and use these inputs to develop a realistic and achievable change management strategy and supporting plan.

### Change Program Delivery Support

QWe work shoulder to shoulder with clients to deliver their change and transformation programs and uplift organisational change management capability and maturity. Clients can access organisational change management program delivery expertise and specialist skills (e.g. communications) full or part time depending on the requirement.

## Engagement & Communication

Effective change engagement and communication is more than, 'right person, right message, right time'. Using our experience-led approach, we develop a deep understanding of the employees and the impact of the change on them. This informs an audience-focused, leader-led communication and engagement strategy and plan, that builds trust, understanding and motivation to change.

### Change Impact Assessment

Our Change Impact Assessment considers impacts across multiple dimensions and variances across groups. Our co-design approach enables clients to participate in the assessment design and synthesis of the data and insights generated. Using a research-based approach, both qualitative and quantitative data are collected to ensure their reliability. Results are delivered in our Change Assessment Accelerator, a highly visual and interactive dashboard tool.

## Strategic Change Advisory

We provide strategic change advisory services to leaders, enabling them to leverage our expertise throughout their transformation journeys, whether cultural, digital, or driven by changing business models or new ways of working, increasing the likelihood of a successful transformation.

## Change Readiness Planning & Measurement

Our Change Readiness Assessment is a key tool enabling the change program's success to be monitored and measured. The assessment process is iterative and is used to establish baseline measures early, enabling progress to readiness to be tracked periodically throughout the program. The assessment is based on data measuring readiness across multiple dimensions and employee attitudes towards the change, delivered and tracked using our highly visual and interactive Change Assessment Accelerator dashboard.

## Blended Learning Solutions

Blended learning combines the best of two training experiences: traditional face-to-face and eLearning. It also addresses many modern workplace challenges such as virtual /mixed mode or geographically dispersed workforce and diverse workforce learning needs. We take a learner-centric approach to designing blended learning solutions ensuring they are innovative, highly engaging, highly relevant, and enable the required skill and capability uplift.

# PM & PROGRAM OFFICES / PORTFOLIO MGMT.

Scope/Overview

DXC Consultants provide Program / Project management services and Project Portfolio Management Office as a Service to clients based on DXC's PM framework that encompasses proven practices and governance discipline to deliver expected outcomes within scope, time and cost constraints - no matter whether it is fixed price and fixed work, time & material, project management coaching, transition or transformation. We offer anything from Advisory Services, targeted Portfolio Management capabilities or a fully Managed Service that drive organizational performance and strategic alignment

Competitor positioning

- Deloitte
- KPMG
- Capgemini
- PWC

Typical Buyers

- Chief Information/Technology Officer
- Functional / Operating officers

Value proposition

- A centralised Portfolio Management function for our customers' project portfolio aligned to their business strategy.
- DXC has the capability, methodology and tools that are underpinned by our Governance Framework that brings it all together.
- Facilitates a consistent approach to portfolio management. Provides role-based views to support project team collaboration and successful project execution

Business benefits

- Establish & facilitate governance for timely and informed decisions, lower risk and efficient resources use.
- Avoid overruns: projects and programs delivered to meet scope, schedule and cost expectations
- Senior talent acquisition expense reduction and speed: access to skilled PM, Scrum Masters and PMO talent – no need to recruit, train, spend on skills only needed for a limited time.
- Informed decision-making via a holistic real-time view of the portfolio leading to insights on financial/schedule performance and risks/issues status

Under-performing, directionless programs that lack:

- maturity/discipline in program and project management to deliver strategic business goals,
- governance discipline and transparency to effectively manage competing priorities

Differentiators

- Our Benefits Management approach maintains a rigorous, value-driven focus throughout the investment cycle - identifying, quantifying and aligning the benefits and value of change with strategic business and IT goals, while creating a clear line of sight from portfolio outcomes.
- Increase project management maturity level
- Deliver increased business benefits
- Business value realisation is a leading IT cost optimisation priority for CIOs

Why DXC?

- Capable of leading complex programs that result in holistic end to end solutions that deliver strong business outcomes per customer's needs
- Proven expertise in standing up and executing Project Mgmt, Program Mgmt and PPMO as a Service
- Access to senior certified practitioners and experienced resources in delivering highly complex projects, programs and portfolios globally and across industries with adaptable skills in both waterfall and agile
- Ability to optimize cost by leveraging the right resources for the right job (nearshore/offshore)

Next steps

- Introduction to DXC's expert team who can provide an informative brief on the capability.

Conversation starters

- Lack of skills and experience in running programs and projects using waterfall, agile or hybrid methodology

- a PMO to support large programs incrementing risk exposure
- visibility of upstream / downstream project impacts / dependencies
- skilled resources for projects, and/or have too many contractors and high attrition

# AGILE CAPABILITY

## Scope/Overview

The Agile Capability within the DXC Experience Design Practice is a team of industry-leading Agile practitioners and project/program managers experienced in Scrum, Kanban, SAFe and similar frameworks. Our team members have a strong understanding of Agile principles to deliver successful projects for our clients. We are framework agnostic and can adapt to our customers preferred methodology, ensuring a smooth integration into their existing delivery plans. With the ability to deploy talent virtually or in-person, we provide maximum flexibility and impact. Most importantly, our team stays up-to-date on the latest industry trends and toolsets, allowing us to consistently exceed our customer's expectations.

## Competitor positioning

- **EY and PwC:** DXC offers deeper, more practical Agile implementations compared to EY and PwC, which focus mainly on advisory services.
- **TCS, Infosys, and Wipro:** DXC stands out with customized Agile solutions that offer flexibility and tailoring to client-specific needs, unlike the standardized approaches of these large-scale providers.
- **Accenture and Capgemini:** DXC's framework-agnostic approach allows for seamless integration with any client's existing Agile methods, providing greater adaptability than the more prescriptive solutions of Accenture and Capgemini.
- **Deloitte and KPMG:** DXC focuses intensely on direct technology implementation using Agile, offering more technology-aligned solutions than Deloitte and KPMG, whose Agile services often encompass broader organizational changes.
- **TCS and Cognizant:** Known for strong IT services, DXC differentiates itself by emphasizing continuous learning and improvement in Agile methodologies, offering the most current Agile practices and tools.
- **IBM:** As a tech giant, they tend to promote their bespoke built blue-stack to everything. DXC remains framework and tech agnostic, allowing us to be more flexible for our customers

## Value proposition

- **Faster Time to Market:** Leveraging an Agile approach, DXC significantly reduces the time from product development to market release, emphasizing value delivery at every project phase. Competitors like Oracle and IBM also leverage speed but may not match DXC's tailored Agile integration with client processes.
- **Reduced Risk & Improved Quality:** The iterative nature of DXC's Agile practices allows for continual feedback integration, enhancing product quality and ensuring that the final deliverable meets the exact client needs—setting it apart from competitors like Capgemini and TCS, who may focus less on iterative customization.
- **Increased Customer Satisfaction:** By incorporating regular feedback cycles and adapting to changing requirements, DXC ensures high customer satisfaction and flexibility that may surpass that of competitors like Accenture and Deloitte, who also prioritize client engagement but might be more rigid in adapting processes.
- **Improved Team Efficiency & Productivity:** While competitors such as Wipro and HCL-Tech emphasize efficiency, DXC's specific commitment to Agile practices uniquely boosts both team productivity and project outcomes through enhanced collaboration and communication

## Handling objections

- Customization: Stress that DXC's Agile solutions are tailored to seamlessly integrate with and enhance existing business processes.
- Proven Success: Highlight DXC's long-standing track record and specific successful Agile implementations.
- Risk Management: Emphasize robust risk assessment and mitigation strategies that ensure smooth Agile transformations.
- Cost Efficiency: Discuss how Agile reduces costs through early issue identification and iterative development.
- Speed of Delivery: Explain the rapid iterative cycles in Agile that accelerate time to value and continuous improvement.
- Technology Compatibility: Reaffirm that DXC's technology-agnostic approach adapts to use the best technologies fitting the client's needs.
- Support and Training: Outline the extensive training and support provided to ensure effective adoption of Agile methodologies.

## Differentiators

- **Framework Agnostic:** DXC can adapt to any client's preferred Agile methodology, ensuring seamless integration and flexibility.
- **Customized Deployment:** Offers both virtual and in-person talent deployment, catering to diverse client needs in today's hybrid work environments.
- Industry-leading Expertise: Features a team of top Agile practitioners and project managers, delivering superior project outcomes.
- **Continuous Improvement:** Stays ahead with the latest industry trends and toolsets, consistently offering innovative and effective solutions.
- **Enhanced Collaboration and Communication:** Utilizes Agile methods to boost team productivity and accelerate project delivery, directly benefiting clients.
- Iterative Development with Built-in Quality: Employs an iterative approach with regular feedback loops, ensuring the product evolves to meet client needs and reduces risks.

## Why DXC?

DXC's framework-agnostic approach ensures seamless integration with existing Agile methodologies, providing flexibility and minimizing disruption. With a team of industry-leading Agile practitioners, DXC offers expertise that enhances project efficiency and innovation. The company's commitment to iterative development and continuous improvement leads to tailored solutions that meet specific client needs and market demands effectively.

Next steps

- Visit the internal [DXC Agile Capability page](#) to explore detailed offerings and resources.
- Engage our Agile SMEs with clients to assess their specific challenges and how Agile practices can address them.
- Propose to run an Agile Health check, to assess their Agile Maturity, from there we can tailor Agile strategies and coaching to enhance their operational efficiencies and innovation processes.

## Conversation starters

- How are you currently managing complex challenges with Agile practices? Are these methods allowing you to solve problems effectively within weeks?
- What Agile-related pain points or bottlenecks are you experiencing in your current projects?
- Is your Agile transformation strategy on track to deliver the value and agility you need for effective digital transformation?
- How have Agile methodologies impacted your team's productivity and project outcomes? Where do you see room for improvement?
- How effectively are you using data-driven Agile practices in your decision-making processes? Are there areas where this could be improved?
- Are you fully leveraging your technology stack in your Agile processes? What gaps or integration challenges are you facing?

- "How do recent technological or market changes influence your Agile practices? Are there opportunities for more rapid adaptation?"
- "What opportunities do you see for leveraging partnerships with universities and tech companies to enhance your Agile capabilities?"

# EXPERIENCE DESIGN

## What we do

Experience Design (XD) is a multidisciplinary field that designs improvements to the overall user experience across all touchpoints, channels, people, products and services. Using Human Centred Design principles, our proven tools & methods ensure actionable insights, stakeholder alignment and deliver cohesive, intuitive experiences and de-risk IT implementations. Our offerings can be executed independently or combined as part of a larger transformation program. XD considers the people, process and technology that deliver a seamless and engaging experience.

## Our Offerings

- **Experience Strategy:** We help our clients develop executable strategies based on deep customer insights that deliver great experiences, products and propositions that will help them grow revenue, increase trust and get the most out of their technology investments
- **Employee Experience:** We research, co-design and implement employee experience improvements within organisations, advising on our clients' people, processes and systems to align with desired employee interactions, business viability and technical feasibility
- **Customer Experience:** Creating dynamic experiences to better attract, engage and excite customers through customer research, data-driven insights and the development of seamless, accessible and inclusive UX/UI design across all customer-centric touchpoints
- **Proposition Design:** Enabling our clients to adapt and innovate to improve their products, and services through experience-focused growth via hypothesis testing and design techniques

## Why DXC

DXC uses our unique XLT framework combining Experience Design and Business Transformation to de-risk project investment by ensuring effective use and adoption that delivers solutions to priority areas first.

DXC maintain industry best practice and compliance standards in our designs including using Inclusive design and Accessibility techniques from research to ensuring adherence with the latest accessibility protocols.

DXC designers use interactive co-creation to drive engagement that produces innovative thinking to elaborates opportunities. Aligning on prioritised opportunities and expected value gains helps DXC deliver you optimal results.

DXC has end-to-end delivery capability: from advisory to implementation to support, unlike digital agencies that only deliver the technical solution, or consulting firms that lack a strong managed services offering.



**IMPOSSIBLE. DELIVERED.**