



2021 | EQengineered Corporate Overview

Modernization | Development, Design & Data Consultancy

# Agenda

- Getting to know your needs & priorities
- Getting to know EQengineered
- Case studies
- Discussion & next steps



# What are your enterprise pain points & priorities?

## Technology

- What are your technology challenges and priorities?
- What do you look for when building your technology team?
- What are the security, velocity, and productivity impediments inherent in your tech environment?

## UX/Design

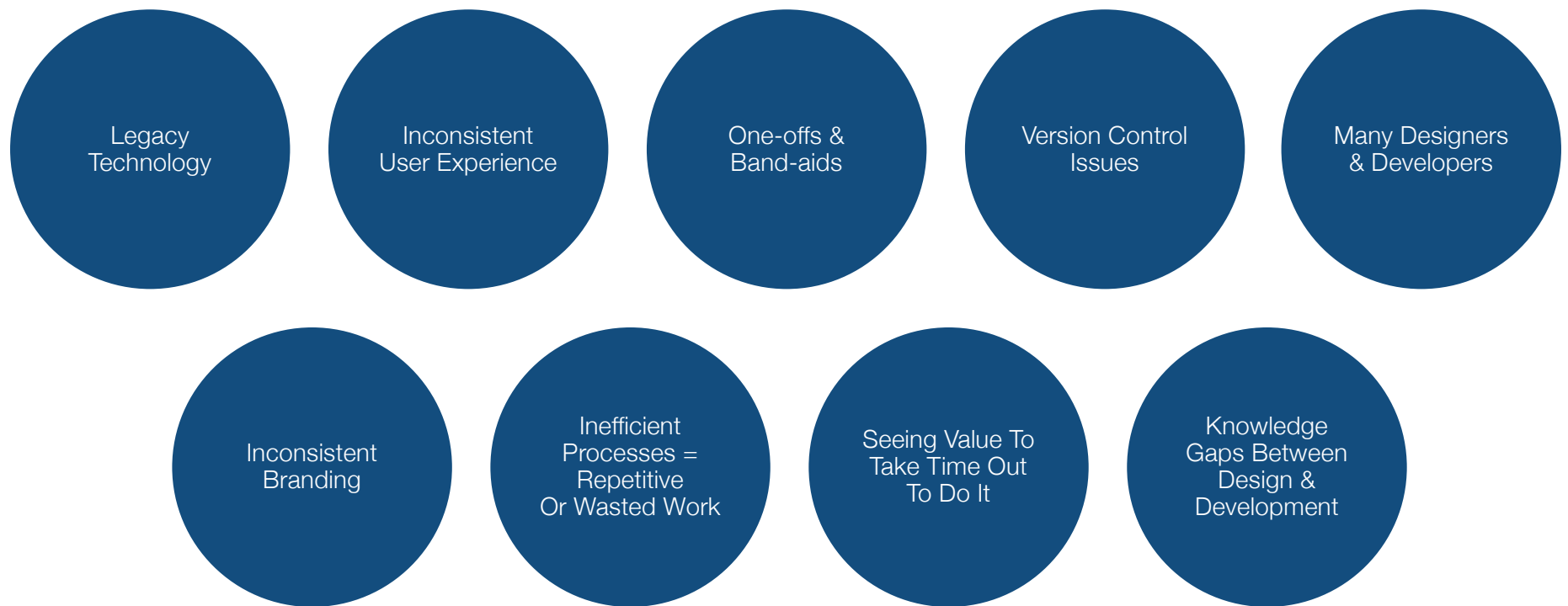
- What processes, tools, tactics, and best practices are in place to deliver the digital experience?
- How do you ensure consistent design and UX? Do you have a design system?
- What challenges do your customer audiences have with the digital experience?

## Process/Delivery

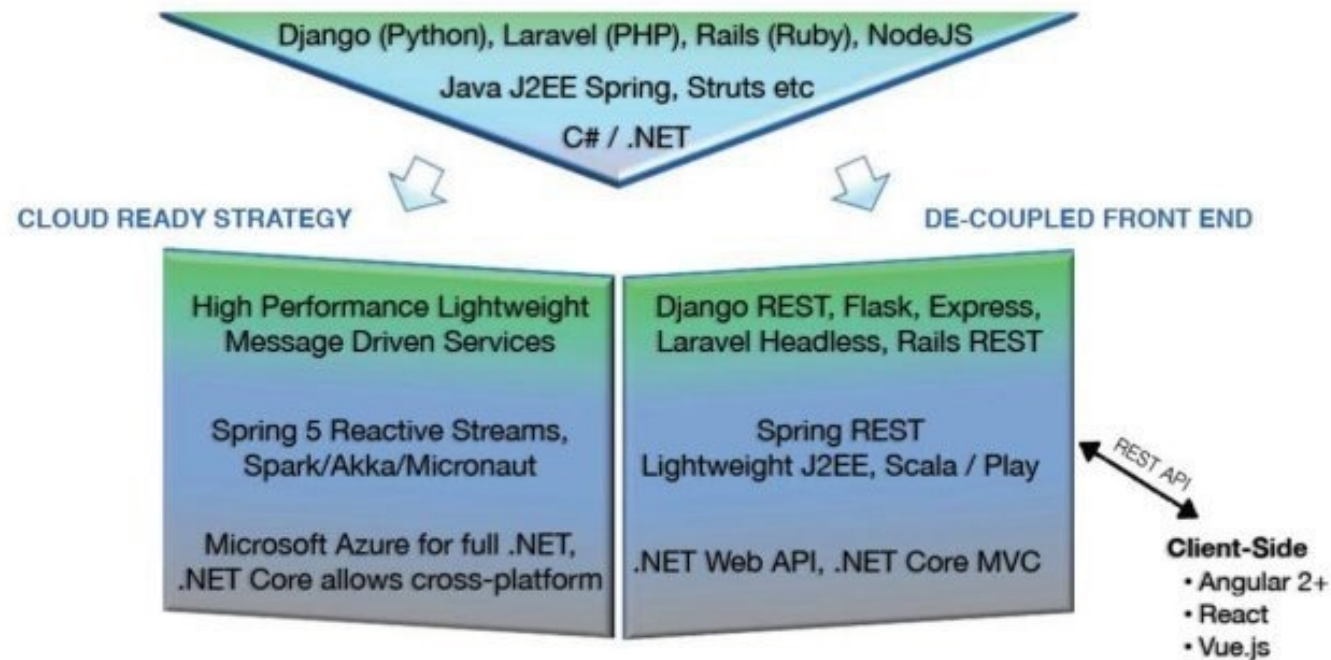
- How rigorous is your process? How agile are you? Do you follow TDD?
- What tools do you use to manage projects/programs?
- Does data play a role in project justification, prioritization, and measurement?



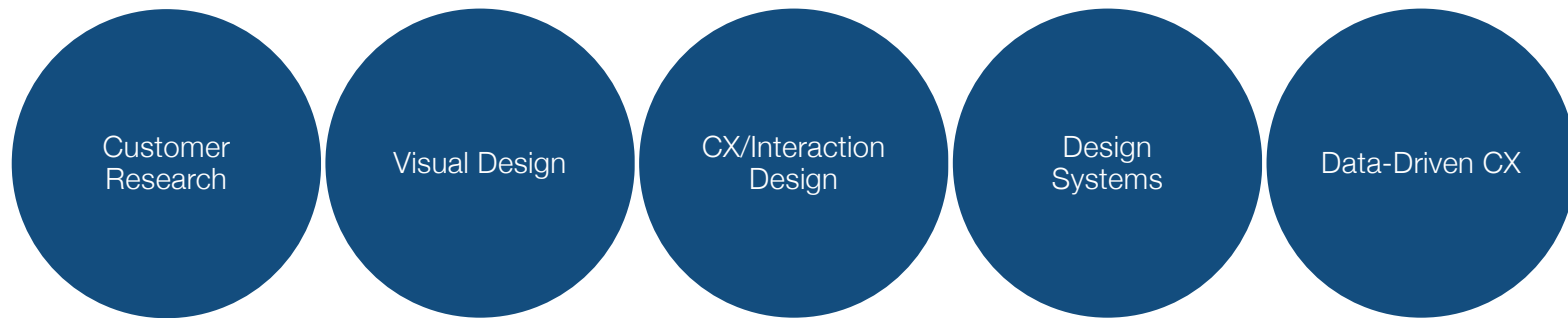
# Common Enterprise Modernization Pain Points



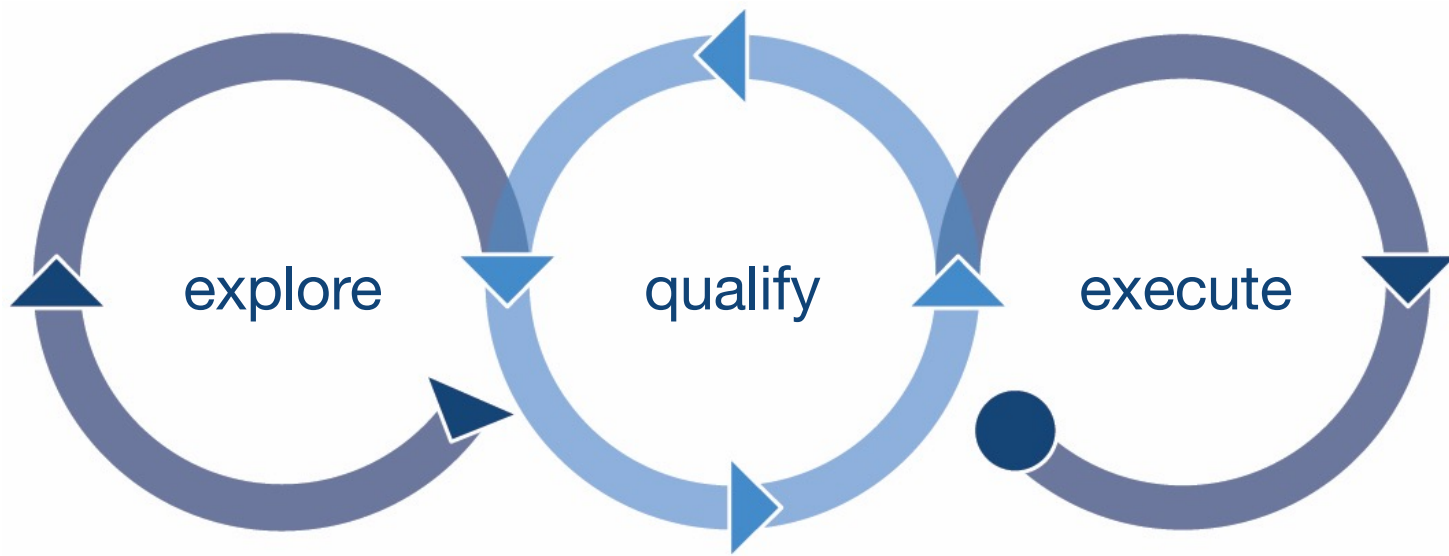
# Tech Modernization



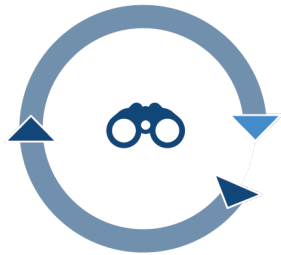
# CX Modernization



# Our Process

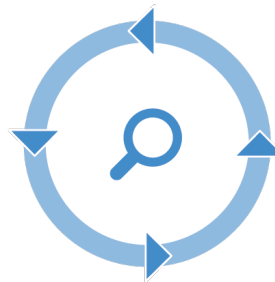


## Our Process



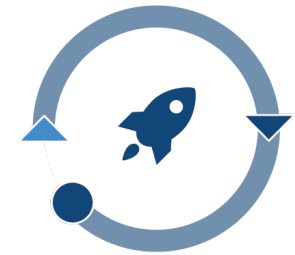
### explore

We actively listen and empathize with humans which includes you, your stakeholders, and your users. This exploration enables us to illuminate needs, goals, opportunities, and constraints for both design and architecture.



### qualify

We balance business goals with user needs to validate a product vision and develop a successful product roadmap. We iteratively prototype and test features, functions, interaction patterns, information architecture, and form.



### execute

Using modern technologies, our design and engineering teams build robust, scalable, maintainable, and flexible front and back-end enterprise-grade products.





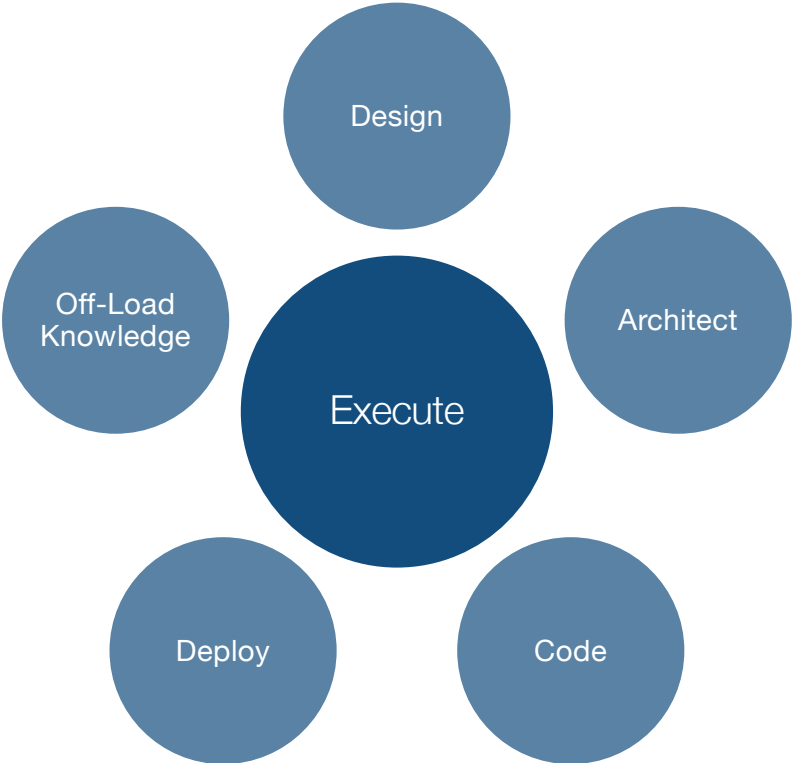
# Explore



# Qualify



# Execute



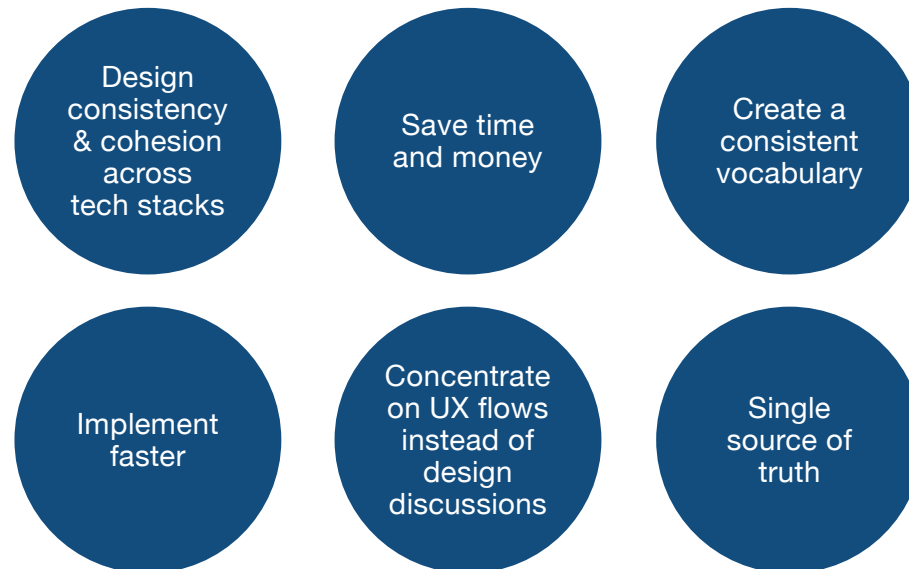


# Design System

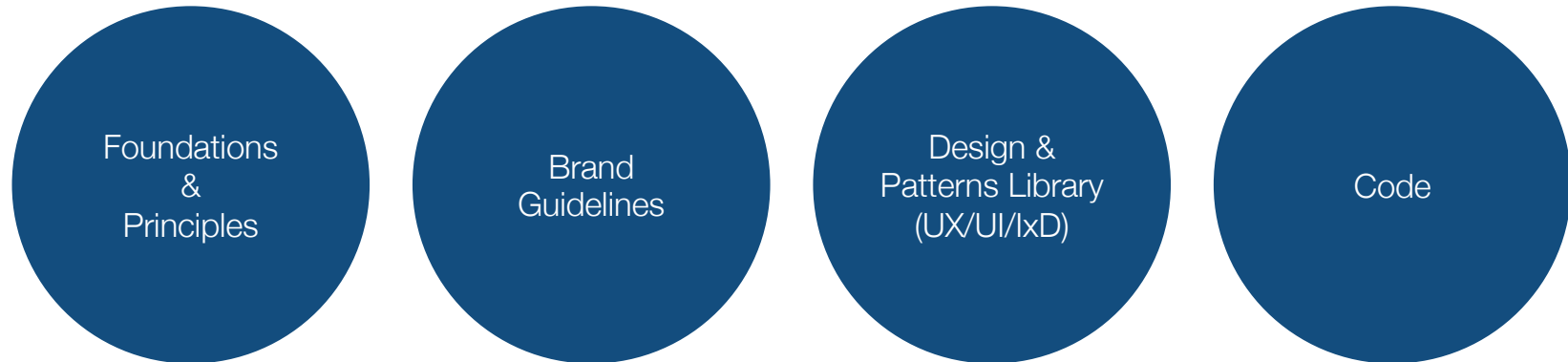
Blueprints for product design and development



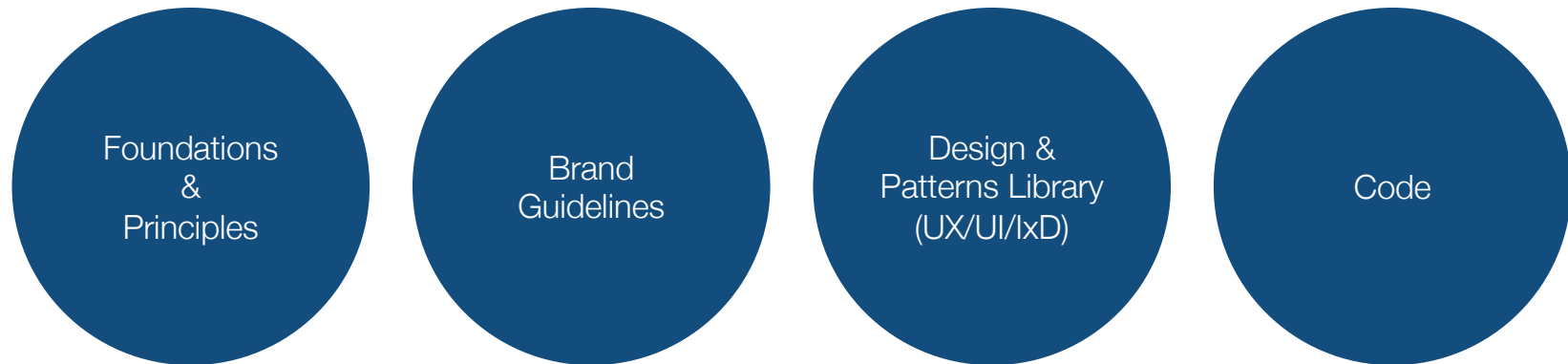
# Benefits of Design Systems



# Design System Elements

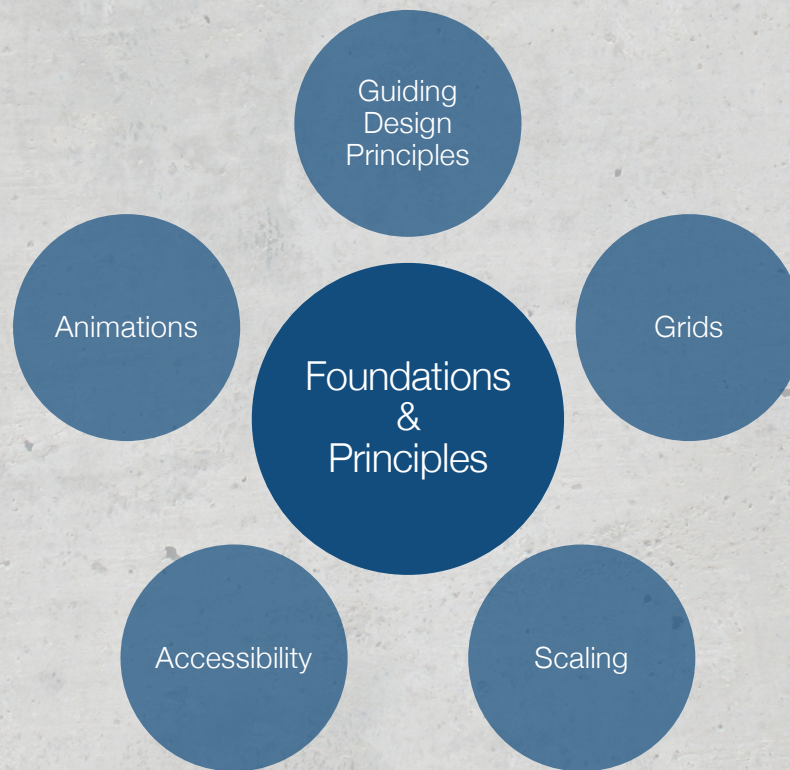


## Appendix 1: Design System Elements



# Design Systems

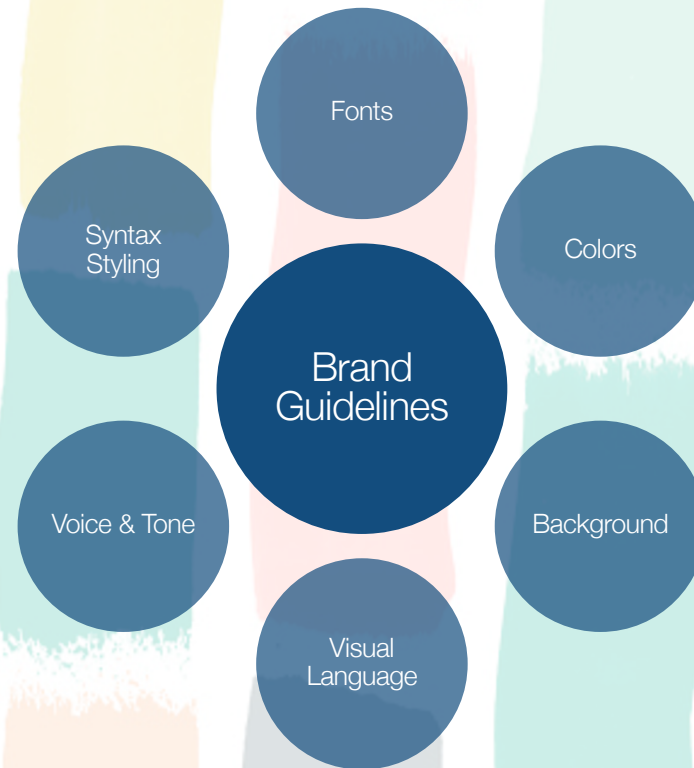
Foundations & Principles





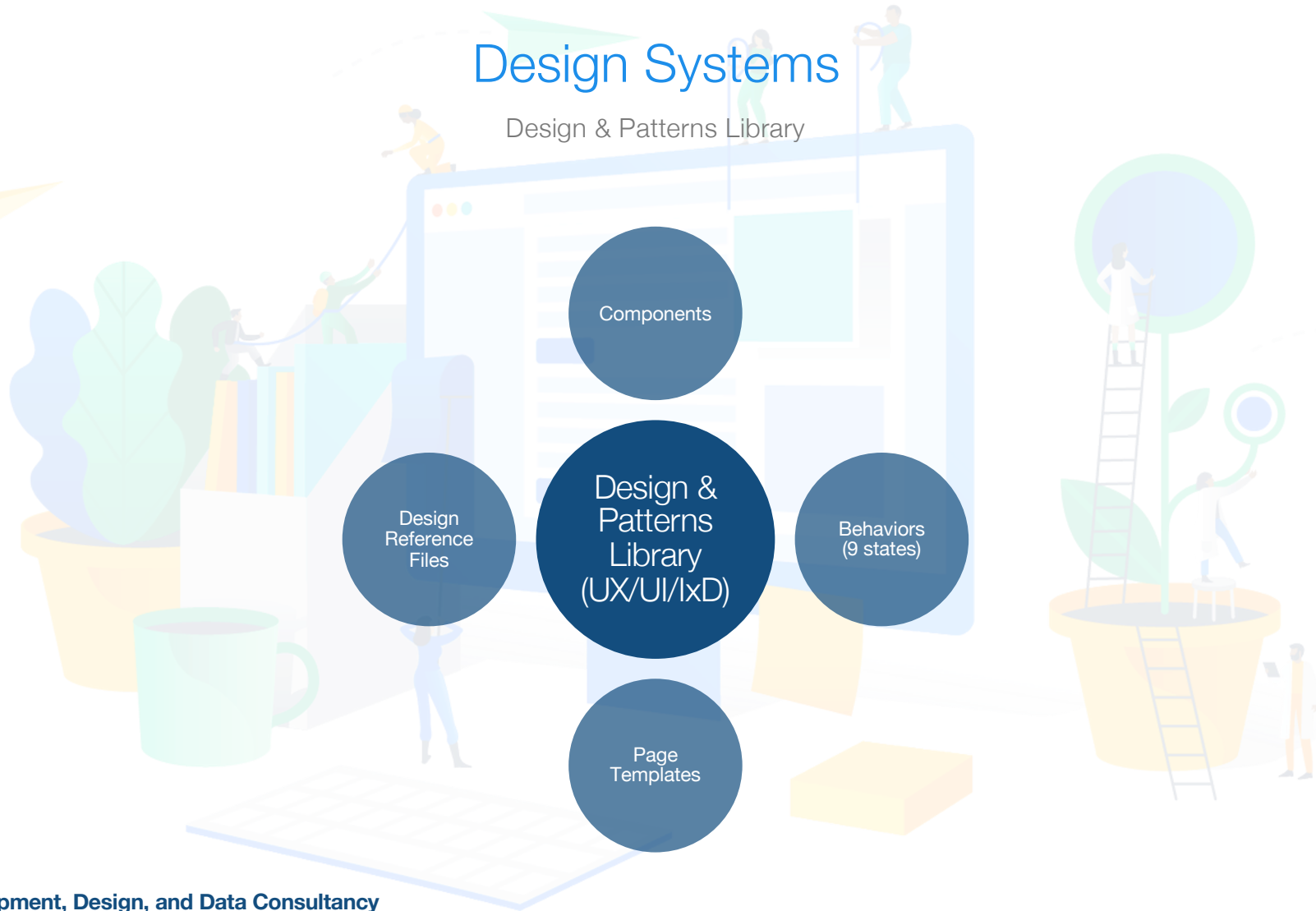
# Design Systems

Brand Guidelines



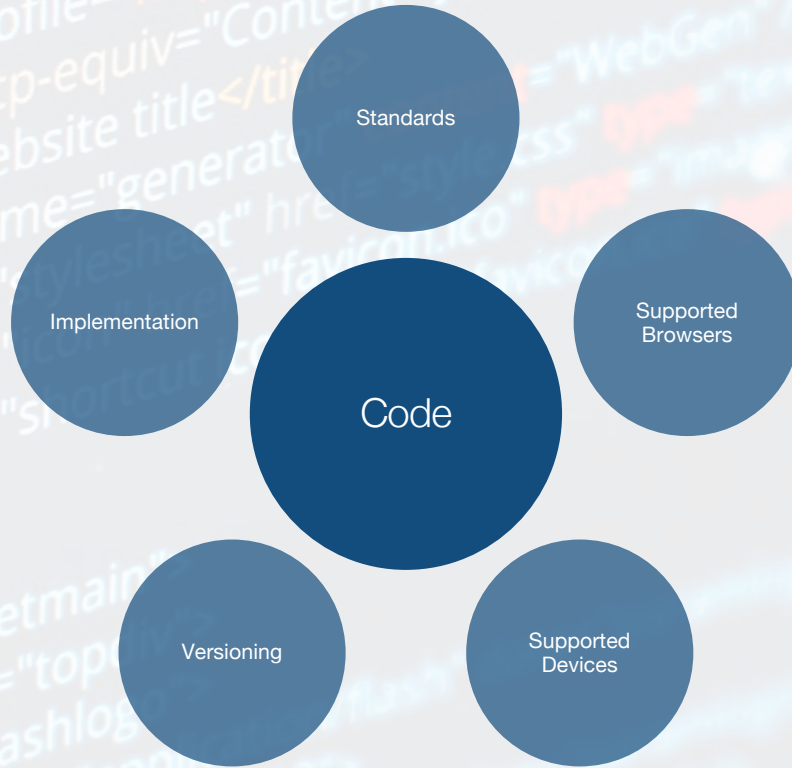
# Design Systems

Design & Patterns Library



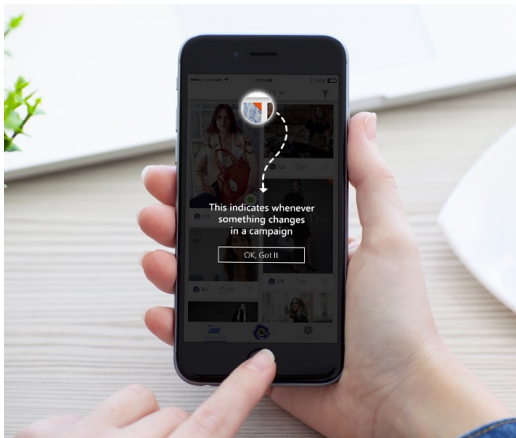
# Design Systems

Code



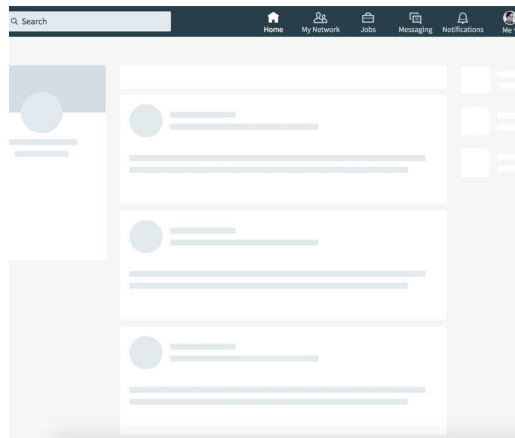
## Appendix 2: A closer look at the 9 states

Design & Patterns Library



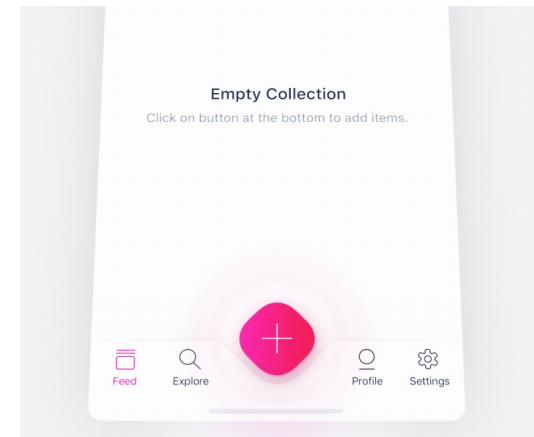
### Nothing

The state before a component does anything.



### Loading

Content is coming, it's just taking a moment.



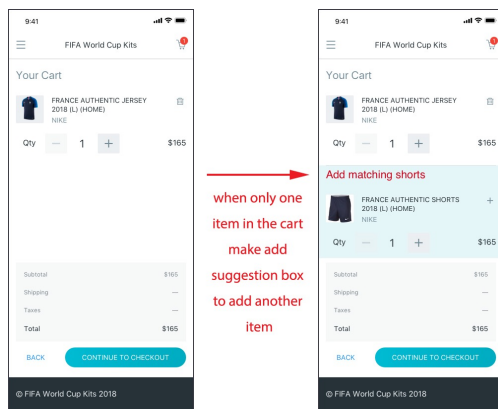
### Empty

There is a component with nothing in it.



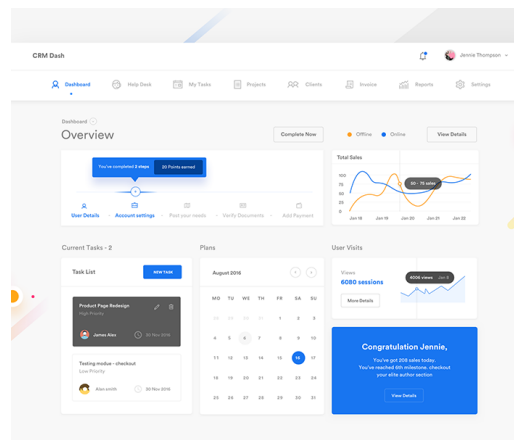
# A closer look at the 9 states

Design & Patterns Library



## One

You have a little bit of data. It could be the first keystroke on input, the first item, or the last one left.



## Some

The ideal state and commonly the only one designed for by most designers.



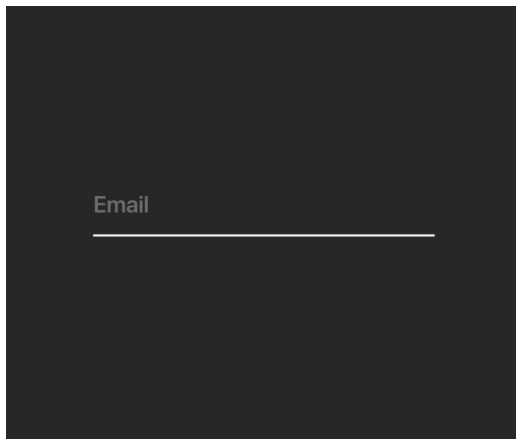
## Too many

Too many results, characters, or content. Dealing with the overflow of content is can be a complex problem to solve.



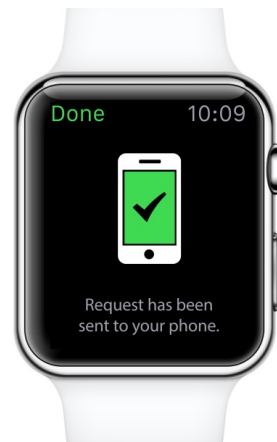
# A closer look at the 9 states

Design & Patterns Library



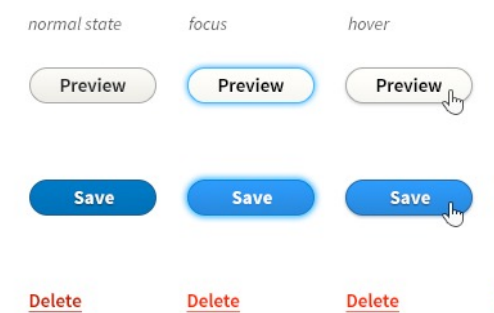
## Incorrect/Correct

Feedback communicating success, contextual requirements, or an error to an input given by the user.



## Done

Input has been received. Positive feedback and contextually relevant content displayed.

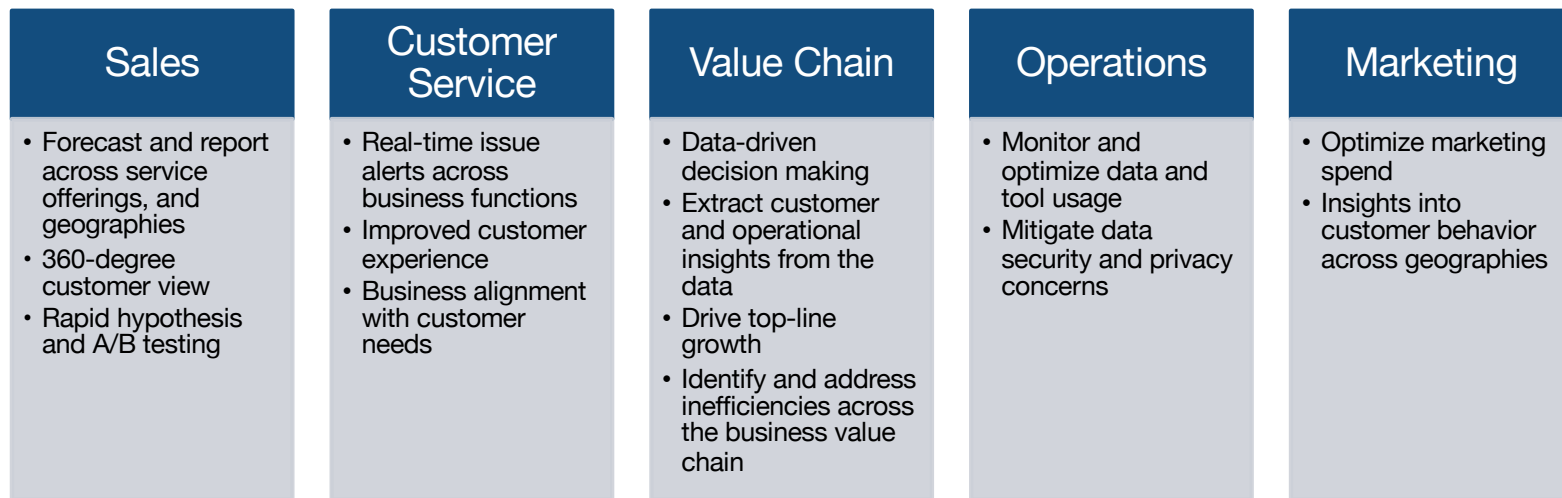


## Normal/Hover/ Focus/Disabled/ Expanded-Toggled- Selected

Communicating common states of interaction with buttons, sliders, and toggles.



# Key Benefits of a Data & Analytics Operating Model



## Understanding Data and Its Value

- What are the strategic imperatives that you are trying to achieve with your data?
- Who are the stakeholders and what are their expectations?
- Are there large amounts of accessible data, relevant to the business problem to be solved or opportunity that needs to be explored?
- Where does this data originate from?
- Are there gaps in the data? If so, how can these gaps be filled?





## Understanding Data and Its Value (cont.)

- How clean is this data, how frequently is it collected, and in what ways can it be made accessible to consuming systems, applications and users?
- How is this data secured and its integrity maintained?
- Are there company-wide data governance policies in place?
- What is the technology landscape currently in place? Does it need to be modernized?



# Common Enterprise Data Pain Points

What pain points resonate with you and your team?



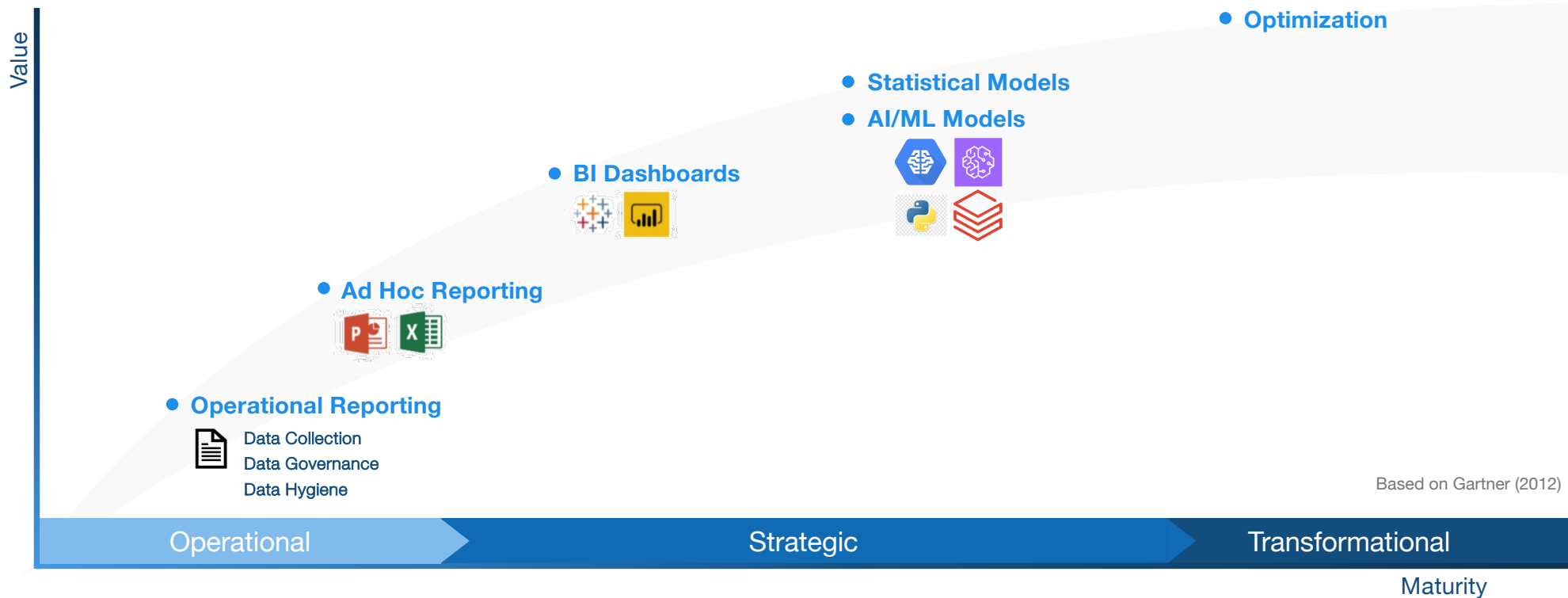
# Data Analytics Maturity Curve

**WHAT HAPPENED?**  
(Descriptive Analytics)

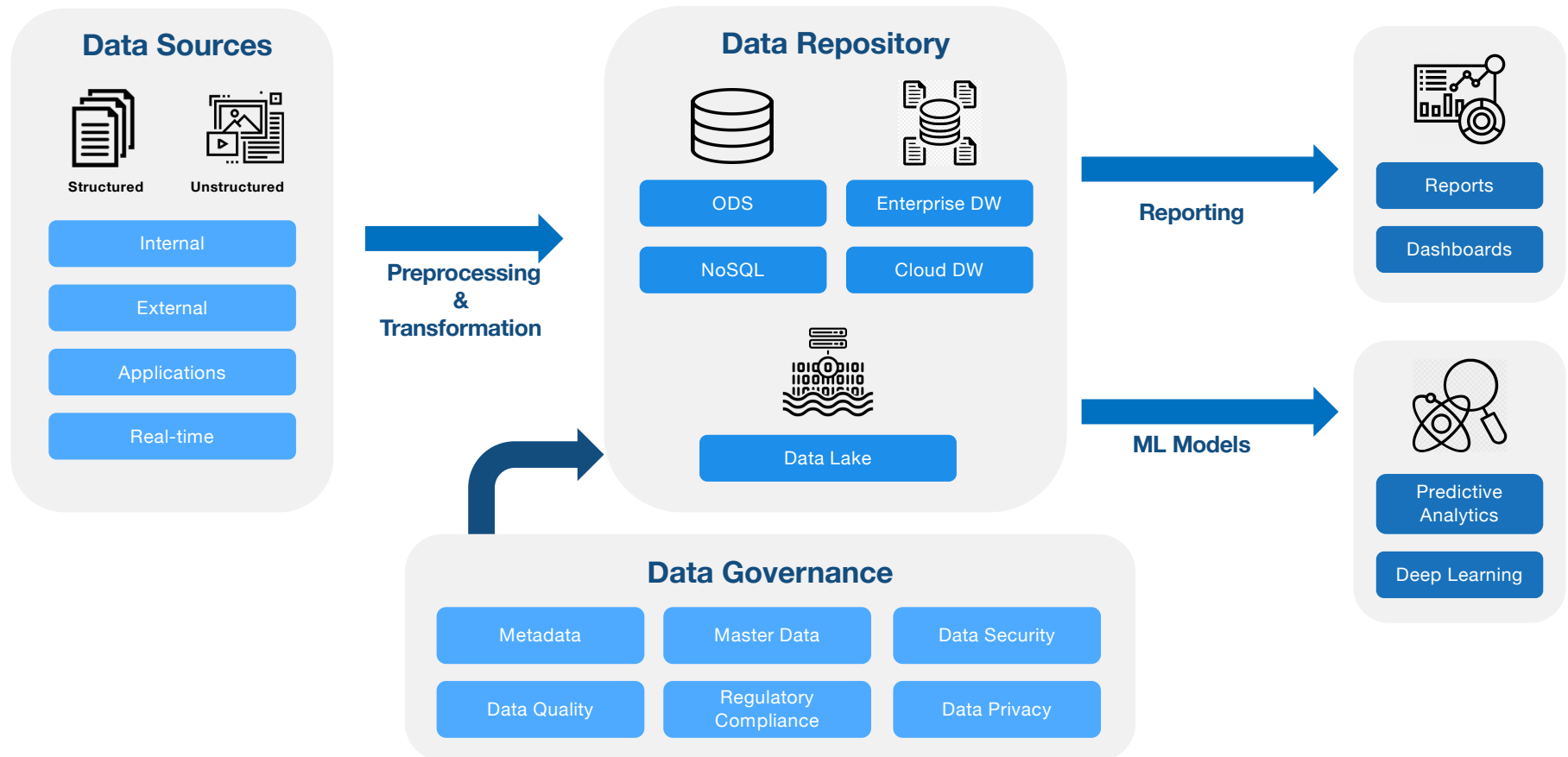
**WHY DID IT HAPPEN?**  
(Diagnostic Analytics)

**WHAT CAN HAPPEN NEXT?**  
(Predictive Analytics)

**WHAT IS THE BEST THAT COULD HAPPEN?**  
(Prescriptive Analytics)



# Stages of a Data Pipeline



# EQengineered Approach: DARE

## Discover

- Identify Strategic Imperatives
- Define Business Objectives
- Document Current State

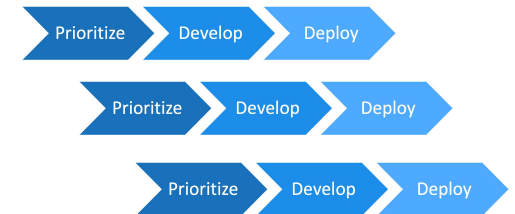
## Assess

- Define Data Requirements
- Identify gaps in Current Technology
- Develop Business Model
- Create Data Operating Model

## Roadmap

- Develop Reference Data and Analytics Operating Model
- Map Business Objectives to Use Cases
- Refine Use Cases
- Creation Action Plan & Roadmap

## Execute



# Data Logistics Offering

Operational Solution

**Goal:** Deliver business value through an operational data model.



## Collection

- Identify Data Sources
- Document Data Workflow
- Define Gaps & Opportunities

## Hygiene

- Import | Merge Data Sets
- Rebuild Missing Data
- Standardize | Normalize Data
- Deduplicate, Verify & Enrich
- Export Cleansed Data

## Governance

- Data Ops
- Data Security
- Data Management
- Data Quality
- Data Compliance

## Outcomes

- Data-driven business decisions
- Efficient data architecture
- Improved regulatory compliance



# Data Analytics & Reporting

Strategic Solution | Descriptive & Diagnostic Analytics

**Goal:** Deliver strategic insights through dashboard and reporting solutions.



## Requirements Workshop

Identify business goals

Identify data sources

## Tool Selection | Requirements Definition

Develop vendor evaluation scorecard along dimensions like cost, feature set, ease of use, etc.

Assess vendor offers and provide recommendations

## Design & Development (Implementation)

Assist in tool selection and implementation

Build dashboards, and reports

## Outcomes

Operational dashboards & reports

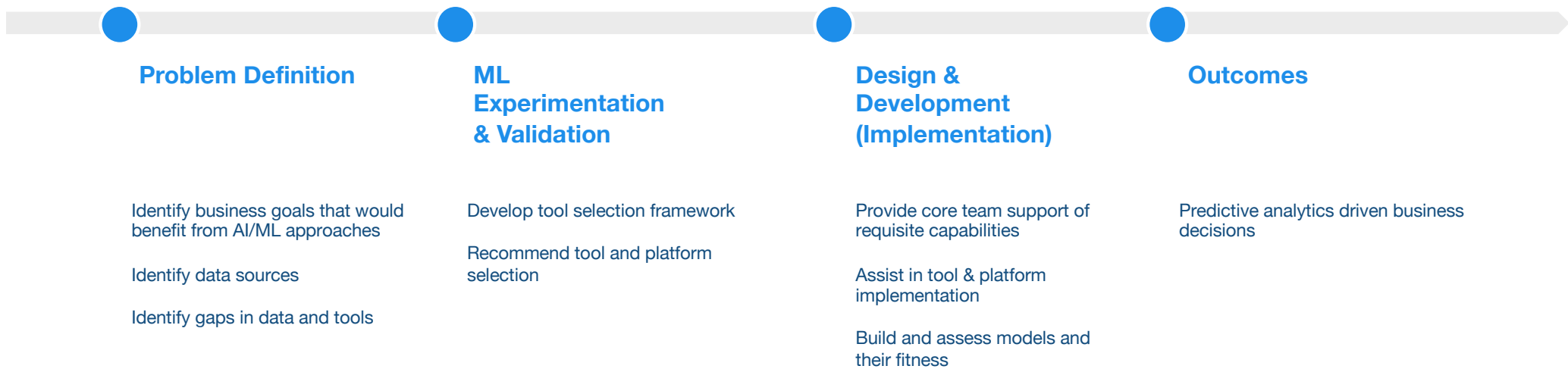
Strategic dashboards & reports



# ML Validation | POC

Strategic & Transformational Solution | Predictive & Prescriptive Analytics

**Goal:** Identify strategic business opportunities through predictive AI/ML models.

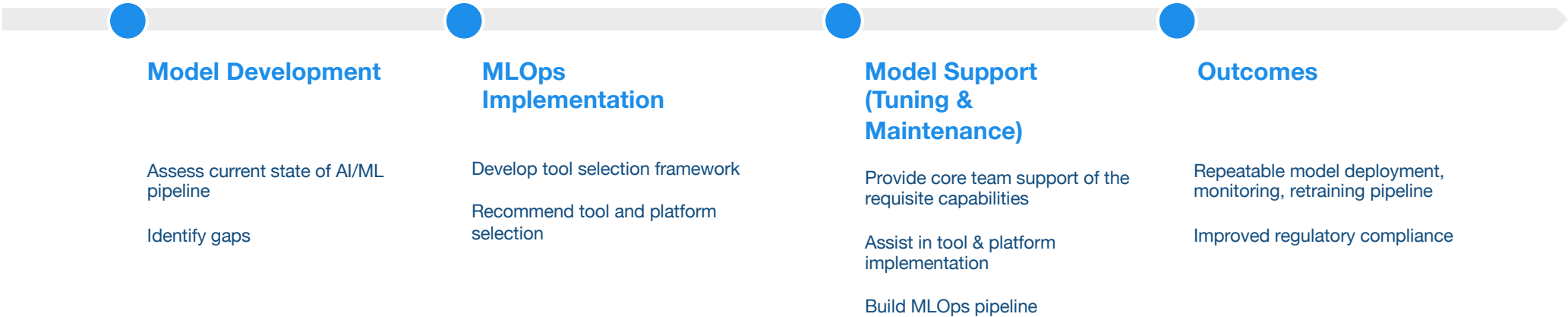




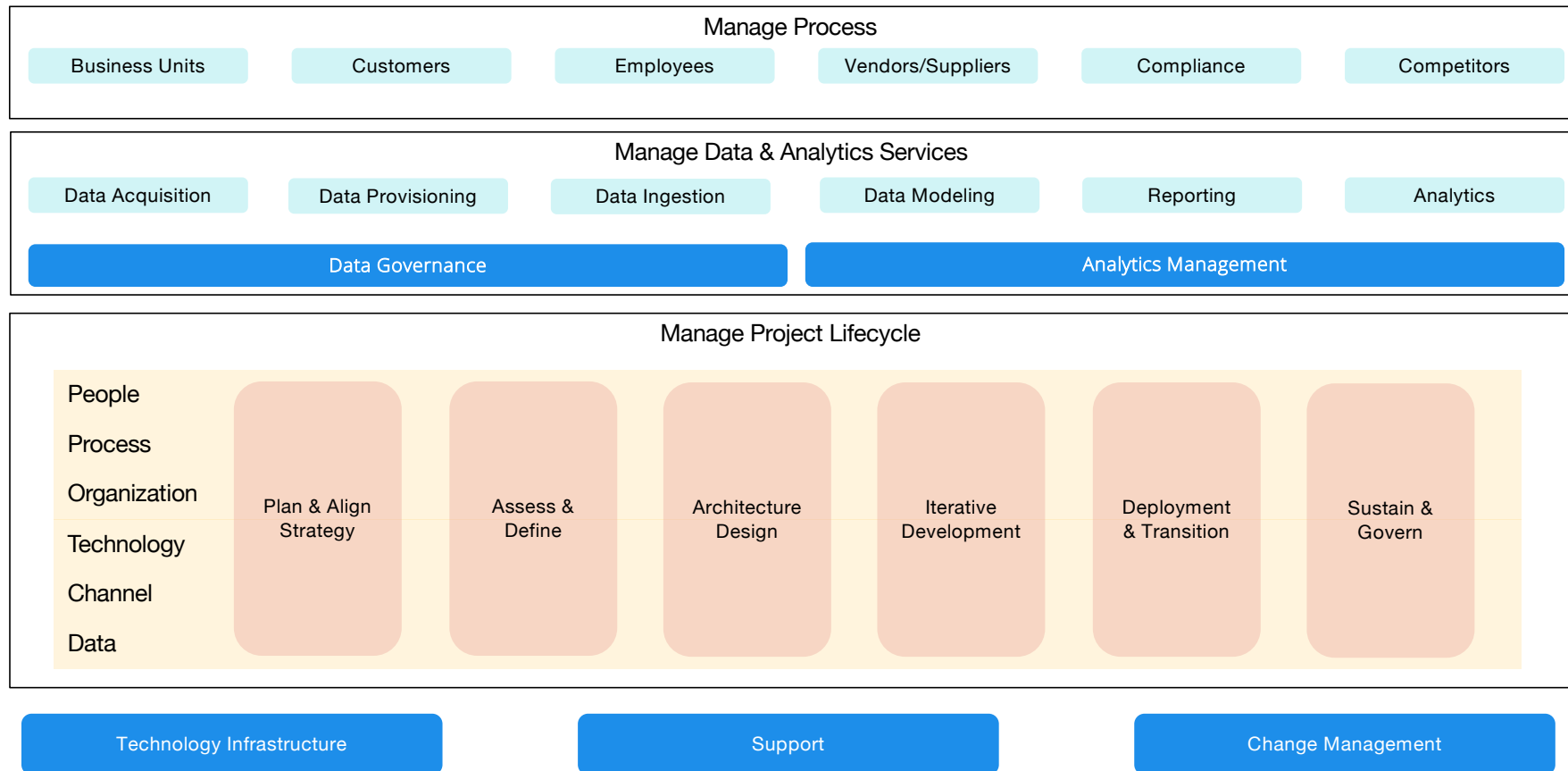
# AI Model Development, Deployment, & Support (Tuning & Maintenance)

Strategic & Transformational Solution | Predictive & Prescriptive Analytics

**Goal:** Build operational processes around AI/ML model deployment (MLOps).



# Reference Data & Analytics Model



## Highlights of the Approach

- EQE focuses on outcomes, not operations.
- Plan grounded with the big picture in mind, with short, medium and long term goals.
- Each project builds a capability with a well-defined business value.
- EQE employs agile development processes from planning to production, showing concrete progress along the way.

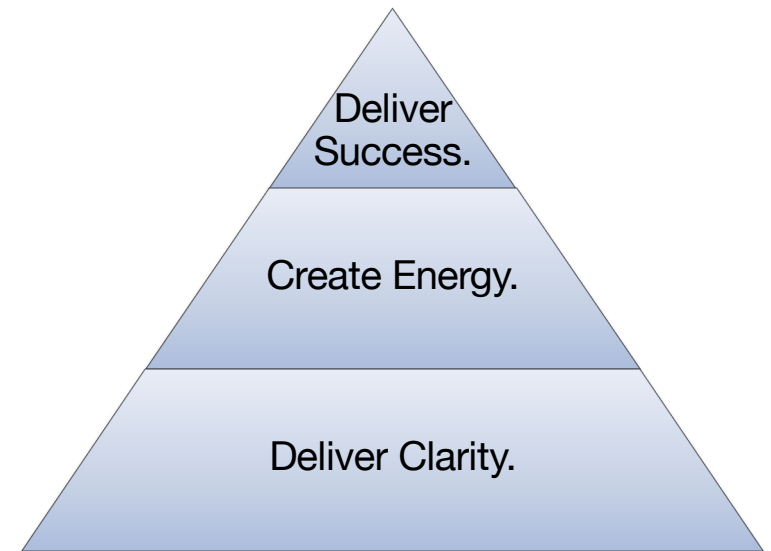


# Why Clients Choose EQengineered?

Drive Clarity. Create Energy. Deliver Success.

## Our Differentiators | Unique Value.

- Data expertise.
- Technology and design know how.
- Consulting acumen.
- Delivery velocity and productivity.
- Value for your investment.





# Thank you!

## Mark Hewitt

President & CEO

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