

# Microsoft Catalyst Program – Transformation using the IDEA Framework

## Scope of Work

- Build, plan and execute business transformation.
- Pework done by The CRM Team:
  1. Observation – interviews and observation.
  2. Building a customer journey map.
  3. Day in the life.
  4. Creation of customer and user personas.
- Envisioning Workshop – 1 day in-person or virtual workshop.
  1. North Star/Vision statement
  2. Opportunity and theme identification.
  3. Value Map.
- Business Value Assessment.
- Solution Assessment.
- Personalised solution demonstration.

## Customers / Opportunities

The cost of The Catalyst Program will be R45,000.

The evidence of the success of the program:

- Microsoft Catalyst helps RSM increase deal sizes by 450%
- How Sikich uses Catalyst as a “decision accelerator” with clients

## The IDEA Framework



**Inspire**

**Imagine** what the future state of your business could look like and define your digital transformation journey



**Design**

**Quantify** the value of your business transformation, the case for change and technological impact



**Empower**

**Ensure** buy-in across your organization with a visual and tailored immersive experience



**Achieve**

**Execute** your strategy and ensure a smooth launch with an executive-ready proposal and basis for customer success plan

## Resources

The Catalyst Program  
Microsoft Catalyst

**Wynand Roos**  
[wynand@thecrmteam.com](mailto:wynand@thecrmteam.com)