

# Business Value Roadmap Workshop

## Outcomes

- Identification of your company's business value drivers and required data capabilities
- High level quantification of benefits, risks, and dependencies
- Prioritization and alignment to a 12- month roadmap for value realization

## How are you realizing business value from your data investments?

Most companies know that they need robust data capabilities to remain competitive and grow their business. Do you know how you are getting there? Having a game plan for how these investments will achieve business value is essential.

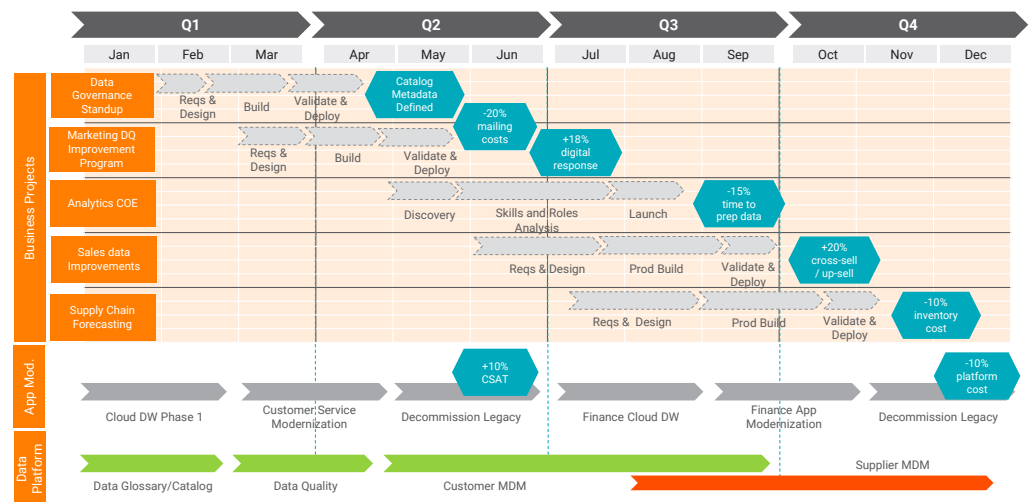
In this engagement, Informatica's Advisory Services team will lead your business stakeholders through an interactive business opportunity definition and prioritization exercise, culminating in a roadmap for short- and long-term value realization.

Utilizing the Informatica Data Strategy Framework, we will identify, assess, and score business opportunities across benefit categories, while identifying technical and organizational risks and dependencies. Benefits will be quantified across the value spectrum, including:

- Increased revenue / commercial
- Reduced costs
- Reduced business Risk
- Improved Customer Experience
- Faster time to market
- Improved operational efficiency

## Business Value Roadmap

### Value Realization Plan



## ABOUT INFORMATICA

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

## LEARN MORE

*Do It Right the First Time*

Contact Informatica  
Professional Services at  
ips@informatica.com

## Workshop Approach

Through an interactive set of meetings and workshop events, our Advisory consultants will engage with your business and IT leadership and work through a structured methodology to develop the Business Value Roadmap.



## Who should attend?

This workshop is geared towards functional leaders from Business and IT, as well as Architects and program leaders responsible for the implementation of Informatica products and solutions. The focus of this workshop will be on identifying and quantifying the opportunities in your business and the roadmap to realize value.

## Duration and Planning

- 2-4 conference calls for prep and discovery
- 1-2 Business Value Roadmap workshop session(s)
- 1-2 Follow up sessions to refine deliverables
- 1 hour readout session

