

Mapping the right transformation route for your business with Microsoft Catalyst

When you embark on a transformation project, you need to understand the end goal.

Critical to the success of any initiative is having a structured set of steps to envision and plan for your business transformation. As a Microsoft Catalyst Certified Partner, Xpedition supports organisations in the building, planning, and execution of key business transformation strategies using the power and breadth of Microsoft Dynamics 365, Microsoft Power Platform and the Microsoft Cloud. Underpinned by proven concepts from Harvard Business School and McKinsey, together, Xpedition and Microsoft Catalyst helps organisations to conceive and realise their most ambitious priorities.

Microsoft Catalyst is based on the IDEA framework that encapsulates proven service offerings across four key stages.



How we'll get there:



Catalyst seeks to prepare for disruptive changes that can impact your business through a series of holistic and progressive activities. The objective is to understand what digital disruption means for your organisation and your customer value proposition. Engaging a diverse set of stakeholders through envisioning techniques opens up the conversation to produce creative and meaningful ways to modernise how things are done and quantifying the business value.

The outputs are brought together into an actionable plan that aligns around your digital story.



Inspire Phase

The Catalyst engagement journey helps businesses conceive and realise business transformation through a series of curated phases: Inspire, Design, Empower and Achieve.

Catalyst begins with strategy development activities. These are designed to help us understand your organisation's priorities and to ideate how technology can help underpin a digital transformation.

Once defined, we move from strategy to solution through an Envisioning Workshop. This design-thinking session is a proven approach combining creative and critical thinking, fostering ideation and organising those ideas to drive decision making and situational improvement. We employ this approach with you to envision a future state. The output is the Observational Model.

Inspire Activities:

- **Conducting interviews to understand current state, identify business challenges, opportunities for improvement and observe end-users to understand the user experience**
- **Engage with key business stakeholders to agree on “North Star” / Vision in order to define “how might we” topics to identify business opportunities and list initiatives to pursue to address customer vision**
- **Use design thinking to generate and organise great ideas through creative and critical thinking exercises**
- **Create high-priority transformation scenarios to help customers, employees, operations and products achieve ongoing innovation within the customer’s environment**
- **Define the digital transformation journey by prioritising initiatives based on business outcomes aligned with your vision. Storyboard the future vision and share with stakeholders**
- **Capture findings and recommendations within an Observational Model**





Design Phase

Next, we investigate through a Solution Assessment existing processes and technologies, and begin to shape our perspective on organisational readiness for the future state. The Solution Assessment brings stakeholders together to review current business objectives, current processes, and technology. It summarises how your organisation will achieve its digital transformation goals with a customised solution roadmap.

Design Activities:

- **Gather and review preparation materials including Envisioning Workshop output and Pre-Workshop Questionnaire to understand your business and strategic objectives**
- **Facilitate a series of workshops with business and IT stakeholders to understand strategic business goals, walk through current and future business processes in each line of business (LOB), and review both functional and technical operations, including system landscape and/or available requirements**
- **Thoughtful analysis will guide the creation of a tailored current-to-future state journey to achieve your digital transformation goals**
- **Review business processes and objectives to assess which can be tackled simply with an out-of-the-box Microsoft solution, and which will require a bespoke approach**
- **Capture and summarise findings to create Solution Assessment execution report**
- **Outline current and future customer journeys defining the current challenges, changes needed, and benefits of the envisioned solution's future state**
- **Partner with our team to build a value-driven, phased solution roadmap that guides the steps, timeline, and processes to making your transformation a reality**



Empower Phase

The Empower phase brings your organisation's vision to life through visual assets, solution demonstrations, and immersive experiences that showcase the transformation vision and value.

We create a customer-specific demo to showcase the new business processes, as imagined in the Envisioning Workshop.

Inspire Activities:

- **Bring your transformation to life and experience the envisioned solution through personalised demonstrations**
- **Align business objectives with your technical strategy using compelling visuals to show what's possible with the right technology**
- **Share your demo story across your organisation to increase alignment and enthusiasm for the value of your digital transformation**
- **Demonstrate proof of value that aligns to the strategic priorities**
- **Build an executive pitch to highlight the solution vision and the associated business value**



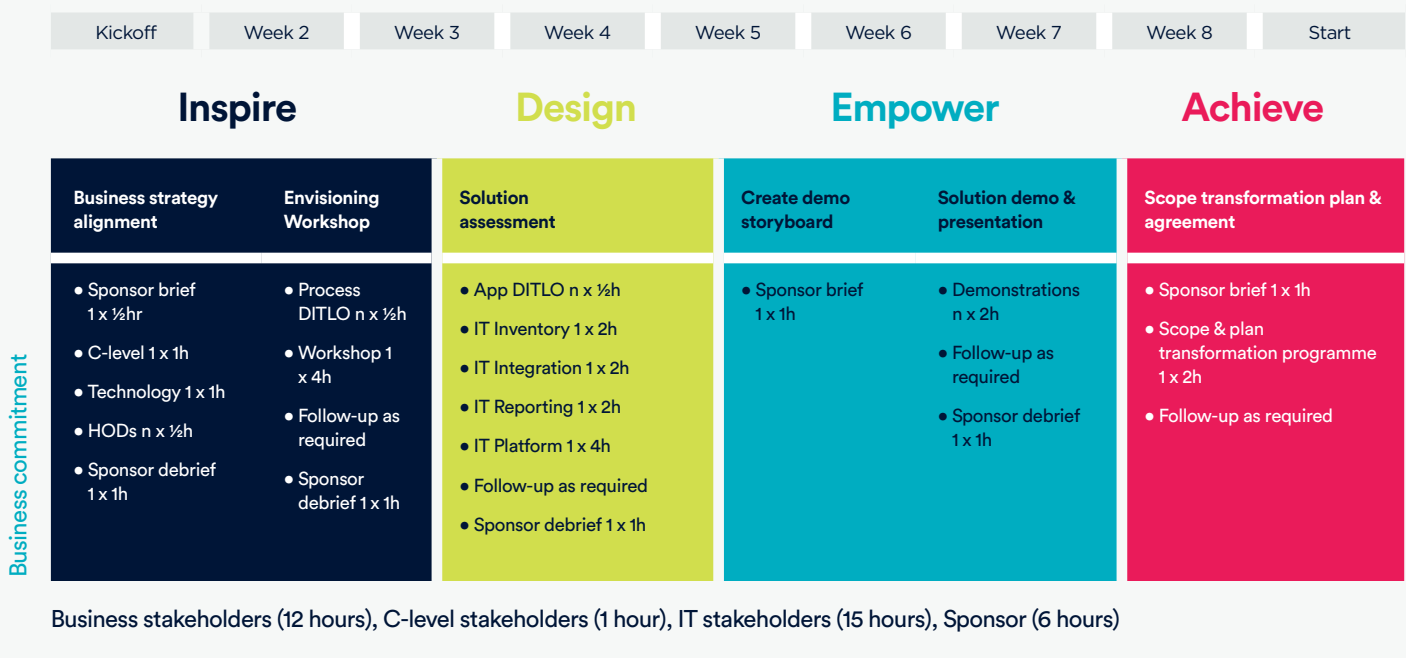
Achieve Phase

The Achieve phase supports your organisation's transition from envisioning to execution. An action plan, produced for and delivered to the organisation, offers a real-world blueprint for executing the solutions and transforming your organisation's business.

The comprehensive Transformation Plan summarises and applies the information gathered in the three previous phases:

- **Inspire (Observational Model)**
- **Design (Business Value and Solution Assessments)**
- **Empower (Solution Demo)**

Example Microsoft Catalyst Engagement Timeline



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Let Xpedition guide you on your business transformation journey

To learn more about Xpedition, visit:

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