



## Strategic Business Solutions Brief

# VALUEPATH: ADVANCING BUSINESS INITIATIVES—FASTER

### HAVE A CRITICAL BUSINESS INITIATIVE?

- Do you need help identifying the project that will yield the biggest results fast?
- Are you looking for assistance prioritizing critical projects?

### FIND IT CHALLENGING TO OBTAIN MANAGEMENT APPROVAL?

- Is it impossible to get a slice of the budget because you can't determine return on investment (ROI)?
- Do you need a cost/benefit analysis and plan?
- Are you challenged with aligning Business and IT objectives?

### WANT TO BECOME A PERFORMANCE-DRIVEN ORGANIZATION?

- Are you tasked with increasing your organization's operational performance?
- Do you need help establishing and achieving quality, consistency or compliance KPIs?

### Take your business to the next level

When times are tough, smart organizations find the opportunity to excel. Often this means revisiting existing business processes, re-evaluating IT infrastructure, and most notably identifying the one initiative that can take your business to the next level.

Software AG's ValuePath can help you quickly identify, prepare for and implement innovative business initiatives that will yield measurable value within your organization.

Once identified, Software AG can help you rapidly move your project from the idea phase into a fully-supported and budgeted project with detailed requirements, clear deliverables, costs and ROI.

ValuePath can help you:

- Discover the truth about what is causing operational inefficiency
- Prioritize what issues to fix
- Define the business requirements and align IT and business managers on a vision
- Establish key performance indicators (KPIs) to measure desired improvements
- Gain internal support and consensus from IT and business decision makers
- Build a business case with ROI to secure funding
- Identify benefits delivered by Software AG's business infrastructure software

**"The Software AG business assessment process was very successful, had quality deliverables which were specific and thorough, and allowed us to move in the right direction for our SOA initiative."**

*Beth McCrohan, CIO*

*American Community Mutual Insurance Company (ACMIC)*



## WHAT'S INVOLVED

Software AG industry experts deliver ValuePath working in partnership with your team using a collaborative workshop approach. A typical schedule of events consists of:

**Discovery session** - An industry expert helps you choose a key business area to assess, identify stakeholders and explore types of data required for the business case.

**Gather supporting data** - We help you gather existing support data, such as the number of transactions and percentage of process errors, volume of business per day, business impact of errors, process flows, etc.

**Conduct meeting with stakeholders** - Led by one of our experts with deep industry domain expertise, we assess your business issue, current impact, and potential solutions. Most importantly, we work with you to build a consensus for how to proceed.

**Business case development** - We take the insight from the stakeholder meeting, plus the supporting data, to begin collaborative business case development. The final document addresses all key data needed for a decision.

**Presentation to key stakeholders** - We provide a detailed and compelling presentation of the business case to key stakeholders and address their questions.

## HERE'S WHAT YOU RECEIVE

Every organization's situation is different. Each ValuePath is therefore tailored to meet your requirements and may include one or more of the following:

- Analysis of current process, identification of failures, identification of sources of services and data
- Revised IT architecture/business process model
- Recommended areas for improvement, monitoring and/or dashboarding approaches
- Analysis of KPIs and value levers
- Assessment of strategic business drivers
- Discussion of metrics and improvements, incremental cashflow, revenue uplift, cost reduction
- ROI model
- Cash flow, NPV, IRR, Payback Period analysis and models
- Financial calculations of operating expenses, capital expenditures

Register for a ValuePath workshop. Our team can help you develop a strategy for achieving operational excellence and build the business case to justify project funding.

Sign up today at [www.SoftwareAG.com/ValuePath](http://www.SoftwareAG.com/ValuePath)

**"This is a valuable exercise. I wish we'd done this earlier in the process. It helped us put together a powerful presentation and demo for our executives that showcased the benefits of BAM. Using Software AG products to gain visibility into the supply chain, track KPIs and improve customer service is a 'no brainer.'"**

*High-Tech Manufacturer*

## SOFTWARE AG SUCCESSES



Optimized order management process and achieved a \$22M two-year savings and an ROI of 800% in 9 months.



Defined a new real-time order-to-cash monitoring solution with ROI of 138% in 2 years and 5-year savings of nearly \$3.3M.



Defined a quoting management solution resulting in a conservative revenue increase of \$20M per annum and \$4M in additional profit.



Optimized a call center resulting in an 80% reduction in costs and a \$4M savings in the first year.

**Take the next step to get there – faster.**

### ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

**Software AG – Get There Faster**

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