



## The Clarity Method: Clarifying objectives and aligning stakeholders in major change programs

**The Clarity Method is a way for organizations to map their business strategy to the specific transformation projects and articulate the technology building blocks required to achieve strategic business results.**

### OVERVIEW

Major change initiatives (such as core banking transformation) fail not for reasons of a poor quality technology platform, but because senior stakeholders are not clear and aligned on targets and objectives. The Clarity Method pushes for that clarity and alignment early in the cycle before the teams get large and expensive.

The Clarity Method is a business architecture/business consulting method that helps to articulate business capabilities which have to be evolved in the course of the projects/programs that will be delivered.

The Clarity Method involves a series of workshops which results in a single artifact (known as a 'Business Target Operating Model' or 'BTOM'). The BTOM that describes a target state from the strategic, business capability, technology capability, and project/program roadmap perspective.

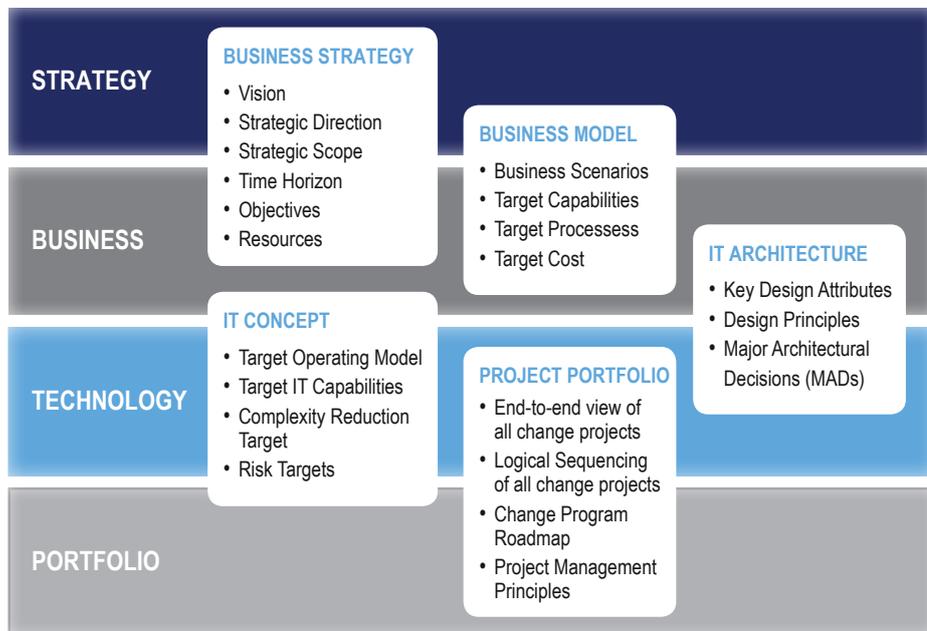
### STAKEHOLDER ALIGNMENT

The workshops and the resulting BTOM create alignment across stakeholders for major change programs. Workshops are typically attended by senior level stakeholders and grouped into strategy, business, technical and project portfolio workshops. Axxiome performs the pre-workshop analysis and workshop facilitation, provides an industry perspective on the topic, and develops the resulting BTOM artifact.

The BTOM becomes a galvanizing target state perspective that helps to align business and IT viewpoints and lock down the sequence of project investments that will lead to specific business outcomes.



ADVISORY SERVICES BUSINESS TARGET OPERATING MODEL COMPONENTS



ADVISORY EXPERTISE

Axxiome provides senior level advisory expertise combining both business and technical industry perspectives. Two or three consultants are usually engaged to help prepare for the workshops and analyze the materials provided by the financial services organization. Often a small team of 2-3 people are working together with bank representatives to analyze the information and bring additional insight to the workshops.

In addition to the senior level advisory experts in the strategy and business workshops, Axxiome brings deep and broad SAP expertise to the engagement in the technical workshops to ensure that the use of the SAP platform is aligned to organizational goals and business objectives.

BUSINESS VALUE

- By striving for stakeholder alignment early in the cycle, the Clarity Method's greatest value is the avoidance of major program mis-steps.
- Axxiome provides accelerator reference models that expedite discussion and decisions on key business and technology topics.
- The Clarity Method has been used successfully to help clarify the next steps with regards to Customer Insight and relationship management. Having aligned the project portfolio to the technical- and business-capabilities required by the strategy establishes a common understanding in the transformation team. Thorough technical analysis in the clarity workshops improves predictability and adherence to budgets and time-lines.

ABOUT AXIOME

Axxiome is a global solutions provider for the financial services industry with operations in Europe, North America, Latin American, and Asia Pacific. Axxiome excels in linking legacy banking platforms with modern solutions and is considered a leader in banking and insurance transformation projects across the globe. Axxiome's professional consultants are experienced in technical and advisory services and bring innovation and knowledge to customer projects.

Axxiome offers an Advanced Banking Platform that follows industry best practices and delivers pre-engineered and rapidly deployable end-2-end banking solutions to customers, which minimizes the impact and interruption to operations and business processes.

To learn more about Axxiome and the complete suite of offerings and services, visit [www.axxiome.com](http://www.axxiome.com)

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