



Framework to Architect your Transformation

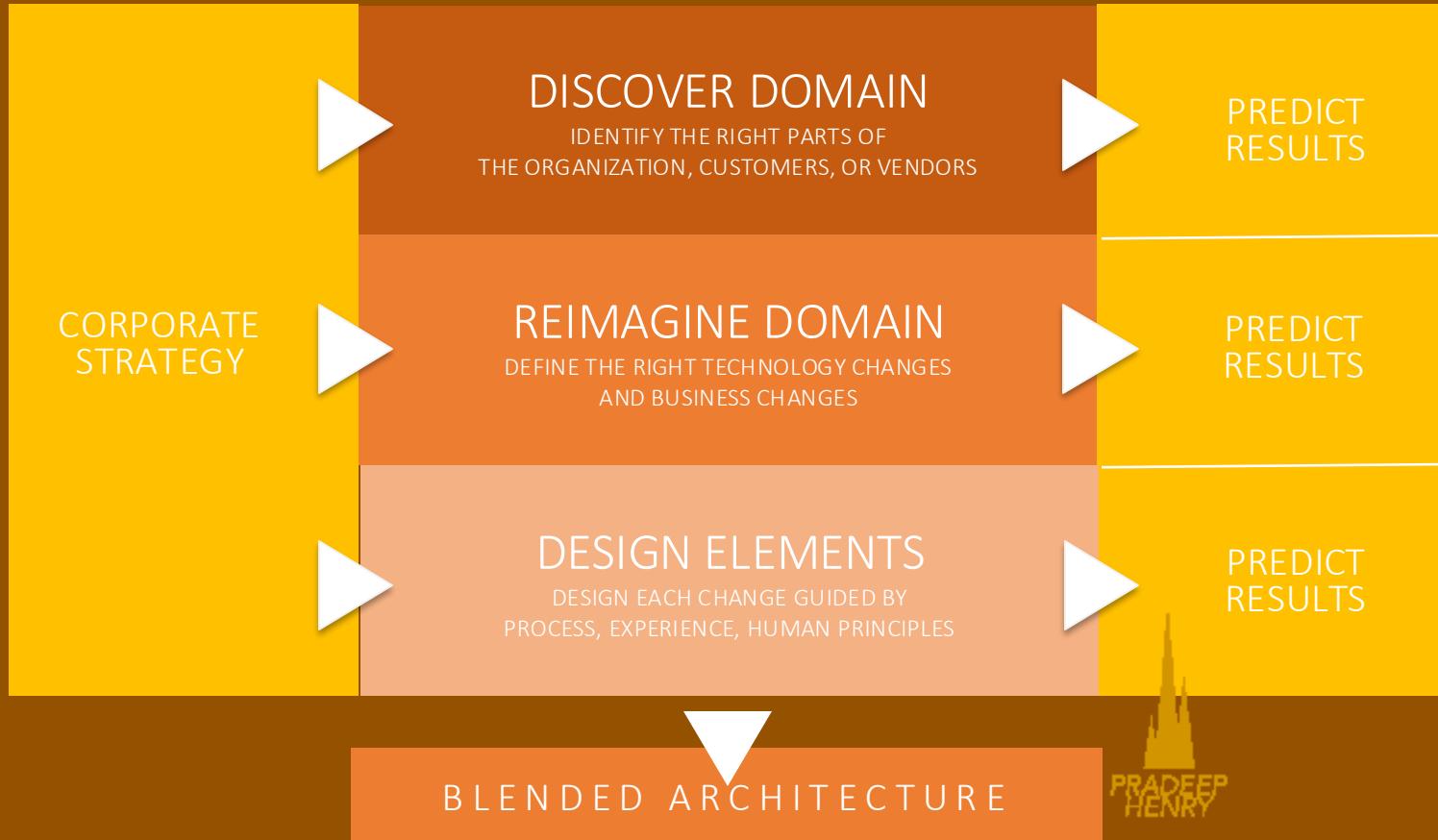
Framework to create an architecture that blends the right business and technology changes across the right domain.

AX comprises rigorous architectural steps, each executed with corporate strategy as the dominant input and accompanied by predicting outcomes after every step to mitigate risks. The rigor is achieved through contextualizing the transformation domain, advancing from high-level concepts to detailed elements, and applying multi-disciplinary principles.

With 70-80% of business and digital transformations failing—often due to fragmented efforts and technology-first practices—AX delivers business results fully aligned with corporate strategy.

AX

Framework to Architect your Transformation



	AX	Conventional method
Strategy Alignment	Corporate strategy input throughout	Strategy often set at start, less embedded. Often it is “Digital Strategy”
Approach	Iterative, architecting mindset	More linear or phase-gated
Starting Point	Holistic domain focus. Domain discovery: org, customer, vendor	Almost always technology as in “Digital Transformation,” previously process excellence as in “Business Process Reengineering”
Integration of Changes	Synchronous blend of business + technology	Business/process and technology often siloed
Factors	Core design emphasis with process + experience + human principles	Sometimes focused on a single factor such as tech-only, sometimes secondary, sometimes post-implementation reaction
Predictive feedback	Predict results after every step	Feedback typically end-stage or milestone based
Output	Holistic Blended Architecture	Fragmented tech and process deliverables

Testimonials

“That too many companies jump in feet first, without fully assessing fitness for purpose or potential strategic opportunities, seems to be at the heart of what you’re saying – and I think that’s right.” **Managing Director, Principal Global Investors, UK**

“I like the concept and framework. You're on the right track.” **Project manager, Chevron, USA**

“The prototype we created had visibility in the customer organization all the way to the CIO level... It was based on a workflow that we helped optimize.”
Cognizant Senior Manager

“Strategy translation (DD) is definitely an important space.” **Tech investor**

“Strategy translation ... the editors at CIO liked it.”
Director, CIO.com Contributor Network

“Strategy translator?... definitely want to know more”
Annalie Killian, Consultant to CEOs, Boards

Invites

PRADEEP
HENRY



To review papers
submitted to
international Strategy
conferences



Interview, based on
which they published
“Making Mediocrity the
Enemy” Mar 6, 2015



Interview; contributed
to their report “How to
Assert IT’s Relevance
During Digital
Transformations”