





# Value-Led Change & Transformation

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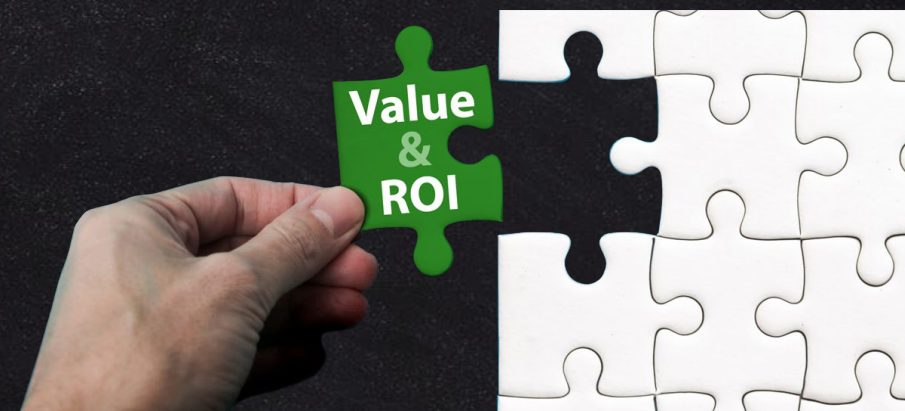
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# Unlocking the Power of Value-led Change

- For decades change leaders have been frustrated by the conspicuous **missing ingredients in Change - Value & ROI**
- Despite targeting 'value', organizations lack the currency of value - Return on Investment (ROI) - or monetary benefits, or realistic predictability.
- This means the clients neither know where the value creation opportunities are or have the expertise to unlock them
- The result is service adoption based on a confused, distorted reality,
- **Cedus offer a unique solution** - We use Business Modeling & Machine Learning to help you see where value creation opportunities lie and learn of to unlock them



Proven Track Record

**Adding measurable value for 10 Years**



# The missing value-lens has a huge impact

The lack of Value & ROI in change has huge impact on the business and service leadership. Only seeing part of the picture, makes it almost impossible to navigate, and leads to the waste and failure we see today

## Value/ROI-Transparency



- No Realistic Timelines
- No Realistic Costs
- No Monetary Benefits
- No Tangible ROI
- No Risk Transparency

### Client Side

## Value/ROI Identification



Client Business Lead

"I need to move the business forward but **I don't know where the Value/ROI opportunities are**"

## Value/ROI Creation



Client CFO

"As I cant contract on measurable value/ROI creation, **all I can do is compare vendor costs**"

### Service Side



Vendor Sales/Account Lead

"Our services are hugely valuable for the Client, **I just cant evidence the ROI**"



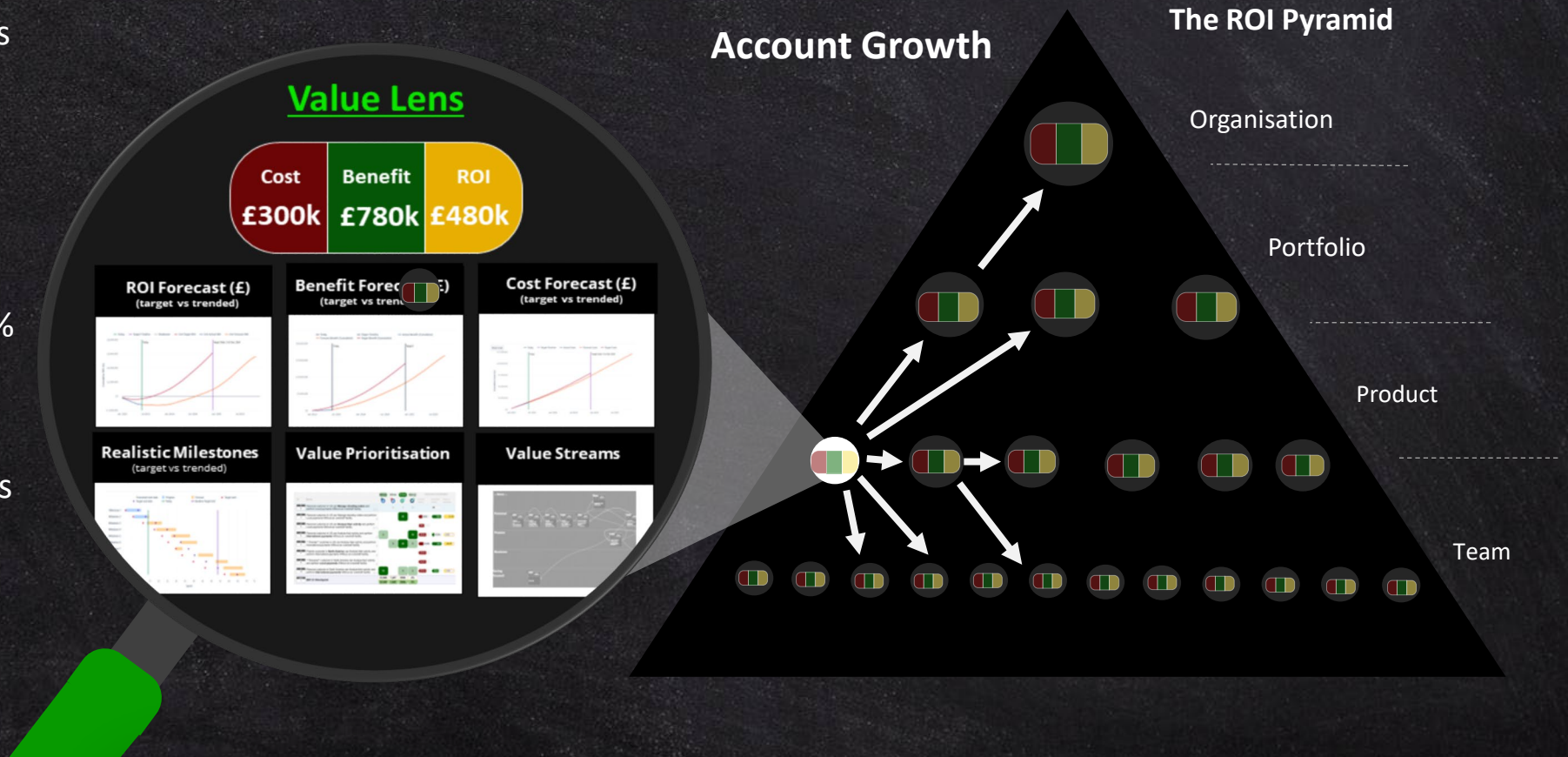
Vendor Execution Lead

"I want to deliver Incremental Value/ROI but **everything turns into technical detail** & we lose business focus"

# ROI Lets You Land & Expand (in a good way)

A genuine ROI-led engagement means that the Client sees land-and-expand as a good thing. The core aim is to prove the power of the approach on the ground and use it to build incremental business opportunities over time

- More trust & better relationships
- Become trusted advisors
- Competitive differentiation
- Stronger pricing leverage
- Powerful business cases
- More Sales / Better Conversion %
- More profitable, Longer engagement
- Delivery teams spotting business opportunities

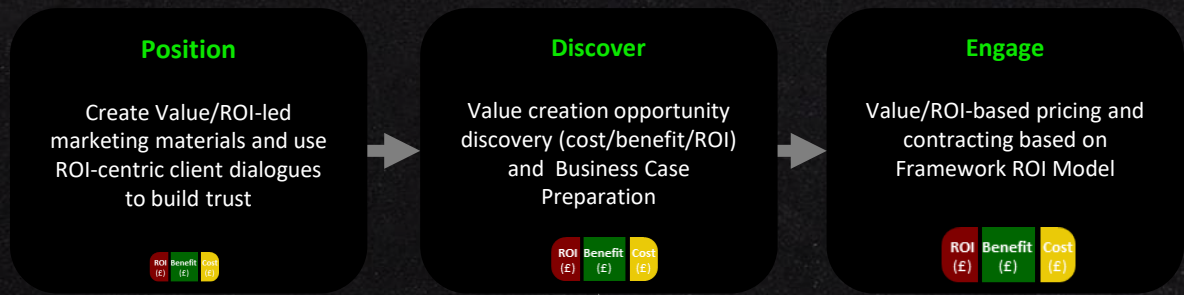


# Where can an ROI-led approach help?

An ROI-led approach has a dramatic impact all the way through business development cycle and focuses on business development through identifying ROI opportunities and then turning them into reality

## Value/ROI Identification

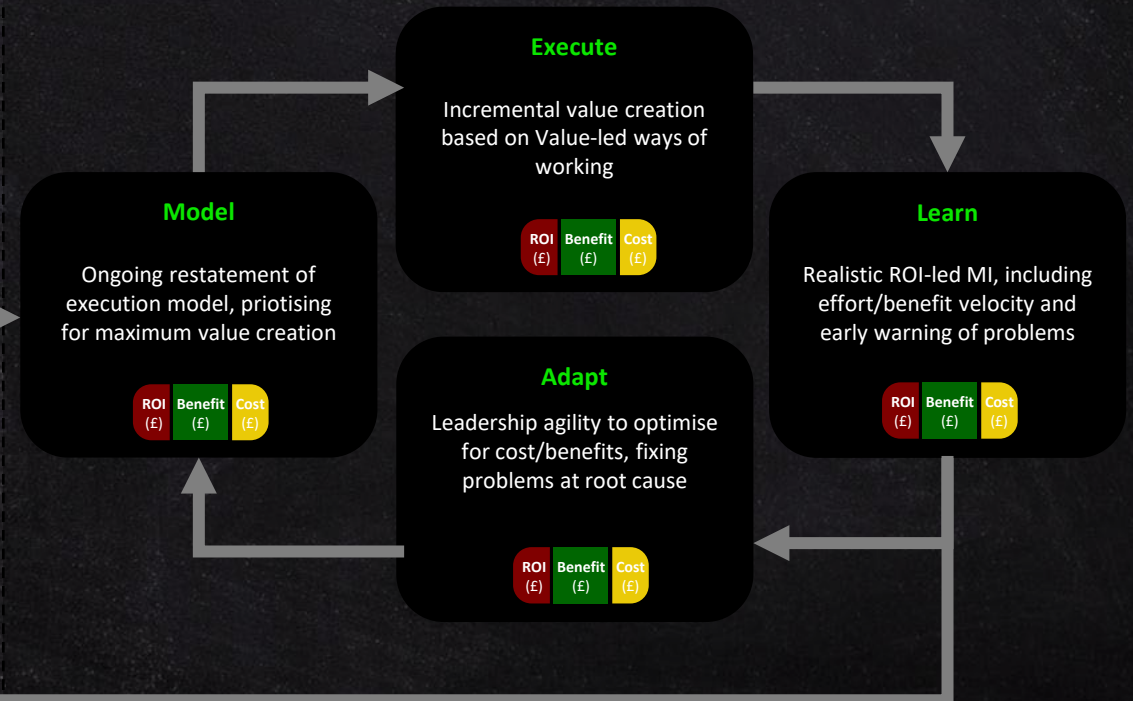
"Their approach in helping us uncover where the value really is, combined with pricing and contracts tied to the value we'll receive, is enlightening."



£££ - Use service execution to spot future value creation opportunities

## Incremental Value/ROI Creation

"They focus on delivering tangible ROI, which is much more reassuring than the 'set it and forget it' task delivery I see elsewhere."



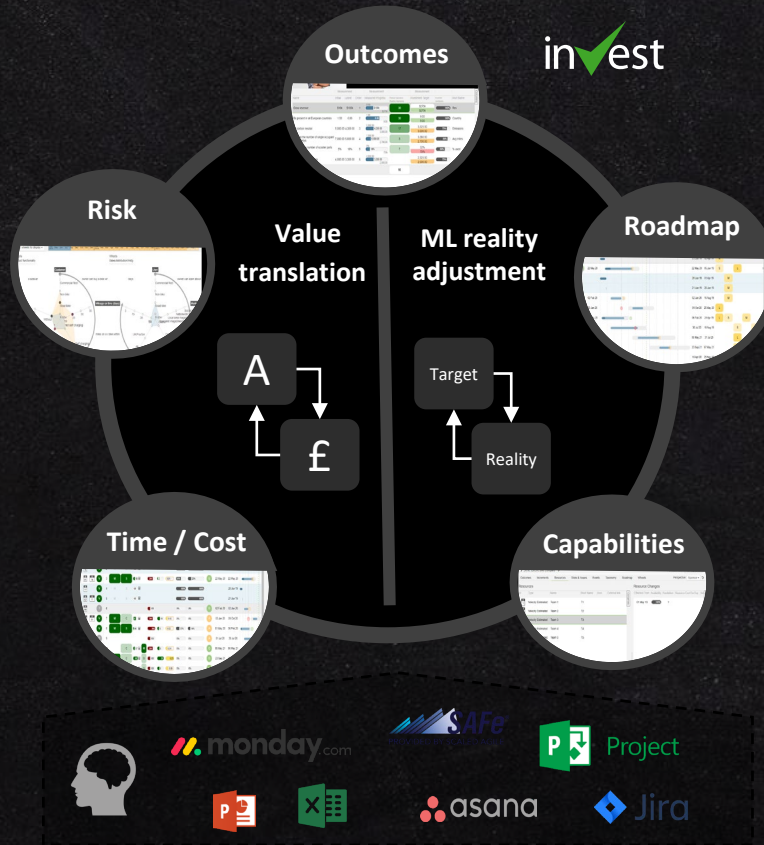
# How do we do It?

Our solution is based on strong business thinking, realistic projections including cost, benefit and ROI, with measured results. **Realistic business transparency enables significant optimisation**, frequently in the £10s millions

## 1. MODEL

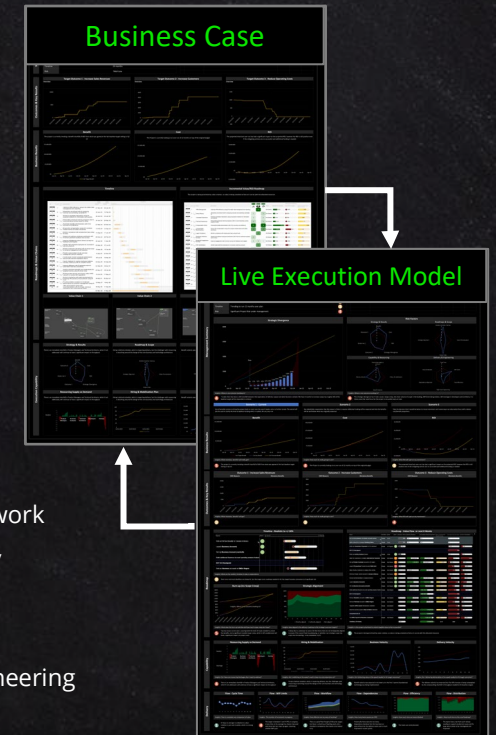
Predictive Business Model

- All components of change
- Validated summary Level Data
- Single source of the truth
- Dynamically connected components
- Common Currency Translation (£,\$, E)
- Realistic ML driven projections
- Automated predictive MI



## 2. MEASURE & OPTIMISE

- Pick valuable Outcomes
- Incremental value creation
- Select high-ROI scope
- Align strategy & delivery
- Optimise resource allocation



- Eliminate low-value work
- Realistic dependency handshakes
- Prevent scope creep
- Cut over/under engineering

# How can we jointly give it a try?

If you are compelled by the logic of a Valuer/ROI led approach to change and transformation, the next step is to complete a short POC to prove the concept with your data, in your organisation

- **Agree a Champion**, everyone will thank you for bringing value in
- **Pick a use case** – something that's valuable, with optionality, learning and adaption
- **Sign NDA**
- **Build an POC example model** in your organisations data
- **Create simple outputs** - Business Case / Execution Models
- **Define High-Level Commercial** - Discuss/Agree how an we all make money (Client / Service Provider / Cedus)
- **Show & Tell** - Present to the broader decision making community

## A few examples

