Business Transformation Journey Maps

Benefits

- Build a business case for change that everyone can get behind
- Plan and prioritize the initiatives required to transform your organization
- Budget for the IT programs that best support business transformation
- Set a shared vision with agreed-upon expectations and business outcomes

A journey map is a highly visual, custom-created document. It is designed to help key stakeholders across your organization understand the capabilities and challenges of your current IT environment, identify shared goals, and provide a clear roadmap to make the changes necessary to meet those goals.

This short-term consulting engagement brings your business and IT leaders together with Cisco thought leaders and technology experts. Working with you, we identify your current pain points and expose significant opportunities to align your IT investments with larger organizational strategies and objectives. We then create an action plan to deliver the greatest impact and highest return on your investment.

Cisco's proven process establishes strategies and recommended approaches to challenges such as:

- Digital transformation and service outsourcing
- Private, public, and hybrid cloud implementation
- Mobility and bring-your-own-device (BYOD) integration
- Converged networking
- Unified collaboration and communications
- Information security in today's ever-evolving threat landscape

Our approaches are tailored to your unique circumstances. They integrate Cisco's recognized solution expertise with the lessons that the Cisco Classified Network Services team has learned supporting U.S. customers with special data protection, sovereignty, or delivery at classification requirements.

A journey map is the result of a collaborative discovery engagement. It turns complex ideas and information into an easy-to-understand roadmap using visual storytelling techniques.
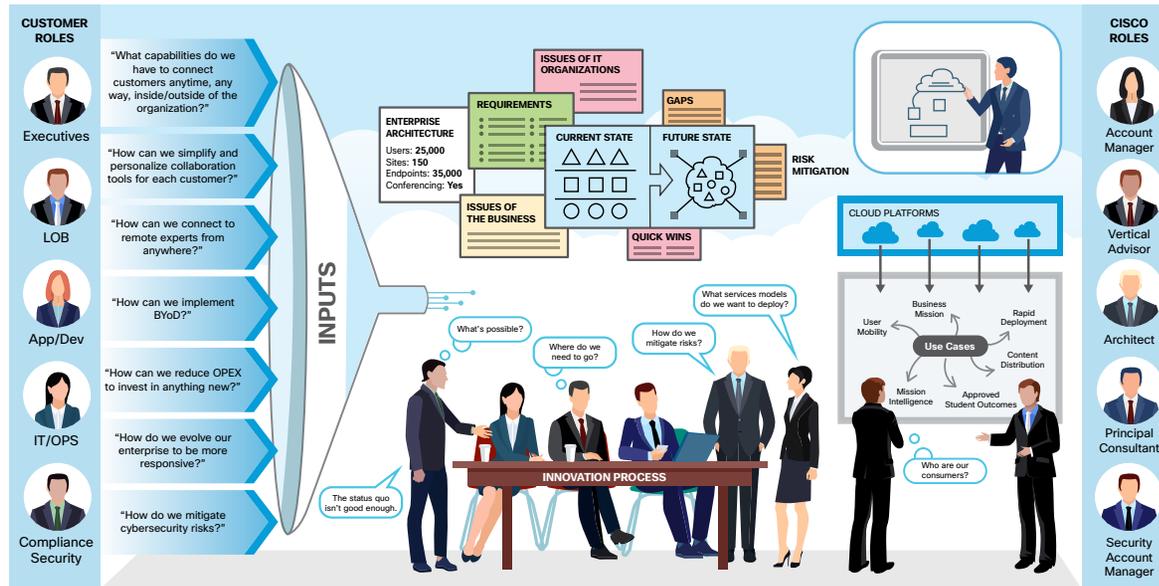
The Three-Phase Journey Map Process

1. Discovery
2. Align and validate
3. Design, build, and operate

Discovery

First, we thoroughly assess your overall business or organizational needs. Through investigative discovery sessions, we help identify your unique challenges and break down the walls between technology and effective business outcomes.

Our initial focus is to work with executive, line of business, and IT stakeholders to characterize any problems and define your desired outcomes. By understanding the people, processes, and systems involved, we can begin to lay the foundation for transformation.

This phase involves:

- Bringing cross-functional customer stakeholders and Cisco architecture and delivery teams to the table
- Understanding the challenges and core business and mission imperatives
- Identifying current capabilities and pain points
- Breaking down internal silos and building relationships
- Establishing a view of business needs and use cases
- Understanding how strategic business initiatives will drive IT solutions and services

- Beginning to develop customized executive and technical journey maps

Align and Validate

We work with your business and IT teams to share the vision, identify options, and make recommendations. To ensure alignment on critical decisions, we prepare a business case and cost analysis for the recommended solution. It includes the expected outcomes and value to the organization, an implementation schedule, and the expected return on investment. Once we're aligned, we prepare a final proposal and a reference architecture to move into the design and delivery of the planned solution. The result is an actionable roadmap that outlines the impact on your mission and strategy.

During this phase, we deliver:

- Conceptual designs
- Proposed delivery and consumption models
- Defined capital versus operational expenses
- Adoption strategy and usage forecasting
- Stakeholder validation and consensus
- Reference architectures

Design, Build, and Operate

Working from the approved reference architecture, we design, test, and implement the solution. To lower risk and to help ensure compliance and the desired business outcomes, all critical success factors and key performance indicators (KPIs) are established in advance. They are tracked and reported throughout the solution's implementation, management, and ongoing optimization.

In this phase, we deliver:

- Measured and evaluated business benefits
- Adoption and efficiency status reports
- Customer satisfaction reports
- Service-level agreement evaluations
- Security and compliance reports

About Cisco Classified Network Services

Cisco Classified Network Services was created in the aftermath of 9/11 to deliver rapid-response technical support to the U.S. Department of Defense (DoD). Today, we offer a broad portfolio of high-touch, high-accountability consulting services, technical support, optimization, and managed service offerings to any U.S. organization with special data protection, sovereignty, or delivery classification requirements.

We can help you take advantage of industry-leading Cisco services and cloud-based solutions, customized to comply with your specific security requirements.

Next Steps

To learn more about Business Transformation Journey Maps, or any of the customized services provided by Cisco Classified Network Services, please contact your Cisco account manager. Or email us at cns-request@cisco.com.