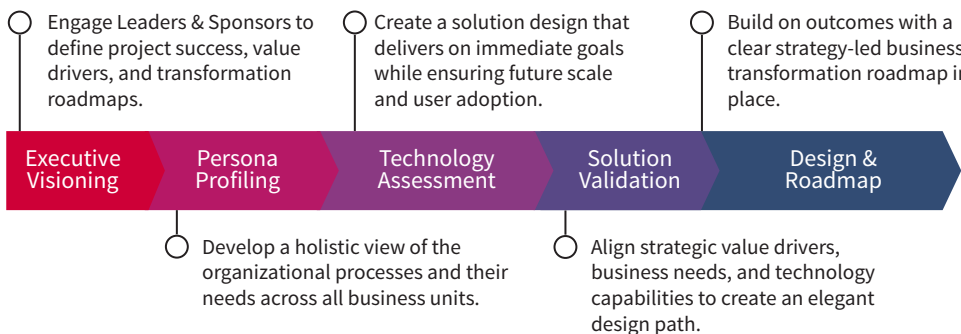# Strategic Advisory Practice

Fluido, Advisory Services brings the **most experienced strategic and technical minds**, from across multiple industries and technologies, to ensure success and value from clients' investments in the Salesforce ecosystem.

We analyze and establish the goals of both IT and Business leaders to **identify, align, and ensure measurable strategic objectives** and value are met and delivered.

Using our proven Strategic Design Blueprint methodology, these value drivers are carried into accelerated design and process discovery workshops, used to build value-driven program roadmaps, and engaging user personas and project stakeholders to **create and deliver a unified vision of a transformed future state**.

Engage Leaders & Sponsors to define project success, value drivers, and transformation roadmaps.

Create a solution design that delivers on immediate goals while ensuring future scale and user adoption.

Build on outcomes with a clear strategy-led business transformation roadmap in place.

Executive Visioning → **Persona Profiling** → **Technology Assessment** → **Solution Validation** → **Design & Roadmap**

Develop a holistic view of the organizational processes and their needs across all business units.

Align strategic value drivers, business needs, and technology capabilities to create an elegant design path.

What **Solution Design Blueprinting** from Fluido Advisory can do for your mission-critical Salesforce projects:

Clarity of Vision

The Executive Visioning pillar of the design methodology engages project sponsors and leaders to ensure everyone fully understands, supports, and even challenges the project in a way that ensures the strategic objectives and value drivers are clear, shared, and can be translated into improved operational capabilities and technology improvements.

Connect IT & Business

Competing goals, constraints, priorities, timelines, budgets and operational models makes it hard to create symbiotic relationships between business and IT groups. Our methodology embraces both needs equally, ensuring robust collaboration to produce clear, feasible decisions and outcomes that are supported, valuable, adopted and well maintained.

Measurable Outcomes

By establishing KPIs, benchmarks, and tangible transformation goals early, then tying these to the functional design pillars, our strategic approach ensures that the necessary data points, process or operational adjustments, and reporting mechanisms are considered, to both govern the program during implementation and measure the impact of deliverables.

Value Realization

Our strategic design approach ties technical and functional deliverables to identified key business value drivers, KPIs, and outcomes, mapped across a full project plan and roadmap. This allows our clients to see clearly how these strategic outcomes and value-driven expectations are sequenced, delivered, and measured during execution.

Accurate Budgeting

The SDB produces the most accurate possible estimates (resourcing, costs, and client/vendor time) to achieve the project objectives and outcomes. A finely tuned, comprehensive budget can be set confidently - and met - for the subsequent implementation and delivery phases, including ongoing support investment, governance, and ROI modelling.

Know Your Future

Improved systems, processes, and technology ensures incremental business improvements, while we look beyond immediate challenges to produce future-state roadmaps that balance aspirational endeavors and long term transformation with today's needs. This perspective is carried into design to ensure it supports and aligns to the immediate and long- term goals.

Contact Fluido today to learn more

Erik Jacobsen, *Digital Transformation Lead*
erik.jacobsen@fluidogroup.com , +47 40 728 013

PRODUCTS & SERVICES

Strategic Design Blueprinting
Proven methodology brings blueprinting & strategic design together as a long term asset for customers, building & delivering solutions that address long term objectives considering business process, technology, & organizational change as holistic critical influences to overall success.

Executive Strategy Visioning
We help executive stakeholders develop, fine tune, & validate the strategic vision that is driving the overall transformation. We elicit the expected outcomes, objectives & critical success factors that describe program success & define KPIs to measure business value derived from the investment, then apply objectives to program design & implementation to ensure alignment with the strategic vision.

Product Catalog Analysis
Deep analysis of structures, content, & capabilities of product & pricing data, tools, logic & processes to determine how they are supporting or prohibiting strategic go to market initiatives.

License Optimisation
Business requirement analysis defining existing and future needs based on functions, consumption, storage or third party subscription options.

Tech Investment Assessments
Our experts find your customers' value in technology according to the unique needs & constraints of their organization.
- Architectural topology mapping, tool & technology recommendations
- Data, development, process and application governance analysis
- Licensing investment optimization
- Technology capabilities review

Persona & Business Process Blueprinting
Mapping, harmonizing, & optimizing critical Business Personas & Processes, to create a 360 degree view of internal operations & the sales, order, & customer life cycles.

Program Delivery Assurance
Strategic management skills tailored for multi-workstream enterprise transformation programs, bringing IT & business leaders, and cohorts together to realize maximum value, minimize risk, & protect the company objectives driving your investment.