

# Intelligent Opportunity Definition

## Introduction

Achieving an organisations business vision will typically be approached through a series of programmes and projects. An increasing number of these will incorporate the application of intelligent technologies. Each application can be considered as an opportunity to transform an element of the business and to take a sizeable step towards the overall business vision. It's important to have a clear definition of each opportunity and how it can be realised via a programme and typically a series of projects. This definition needs to be clear about the outcomes (and how they align with the vision), have a defined approach, ideally an agile delivery roadmap, an incremental business case and a specification of what each project will contain and the impacts (people and technology) it'll have on the business.

## Combined Intelligence

The Combined Intelligence team has extensive experience delivering transformational programmes that get the most out of intelligent technologies. This experience enables us to support our clients in the identification and definition of intelligent technology based transformational programmes. Importantly, these programmes are based on achievable but innovative outcomes that are aligned with the organisations vision. Our knowledge of the underlying technologies, what they can achieve in the short term and also how they and their use will evolve over time enables these programmes to be created to deliver initial benefits quickly but also provide a long term sustainable operational platform for further transformation and growth.

An opportunity definition would be tailored for each client but is expected to include:

1. **Goals and Outcomes** – Overall and incremental. How will success be measured.
2. **Roadmap and Timeline** – Key steps to achieve the outcomes, including dependencies.
3. **Solution Definition** – What needs to be created or changed to achieve the outcomes.
4. **Approach** – Who and what would be needed to deliver the outcomes (people and processes).
5. **Change** – What would need to change within the organisation and how would it happen.
6. **Business case** – How much would it cost and how would it be funded.
7. **Future** – Ongoing operational support, maintenance and future evolution opportunities.

## Approach

Combined Intelligence can either take a lead in defining opportunities or work collaboratively as part of the client's own team. A typical approach would involve:

1. Working with senior stakeholders to understand the vision and business objectives.
2. Outlining the high-level opportunity and validating with senior and key organisational stakeholders
3. Following an evolutionary approach, generate regular updates and communications
  - a. Engage key teams (ops and IT) and technology partners to construct a solution definition
  - b. Evaluate internal capabilities and any need for external resources / skills.
  - c. Understand budgets, identify costs and build a business case
  - d. Identify risks, dependencies and consequential changes
  - e. Generate a benefits realisation timeline
4. Review with stakeholders and optimise.