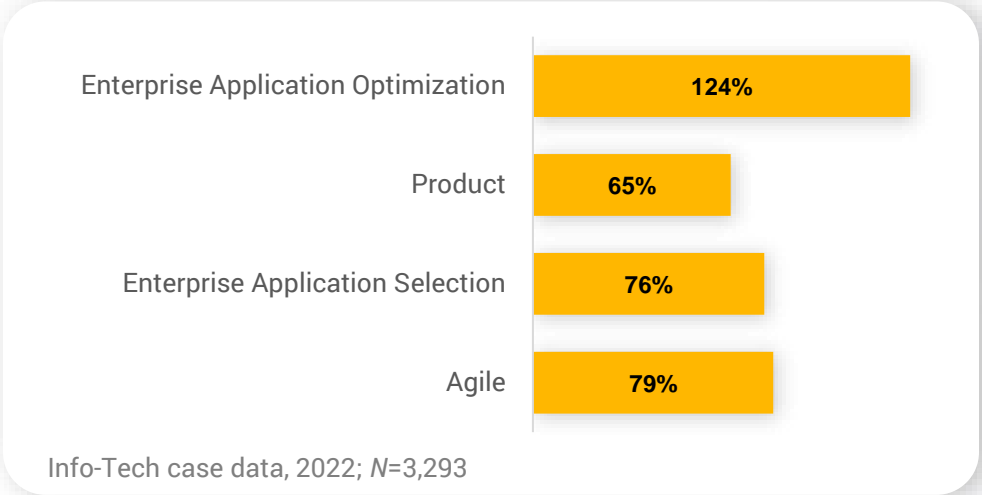# Enterprise Application Optimization

MAXIMIZING YOUR INVESTMENT

In today's connected world, the continuous optimization of enterprise applications to realize your digital strategy is key.
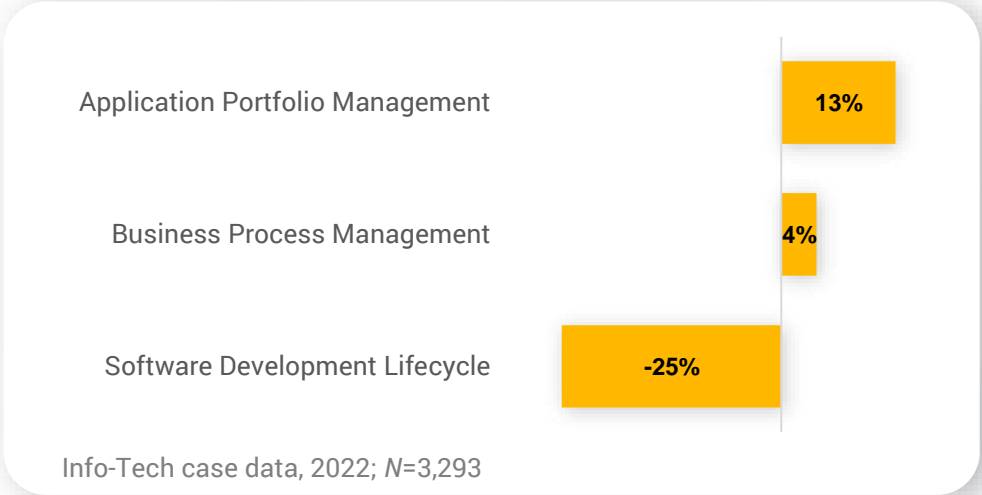
MSS
Business Transformation Advisory

Where are Applications leaders focusing?

Enterprise Application Optimization	124%
Product	65%
Enterprise Application Selection	76%
Agile	79%

Info-Tech case data, 2022; *N*=3,293

Application Portfolio Management	13%
Business Process Management	4%
Software Development Lifecycle	-25%

Info-Tech case data, 2022; *N*=3,293

We are seeing Applications leaders' priorities change year over year, driven by a shift in their approach to problem solving. Leaders are moving from a process-centric approach to a collaborative approach that breaks down boundaries and brings teams together.

Software development lifecycle topics are tactical point solutions. Organizations have been "shifting left" to tackle the strategic issues such as product vision and Agile mindset to optimize the whole organization.

In today's connected world, the continuous optimization of enterprise applications to realize your digital strategy is key.

BUSINESS PROCESS IMPROVEMENT IS RARELY SOMEONE'S DAY JOB.

IT leaders need to take a proactive approach to continually monitor and optimize their enterprise applications. Strategically realign business goals, identify business application capabilities, complete a process assessment, evaluate user adoption, and create an optimization plan that will drive a cohesive technology strategy that delivers results.

You may need to iterate the assessment as challenges are identified. This allows you to be adaptive and deal with emerging issues more readily and become a more responsive partner to the business.

Nearly 40% of companies said functionality was the key driver for the adoption of a new ERP.

SOURCE: GHEORGHIU

A properly optimized application business process will reduce costs and increase productivity.

SITUATION

Enterprise applications often involve large capital outlay, unquantified benefits, and high risk of failure.

Application portfolios are often messy, with multiple integration points and a failure to maintain end-user training. User dissatisfaction is common.

Application optimization is essential to staying competitive and productive in today's digital environment. Your stakeholders have outlined their digital business goals that IT is expected to meet.

COMPLICATION

Enterprise applications involve large numbers of processes and users. Without a clear focus on organizational needs, decisions about what and how to optimize can become complicated.

Competing and conflicting priorities may undermine optimization value by focusing on the approaches that would only benefit one line of business rather than the entire organization.

Teams do not have a framework to illustrate, communicate, and justify the optimization effort in the language your stakeholders understand.

RESOLUTION

Validate user satisfaction, application fit, and areas of improvement to optimize your enterprise applications.

Take a 360° inventory of your enterprise applications and related systems. Realign business and technology drivers. Assess user satisfaction. Review the application marketplace. Complete a thorough examination of processes using the APQC model. Manage your vendors and data.

Pull this all together to prioritize optimization efforts and develop a concrete roadmap.

Find out what users really think of IT's business applications.

ASK US ABOUT AN APPLICATION PORTFOLIO ASSESSMENT – END-USER FEEDBACK FOR YOUR ORGANIZATION

Application portfolio management is nearly impossible to perform without an honest and thorough understanding of end user sentiment toward IT software.

Develop data-driven insights to help you decide which applications to retire, upgrade, re-train on, or maintain to meet the demands of the business.

BENEFITS OF END-USER FEEDBACK ASSESSMENT

- Assess the Health of the Application Portfolio
- Drill Down with Individual Application Scorecards
- Provide Targeted Department Feedback

MSSBTA APPROACH

Build a framework tailored to your specific goals and limitations. Focus on:

- Discovering all your applications.
- Understanding their business use and value.
- Building an iterative approach to rationalization that examines applications from multiple perspectives.

Enterprise Application Optimization

Create relevant and informative reporting for the sales team to make data-driven decisions.

Initiative Description

- IT will enable better, cleaner, and more relevant reporting by leveraging existing data sources across Acme Corp.

Primary Business Benefits

Sales growth

Other Expected Business Benefits

Increased gross margins

Reduced time spent on transactional activities

Risks

- Change resistance

Contact us

ABOUT AN APPLICATION PORTFOLIO ASSESSMENT
FOR YOUR ORGANIZATION.

MSS Business Transformation Advisory

602-387-2100 or Advisory@mssbta.com

MSSBTA.com