



T X Y S A I

ecosystem
services

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DECIDING
WISELY

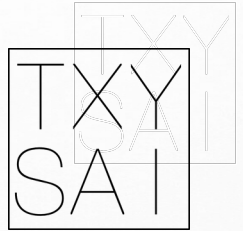
PERFORMING
POWERFULLY



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Spheres Methodology™

ECOSYSTEMS STRATEGIES FOR BUSINESS & IT



SAMPLING OF CAPABILITIES ACROSS INDUSTRIES / OBJECTIVES



Bridging the gap between

STRATEGY & EXECUTION

in 3 important ways:

- We leverage all prior strategy-related work, so that prior investments are not wasted – we build our ecosystem strategy over it
- We use a methodology (SPHERES) that accelerates results in execution and increases accuracy
- We leave behind a trained staff member so that the ecosystems methodology can continue to be used by the organization's team



SELECTED BUSINESS CASES





Example 1

Strategy assessment and transformation
engagement for health insurance company with
US\$4 billion revenue, 80 million members



Client Profile

Healthcare Insurance Company

- US\$4 billion revenue, 80 million members

30 days

Solution

Shift from Task Oriented Organization to Ecosystem Focused

- Engage with Leadership (C-Suite and VPs) and collect stakeholders expectations, values and key priorities of their ecosystem connected to guiding principles
- Design Ecosystem Roadmap with alternative scenarios supporting Stakeholder Values and Expectations as well as “goal to value” transformation map
- Define Strategic Initiatives and overall Ecosystem Model

Challenges

- No Operations Architecture
- Missing Strategy and Long Term Vision
- Low Standardization
- Missing Enterprise Architecture and DR



Goals

- Highly Standardized
- Establish Strategy and Long Term vision
- Service Oriented Organization
- Hybrid Cloud Model

Results

Ecosystem Transformation and Evolution Map

- Established Ecosystem Transformation Office (ETO) to manage and execute ecosystem transformation with aligned budget approved by board
- Increased overall Standardization by >300%, Accountability by >80%, met SLA by >40%, Resource Utilization by >60%

Results

Ecosystem Transformation and Evolution Map

- Established Ecosystem Transformation Office (ETO) to manage and execute ecosystem transformation with aligned budget approved by board
- Increased overall Standardization by >300%, Accountability by >80%, meet SLA by >40%, Resource Utilization by >60%

Savings

Your Time, Money & others

- 30+ consulting days
- \$396,000+ consulting fees
- Your resources
- Readiness for next transformation
- Ecosystem Continuum with your Architect (after training)

Comparison of Consulting Methods

Ecosystem Consulting Method

30

days

- **Resources:** Ecosystem Architect & Strategist , Ecosystem Analyst, Cloud Architect & Designer
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$180,000

COMPARISON with Other Consulting Companies

60

+days

- **Resources:** Infrastructure Architect, Enterprise Architect, Business Analyst, Financial Analyst, Executive Project Manager, ITIL SME
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$576,000 +

EXAMPLE 2

Assessment of Capabilities & Competencies for Leading health insurance company based in Louisville, Kentucky, Fortune 500, US\$41.3 billion revenue, 52000 employees, 13 million customers

RECENT CUSTOMER 2 - Assessment of Capabilities & Competencies



Client Profile

Healthcare Insurance Industry

- Leading health insurance company based in Louisville, Kentucky
- Fortune 500, US\$41.3 billion revenue, 52000 employees, 13 million customers

60 days

Challenges

- IT-Centric
- Reactive
- Tactical
- Service Provider
- Task Oriented
- Isolated Resources



Goals

- Business Aligned
- Proactive
- Strategic
- Service Broker
- Process Oriented
- Shared Resources

Solution

Ecosystem alignment with "Future by Design" Customer & Stakeholder Experiences

- Engage with Leadership (C-Suite and VPs) and execute Ecosystem Workshop with clear definition of existing context (Goals, Timeline, Dependencies, Constraints, Existing Hypothesis, Expectations and Opportunities)
- Define Guiding and Design Principles as well as Ecosystem Model, Ecosystem transformation GAPS, Transformation Journey with associated Roadmap and Top Priorities for successful transformation of Humana Ecosystem.

Results

Ecosystem alignment with "Future by Design" Customer & Stakeholder Experiences

- Established Ecosystem Transformation Office (ETO) to manage and execute ecosystem transformation
- Increased Environment Stability by >120%, Speed of Delivery by >400%, Accountability by >70%, Scalability by >200%, Support Response by >90%

RECENT CUSTOMER 2 - Assessment of Capabilities & Competencies



Results

Ecosystem alignment with "Future by Design" Customer & Stakeholder Experiences

- Established Ecosystem Transformation Office (ETO) to manage and execute ecosystem transformation
- Increased Environment Stability by >120%, Speed of Delivery by >400%, Accountability by >70%, Scalability by >200%, Support Response by >90%

Savings

Your Time, Money & others

- 30+ consulting days
- \$544,000+ consulting fees
- Your resources
- Readiness for next transformation
- Ecosystem Continuum with your Architect (after training)

Comparison of Consulting Methods

Ecosystem Consulting Method

60

days

- **Resources:** Ecosystem Architect & Strategist , Ecosystem Analyst, Cloud Architect & Designer
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$320,000

COMPARISON with Other Consulting Companies

90

+days

- **Resources:** Infrastructure Architect, Enterprise Architect, Business Analyst, Financial Analyst, Executive Project Manager
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$864,000 +

EXAMPLE 3

Datacenter Regionalization for Global
logistics and freight forwarding company
headquartered in Seattle, WA Fortune
500, US\$6.6 billion revenue, 16000
employees

RECENT CUSTOMER 3 – Datacenter Regionalization



Client Profile

Logistics Industry

- Global logistics and freight forwarding company headquartered in Seattle, WA Fortune 500, US\$6.6 billion revenue, 16,000 employees

15 days

Solution

Ecosystem alignment of Business and IT objectives

- Engage with Leadership (C-Suite and VPs) and execute Ecosystem Workshop with clear definition of existing context (Goals, Timeline, Dependencies, Constraints, Existing Hypothesis, Expectations and Opportunities)
- Define Ecosystem Transformation Roadmap and Design Ecosystem Architecture for Regionalized Datacenters

Challenges

- Commodity activities
- Inefficient IT-OPS
- High TCO
- Static Capacity Management



Goals

- Business value projects
- System Consolidation
- Low TCO
- Elastic Capacity Management

Results

Ecosystem Transformation Plan

- Decreased existing amount of Datacenters from 193 to less than 5 (97%)
- Decreased original Datacenter migration cost by more than 40%
- Increased visibility to system usage (utilization) by 120%
- IT Vendor consolidation by 30%
- Deployment Solution Standardization by 80%

RECENT CUSTOMER 3 – Datacenter Regionalization



Results

Ecosystem Transformation Plan

- Decreased existing amount of Datacenters from 193 to less than 5 (97%)
- Decreased original Datacenter migration cost by more than 40%
- Increased visibility to system usage (utilization) by 120%
- IT Vendor consolidation by 30%
- Deployment Solution Standardization by 80%

Savings

Your Time, Money & others

- 45+ consulting days
- \$390,000+ consulting fees
- Your resources
- Readiness for next transformation
- Ecosystem Continuum with your Architect (after training)

Comparison of Consulting Methods

Ecosystem Consulting Method

15 days

- **Resources:** Ecosystem Architect & Strategist , Ecosystem Analyst, Cloud Architect & Designer
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$90,000

COMPARISON with Other Consulting Companies

60+ days

- **Resources:** Infrastructure Architect, Enterprise Architect, Business Analyst, Financial Analyst, Executive Project Manager
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$480,000 +

EXAMPLE 4

Strategy for Multinational
insurance corporation
Fortune 100, US\$64.4 billion
revenue, 64000 employees, 88
million customers

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RECENT CUSTOMER 4 – Datacenter Strategy



Client Profile

Life Insurance Industry

- Multinational insurance corporation
- Fortune 100, US\$64.4 billion revenue, 64,000 employees, 88 million customers

45 days

Solution

Decomposition of IT Architecture into Ecosystem building blocks, aligned with Business requirements

- Design Ecosystem Roadmap with alternative scenarios supporting Stakeholder Values and Expectations
- Define Strategic Initiatives and apply Design Patterns to enhance company Ecosystem towards global Delivery Model

Challenges

- Limited IT Service Delivery options
- Tactical Vision only
- Lack of Key capabilities
- Not architected globally



Goals

- Workload Deployment optimization
- Rapid Provisioning
- Standardized Business solutions

Results

Ecosystem Evolution Map

- Optimized the cost-efficient delivery of high-business-value projects by 20%
- "Unbundling IT" to reduce transaction cost and "friction" by 60%
- Reduced amount of network performance (latency) issues by 30%
- Nearly 50% gain in efficiency for common workloads in the regional data centers

RECENT CUSTOMER 4 – Datacenter Strategy



Results

Ecosystem Evolution Plan

- Optimized the cost-efficient delivery of high-business-value projects by 20%
- "Unbundling IT" to reduce transaction cost and "friction" by 60%
- Reduced amount of network performance (latency) issues by 30%
- Nearly 50% gain in efficiency for common workloads in the regional data centers

Savings

Your Time, Money & others

- 15+ consulting days
- \$500,000+ consulting fees
- Your resources
- Readiness for next transformation
- Ecosystem Continuum with your Architect (after training)

Comparison of Consulting Methods

Ecosystem Consulting Method

45 days

- **Resources:** Ecosystem Architect & Strategist , Ecosystem Analyst, Datacenter Architect & Designer
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$220,000

COMPARISON with Other Consulting Companies

90+ days

- **Resources:** Infrastructure Architect, Enterprise Architect, Financial Analyst, Executive Project Manager, Datacenter Architect & Designer
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$720,000 +

EXAMPLE 5

MERGER & ACQUISITION for
Global food processing and
commodities trading corporation,
headquartered in Chicago
Fortune 500, US\$67.7 billion
revenue, 32,300 employees

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RECENT CUSTOMER 5 – Merger & Acquisition



Client Profile

Food & Commodities Industries

- Global food processing and commodities trading corporation, headquartered in Chicago
- Fortune 500, US\$67.7 billion revenue, 32,300 employees

90 days

Solution

Separation of substantial part of Ecosystem as standalone entity, ready to integrate

- Design Ecosystem Model and transformation for two separate entities with visualized transformation stages, ownership territories and data migration paths
- Design Parallel run of separated Ecosystem ready to be assimilated to potential buyers
- Execute migration of separated ecosystem to Private Cloud including data

Challenges

- Selling substantial part of business to another entity
- Divide Infrastructure, Processes, People & Data

Goals

- No Interruption to Production
- Smooth Transition to separate Entity
- Infrastructure migration to Private Cloud

Results

Ecosystem Transformation and Migration Map with detail steps and Ecosystem Architecture

- On-time, under budget separation of cocoa business entity to buyer
- Absolute readiness to run as a separated entity - endlessly
- Migration Design with multiple migration path scenarios saved 20% of allocated budget and enabled parallel run beyond required time period

RECENT CUSTOMER 5 – Merger & Acquisition



Results

Ecosystem Transformation, Migration Map with detail steps and Ecosystem Arch.

- In-time, under budget separation of cocoa business entity to buyer
- Absolute readiness to run as a separated entity - endlessly
- Migration Design with multiple migration path scenarios saved 20% of allocated budget and enabled parallel run beyond required time period

Savings

Your Time, Money & others

- 50+ consulting days
- \$972,000+ consulting fees
- Your resources
- Readiness for next transformation
- Ecosystem Continuum with your Architect (after training)

Comparison of Consulting Methods

Ecosystem Consulting Method

90 days

- **Resources:** Ecosystem Architect & Strategist , Ecosystem Analyst, Cloud Architect & Designer, Security Architect, Project Manager
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$820,000

COMPARISON with Other Consulting Companies

140 +days

- **Resources:** Infrastructure Architect, Enterprise Architect, Financial Analyst, Project Manager, Storage + Network + Security Architects...
- **Note:** Additional SMEs on Call
- **Total Consulting Fees:** \$1,792,000 +

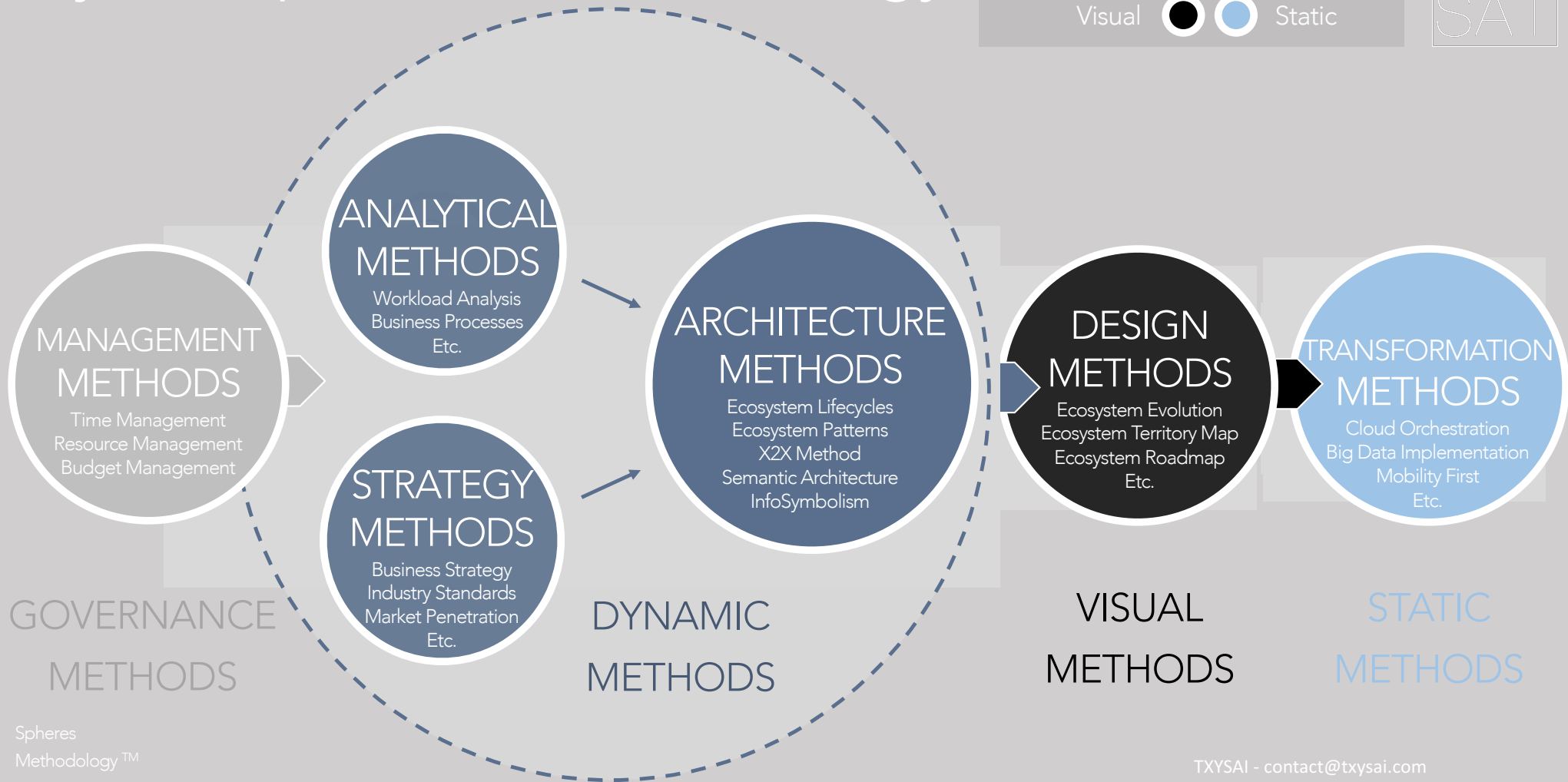


OUR METHODOLOGY



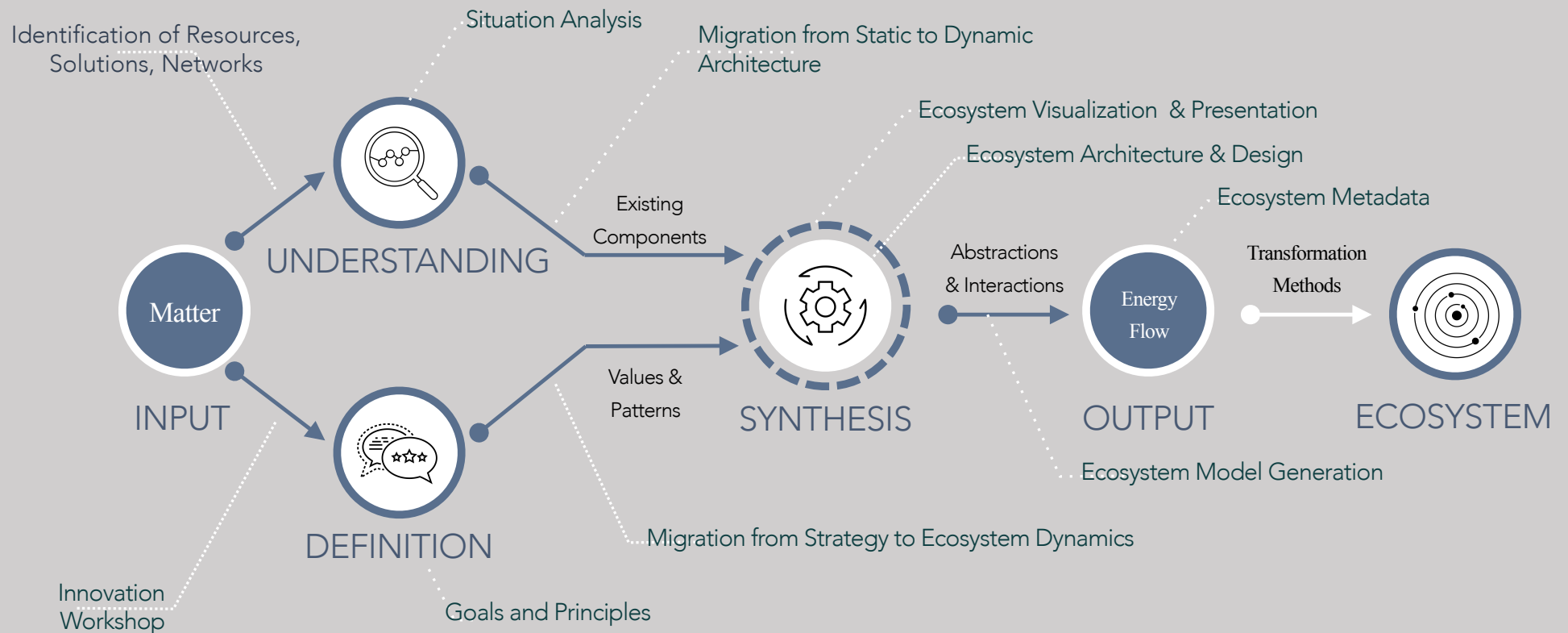
Cyber Spheres Methodology

Governance   Dynamic
Visual   Static



Cyber Spheres Methodology

Processes 
MetaData 



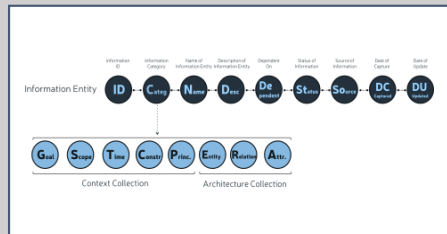
Methods - Preview

Preview of Selected Methods

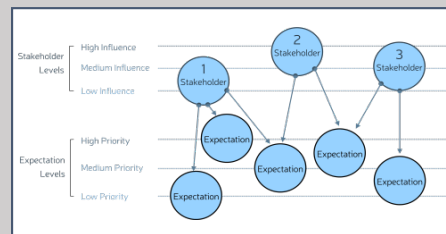
Ecosystem Design Methods

Input Collection Methods

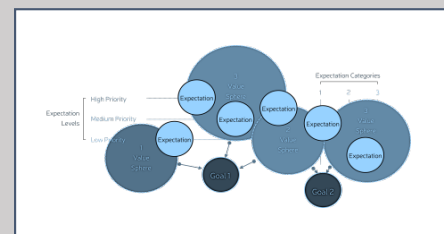
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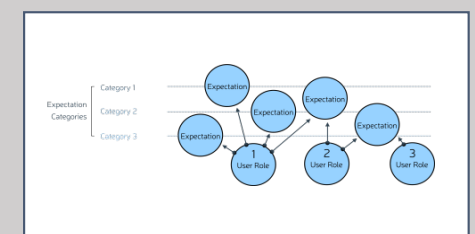
Information Entity Map



Stakeholder Expectation Map



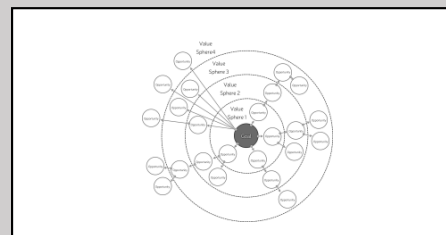
Stakeholder Value Map



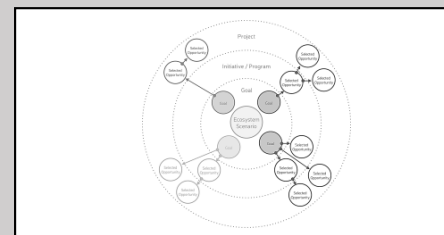
User Expectation Map



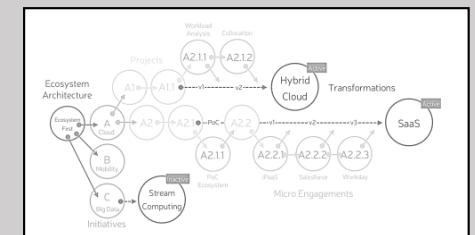
Ecosystem Context Map



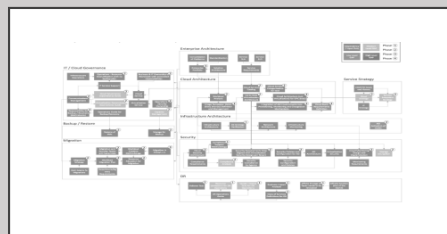
Ecosystem Value Map



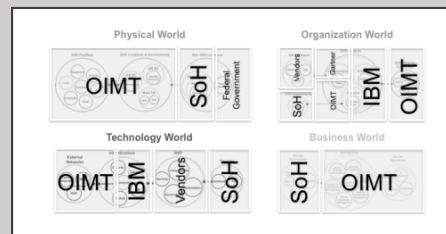
Ecosystem Scenarios Map



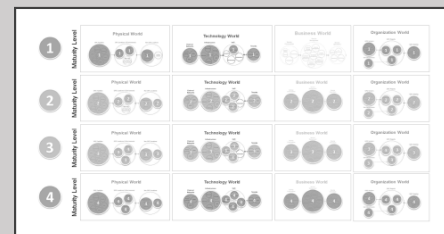
Ecosystem Roadmap



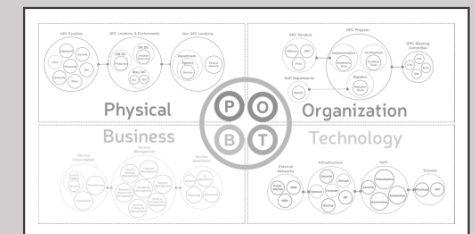
Ecosystem Transformation GAP Map



Ecosystem Territory Map



Ecosystem Evolution Map



Ecosystem Domains

SPHERES™ - Ecosystem Architecture

Stakeholders transition to dynamic Ecosystem/Strategy Architecture



1 UNDERSTANDING



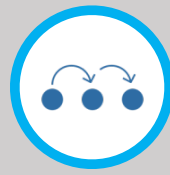
Mission



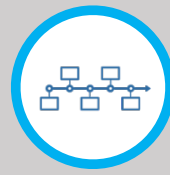
Vision



Scope



Constraints



Principles



Dictionary



Standards

INPUTS

2 DEFINITION



Ecosystems



Entities



Relations



Particles



Attributes



Blueprints



Best Practices

3 SYNTHESIS



Notation



Semantics



Symbols



Patterns



Scenarios



Lifecycles



Strategies

OUTPUTS

4 OUTPUTS



Lenses



Viewpoints



Spheres



Abstractions



Roadmaps



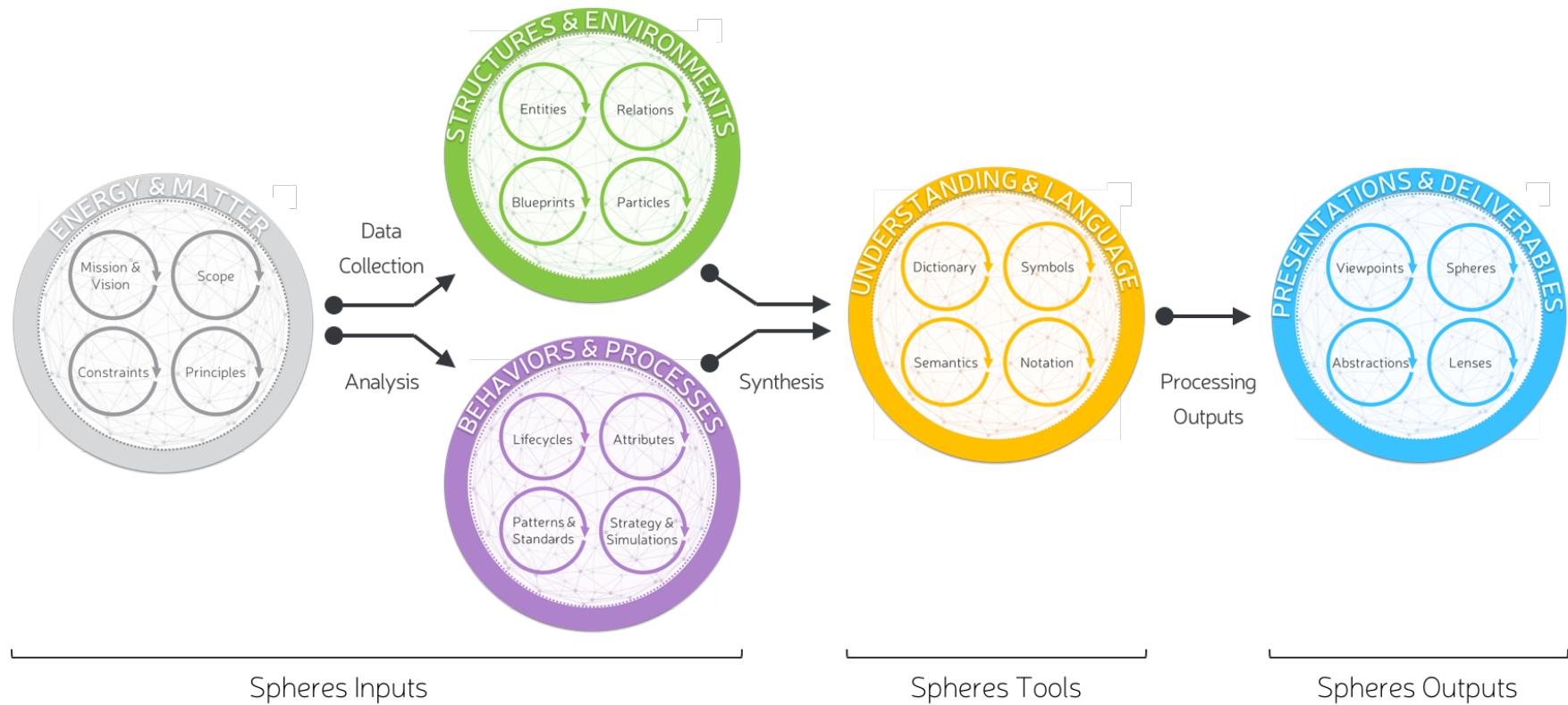
Territories



Value Maps

SPHERES™

Ecosystem Framework aligned with Methodology, Architecture and Interaction Model



*Note: Detail explanation of SPHERES™ framework is available in "SPHERES - Ecosystem Framework" materials available at TXYSAI website



NEXT STEPS

Understand the Customer's Requirements



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REIGNING IN
COMPLEXITY



ARCHITECTING
YOUR
ENTERPRISE
FOR
REAL
SUCCESS



DECIDING
WISELY
PERFORMING
POWERFULLY

What truly sets us apart is our ability to connect all complex elements of an organization and present them in a simple way. This enables progress.

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