TOBANIA

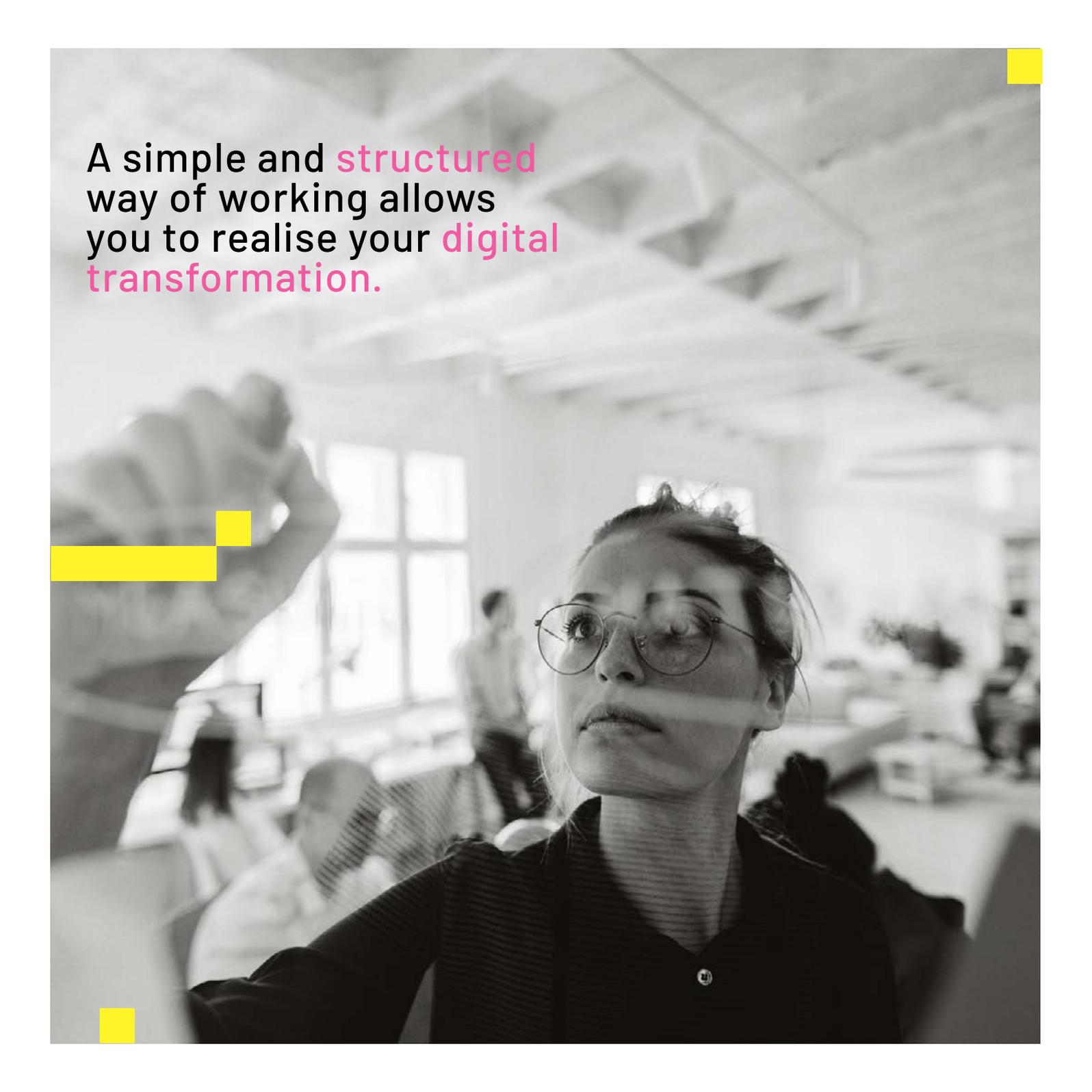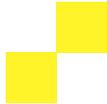# Your digital roadmap.

From dreams to realisation in 3 steps.

<We are the incubators of your future.>

A simple and structured way of working allows you to realise your digital transformation.
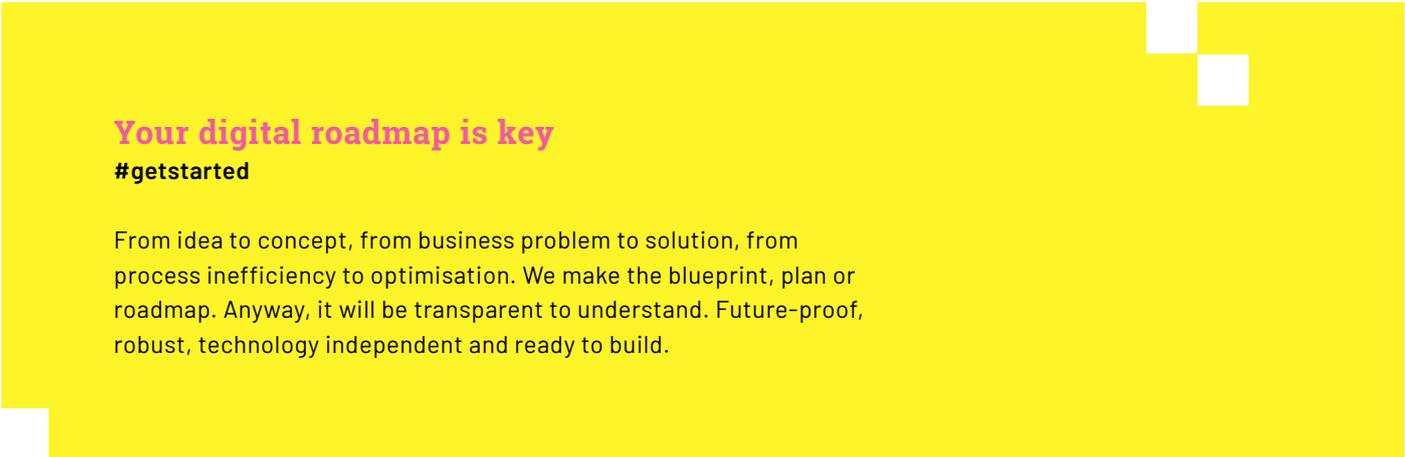
If you can <dream> it, you can <do> it.
#getawingman

Realising growth and increasing customer satisfaction is quite a task. Are you struggling translating a high-level and theoretic strategy into an actionable and concrete plan? Then you're probably asking yourself the following questions:

- What if I will implement the wrong technologies?
- What specific changes do I actually need to make?
- What about my employees, are they ready for a new digital era?

Mapping these challenges is one thing. The next step is choosing the right partner to guide you through it. And that's where Tobania.Business comes in. We get you started right away with an actionable roadmap.

Your digital roadmap is key
#getstarted

From idea to concept, from business problem to solution, from process inefficiency to optimisation. We make the blueprint, plan or roadmap. Anyway, it will be transparent to understand. Future-proof, robust, technology independent and ready to build.

Do it the right <way>

#3steps

Fantasise, dream, create ideas and then work it out. But how? We propose a concrete roadmap in which we distinguish three consecutive steps. In each step, we deliver a concrete outcome on which we build further in order to ultimately result in your multi-year plan. This plan will set out the projects that you will carry out in the (near) future. Speaking of a pragmatic approach with clear expectations!

We always aim at co-creation in order to make changes happen smoothly. Our focus? Quality, open communication and cooperation.

Step 1

Translate strategy into projects that impact people, processes and technology

#BDN

Step 2

Define projects and create blueprints for your future organisation

#projectmodelcanvas

Step 3

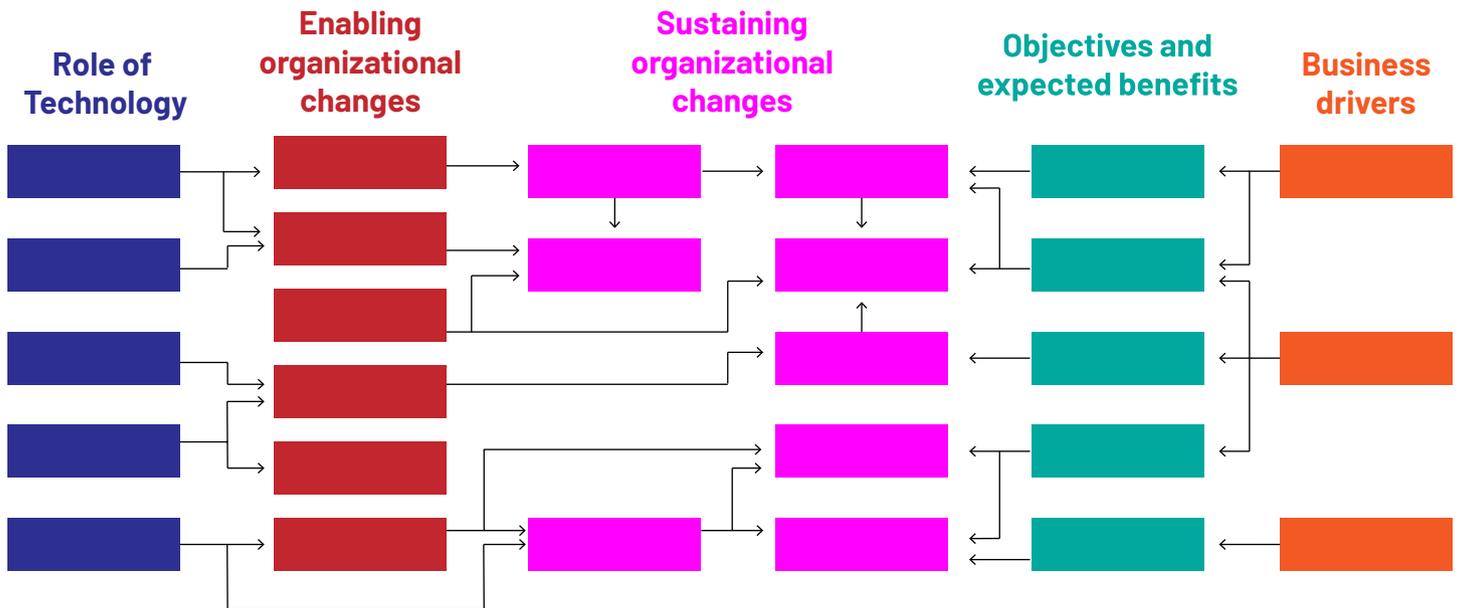### Realise your digital future together with your employees

#changemanagement

Step 1

Translate strategy into projects that impact people, processes and technology
#BDN

A digital roadmap is only relevant when it's in line with your corporate strategy. So, we always start with clearly determining your business goals and with turning your ideas into business drivers thanks to our Benefit Dependency Network (BDN). Benefit Dependency, what? A BDN identifies and maps all the changes that you will be required to make if expected benefits and outcomes are going to be delivered. Once you know where your business needs to go, we design an actionable roadmap to get there.

Role of Technology	Enabling organizational changes	Sustaining organizational changes	Objectives and expected benefits	Business drivers

Step 2

Define projects and create blueprints for your future organisation

#projectmodelcanvas

The Project Model Canvas is an innovative tool that addresses the 5WH (Why, What, Who, When, Where and How) in an intuitive and pragmatic way.

It transforms your BDN ideas into a concrete project plan and stimulates collaboration and communication between all your involved parties. Think about your project team, your sponsor and stakeholders for example.

<The essence of strategy is choosing what not to do>

- Michael Porter

Objectives

What are your objectives?
What result do you want to achieve?
Think of the **SMART** method to clearly define your goals:

- **Specific** (sufficient focus for your project team)
- **Measurable** (define milestones)
- **Acceptable** (carried by the organisation and project team)
- **Realistic** (Sufficient challenge but achievable!)
- **Time-based** (in line with the proposed planning and milestones).

Phases and milestones

To make a project manageable and easy to follow up, we separate it into smaller - clearly defined - parts.

Each phase becomes a milestone:

- A preliminary result for which a schedule is drawn up.
- A preliminary result that can/must be assessed.

Let's pay sufficient attention to the identified risks, dependencies and limitations!

Risk

What are the risks of this project?

What could obstruct us from achieving the objectives we have set ourselves? Let's think about timing, resources and knowledge.

Benefits
Why do you want to do this project? What is the added value and for whom?

A clear added value ensures motivation in your project team and organisation.

Stakeholders
Who is involved in the project? Which individuals, groups and organisations can influence the project positively or negatively?

Prerequisites
What conditions must be met in order for this project to start and be completed successfully?

Are there specific standards we must comply (ISO...) with?

Dependencies
Does this project depend on
- Other projects and initiatives?
- Legislation and regulations?
- New technologies?
- Other external parties like suppliers or partners?

Assumptions and constraints
What assumptions are made at the start of the project? And what are the limitations? Let's think about time, money and people available.

Indicators
VALUE	High/Medium/Low
RISK	High/Medium/Low
TIME	High/Medium/Low
COST	High/Medium/Low

Step 3

Realise your digital future together with your employees
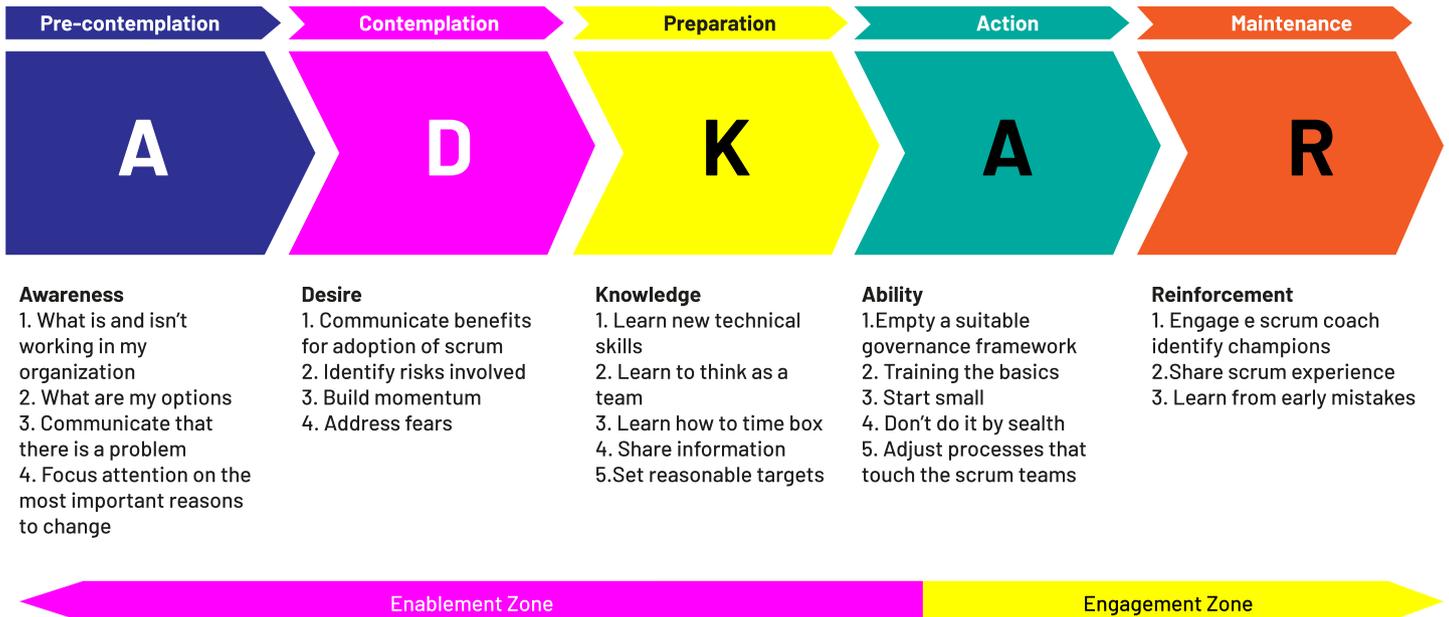### #changemanagement

Continuity is <key>

Tobania provides guidance during the implementation of your multiannual plan. This means a project manager of Tobania will be part of the programme structure which monitors and steers the implementation of your roadmap. In this way, we can guarantee the quality of the realisation and ensure continuity.

Do it the <ADKAR> way

Project and change management always go together at Tobania. Definitely when we're talking about transformation projects with a substantial impact on processes, organisation, people and technology. Our Tobian who will act as both project manager and change manager for this assignment, has a lot of expertise and experience in both domains. Did you know his approach is based on the ADKAR methodology?

Pre-contemplation	Contemplation	Preparation	Action	Maintenance
A	**D**	**K**	**A**	**R**

Awareness
1. What is and isn't working in my organization
2. What are my options
3. Communicate that there is a problem
4. Focus attention on the most important reasons to change

Desire
1. Communicate benefits for adoption of scrum
2. Identify risks involved
3. Build momentum
4. Address fears

Knowledge
1. Learn new technical skills
2. Learn to think as a team
3. Learn how to time box
4. Share information
5. Set reasonable targets

Ability
1. Empty a suitable governance framework
2. Training the basics
3. Start small
4. Don't do it by sealth
5. Adjust processes that touch the scrum teams

Reinforcement
1. Engage e scrum coach identify champions
2. Share scrum experience
3. Learn from early mistakes

Enablement Zone	Engagement Zone

At the end of the road

#alwaysawingman

Once a wingman, always a wingman. After delivering your actionable roadmap, our consultants will come along and help you implement it to unlock its full potential and to create maximum success.

Tobania.Business, who's that again?

#160Tobians

<160 consultants> coming your way

Our consultants might act as individuals on projects, but successful delivery is guaranteed through the support of a whole team of specialists. We also provide solutions to increase your maturity and offer training tailored to your needs. To service you in the best possible way, our 160 consultants improve their knowledge and skills via our own Tobania. Academy. Exactly, we have the in-house capabilities to execute your digital roadmap from A to Z: technological development, business process optimisations and human change management.

What do we do?

Envision
We get your people and processes aligned.

Build & Test
We give your business the power to grow.

Govern
Your success is our concern.

Support
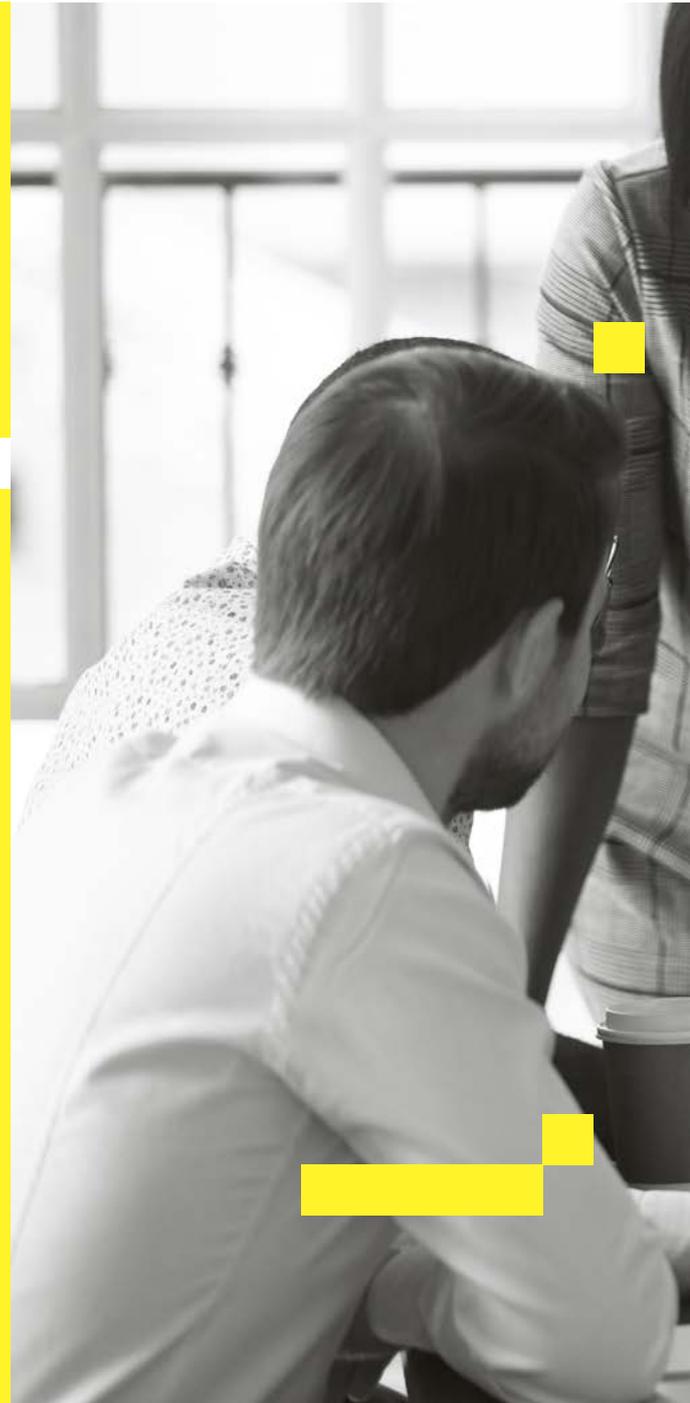We support you on day-to-day challenges.

You don't have to take our word for it

As a pure Belgian player, we have customers from various sectors with similar challenges. Since day one, we are used working in a fast-paced sector.

A multi-year plan for a sustainable, digital and customer-oriented organisation

The Syncura story
In order to be able to meet the changing customer expectations, the property management agency Syncura felt the need to make its IT environment completely future-proof. So, a long-term strategy was definitely needed. That's why we created a digital roadmap with different initiatives that would bring their <<Real-Estate-as-a-Service (REaaS) >> into practice.

"

Working with Tobania was a **mind-opening experience** to bring Syncura to the next level. We were pleasantly surprised about how they can deliver **in-depth knowledge** on every domain in the digitalisation process and how timing was always respected. **Our team enjoyed working with the Tobania consultants!**

Thomas Vande Moortel - **CEO Syncura**

Meet Tobania.Business and 14 other centres of Excellence

Yes, that's right. We are not just here for your digital roadmap, we are here for the long run thanks to our 14 other Centres of Excellence.

From cloud security to customer support, Tobania got you covered:

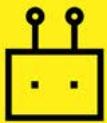|				
.Governance	.Design	.Development	.Testing	.Support
.Agile	.Digital	.Cloud	.Workplace	.Data
.RPA	.Finance	.Public	.Academy	.Close-Sourcing

" **Rule number one: never leave your wingman** "

Let us be your wingman

The speed of change has never been this high and will never be this slow. We put digital to work to help organisations thrive in today's rapidly changing world in which we live, work and communicate. We enable you to adapt to these fast-moving changes in your industry.

Tobania is a partner to count on. More than ever we are your wingman on your journey towards a (better) digital tomorrow. We make sure that your business and IT come together and support you during the process. Your success is our mission.

Tobania in facts and figures

100%
Belgian company

€ 100
million revenue

+1000
proud Tobians

+ 55
customers

15
centres of excellence

OFFICES
in Brussels,Ghent & Hasselt

.Your wingman, making digital work, all the way

As the leading Belgian business consulting and technology firm, Tobania guides your company through your digital business transformation. We enable your people to deliver results, build and maintain complex solutions with a faster go-to-market, using a flexible and measurable approach.

.Development
Digital applicatons make the difference.
- Application Management
- Application Integration
- DevOps Solutions
- Custom Software Development
- IT Consultancy & Advisory
- Cloud Architecture Development

.Testing
It has to be right from the first time.
- Test Automation
- Quality Assurance
- Performance Testing
- Continuous Testing & DevOps
- Service Virtualisation

.Governance
Each journey requires planning, organisation and steering.
- PMO set-up
- PPPM
- Project Office
- Change Management
- User Adoption

.Cloud
Cloud offers more flexibility, is safer, more cost efficient & increases the productivity.
- Cloud Security
- Cloud computing architecture
- Cloud native development
- Enabling businesses to run safely
- DevSecOps

.Design
A feasable digital program in line with your business objectives and ambitions.
- Digital Roadmap
- Design Thinking
- Human Centred Design
- User Research & Prototyping

.Agile
Time to market and quality have never been so critical.
- Agile Mindset
- Agile Transformation
- Agile Evolution
- Organisational Design

.Support

Assisting clients in a professional way.
- Helpdesk & Customer Service
- Commercial Services
- Administrative Support

.Workplace

Shifting to an efficient workplace.
- Helpdesk & Customer Service
- Field Support
- On/Offboarding
- Meeting Room Support
- Home Office Support

.Digital

Emotions in your story speak louder than words.
- Web Development
- CMS
- Video Projects
- Digital Marketing Support
- Customer Journey Mapping

.RPA

Taking the robot out of the human by automating repetitive tasks.
- Reducing manual workload to focus on high-value tasks
- Improving quality processes & data
- Agile automation of end-user processes

.Data

Every business eventually is a data business.
- Collect data
- Govern data
- Analyse data
- Gain & share insights
- Exploit insights to continuously thrive your business

Who you gonna <call> for your digital roadmap?
Do you have any questions? Our Tobians Willem and Vincent to the rescue:

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TOBANIA

transforming people, business and technology