

# Catapult Playbook

Consistent execution of the things that matter most

## Value Chain

The Catapult Value Chain is our list of most important value points. Together, they are our “recipe” for unique, innovative service offerings. Each element in the value chain is a building block in creating a valuable service for our clients. This part of the Catapult Playbook should be checked to make sure you are incorporating each element whenever possible when you are:

- Developing a new service offering
- Defining a customized proposed process when developing a proposal or Statement of Work
- Recommending a proposed approach for a follow-on segment of work

## Strategic Envisioning

We begin our engagements by getting our senior staff involved with client executives to establish a vision for the project at a strategic and business level. We drive a shared vision through a workshop approach. We bring expertise and business-level thinking that helps shape the vision for the project. Our approach is highly user focused and sets the stage for the UCX work that will follow. Our approach produces high levels of executive sponsorship and alignment with client business objectives.

**EXAMPLES:**    **The Dozen (Internet and Intranets)**  
                      **Jumpstart (A3)**  
                      **Mobile Jumpstart**

### Key elements:

- Engagement with client executives in an envisioning and consensus building workshop
- Involvement of Catapult expert consultants who deliver valuable knowledge

## Value-based Development

Our solution development approach is iterative and focused on prioritizing the solution elements that deliver the most BUSINESS value. This approach results in a shorter timeframe to generate business benefits and improved ROI.

**EXAMPLE:**    **A3 (Production Pilots that drive Enterprise BI Strategy)**

### Key elements:

- Agile, iterative process
- Prioritization of functionality is driven by business value (80/20 rule)

## UCX

Our design process for business applications is driven by a focus on user experience. We use a proven user centered design process and engage staff with UCD expertise. Our focus on UCX is woven into the entire project life cycle. Our approach and team produce applications that have high levels of adoption and user satisfaction.

### Key elements:

- Design process that is based on user needs and is highly visual
- Involvement of Catapult consultants with UCD and graphic design expertise

## Technology Alignment

We get our senior solution architects engaged with client technology leaders to establish a technology strategy for each of our projects that aligns with client technology objectives and constraints and delivers the value of Catapult's expertise in the latest releases of the full Microsoft platform. Our solution architects' depth and breadth combined with a focus on the client, results in technology decisions that are aligned with client needs.

**EXAMPLE:** Crossbeam

### Key elements:

- Involvement of Catapult solution architects to engage with client technology leaders in a collaborative working session early in the process
- Technology decisions are aligned with business and technology objectives and constraints
- Technology decisions consider the full range of Microsoft technologies

## Business Insights

Our approach prioritizes the definition and delivery of key metrics ("metrics that matter") that will create business insights and value.

### Key elements:

- Approach includes definition and delivery of high priority metrics
- Building in A3 process to identify and generate critical performance metrics in Systems Center project

## Adoption and Engagement

Our approach embeds a focus on user adoption and engagement. UCX is an important element of this. Countdown implements that focus at implementation time. Marketing and training expertise is applied to deliver communication, promotion, and knowledge transfer that drive user adoption.

**EXAMPLE:** Countdown

### Key elements:

- A user-focused marketing and communication plan is developed to drive user adoption
- Skills development and knowledge transfer needs are assessed and incorporated in the plan

## Managed Services

Our solutions are end-to-end and include the capability to manage and support the solutions once they are in use by our clients. We offer seamless support and integration with our development teams, which allows our clients to focus on their business and results in less downtime, better performance, and better user satisfaction

**EXAMPLES:** S.A.F.E.  
SharePoint  
Lync  
Systems Center  
SQL

### Key element:

- Catapult managed services is engaged to provide seamless support

