

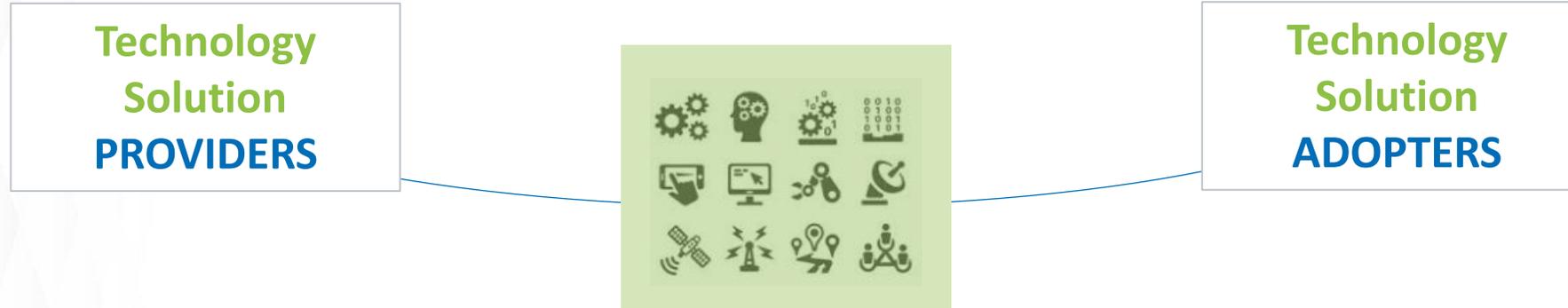


An Introduction to VaaS
Value as a Service from VALTICS

Enabling the Next Generation of
Technology Providers and Adopters

Partnership in Economic Value Creation!

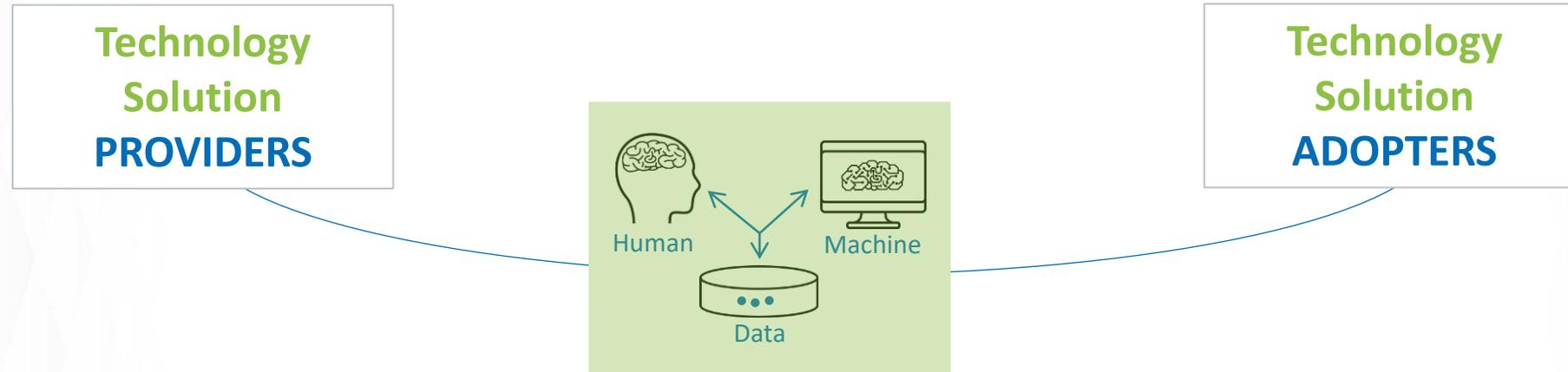
Many Disruptive Technology Investments Fail to Deliver on their Promises



According to leading research and business management organizations:

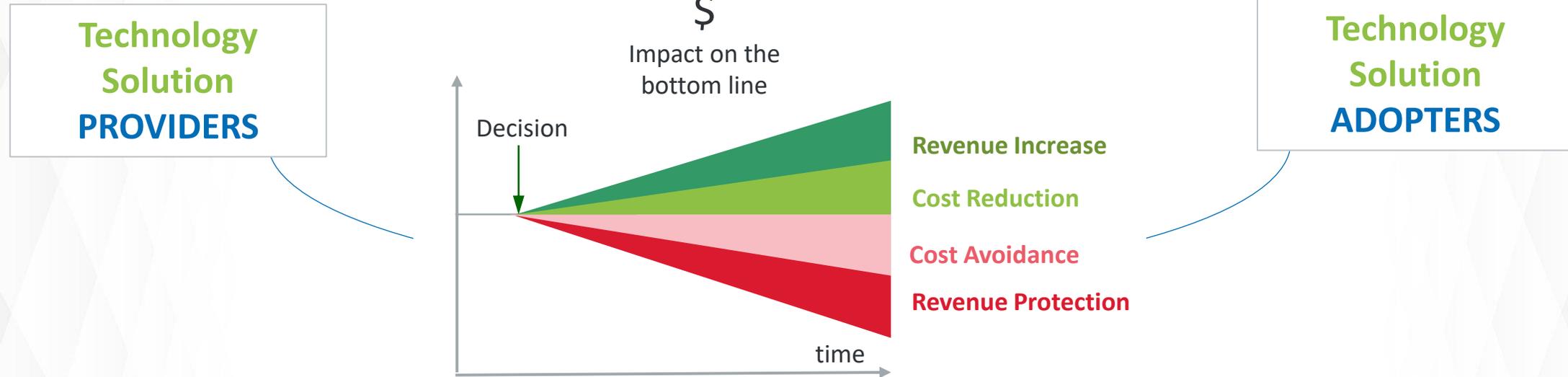
- ❑ 65 to 75 % of enterprises fail to achieve the desired ROI on digital transformation.
- ❑ 60 to 68 % of CIOs struggle to communicate the business value of IT.
- ❑ Over 70% of technology sales professionals do not discuss the economic benefits of their solutions with their customers.
- ❑ Over 60 % of AI projects fail to deliver the expected outcomes.
- ❑ Over 50 % of initiatives with intelligent technologies do not pass the prototype stage.

Today's Technology Solutions are Increasingly Complex



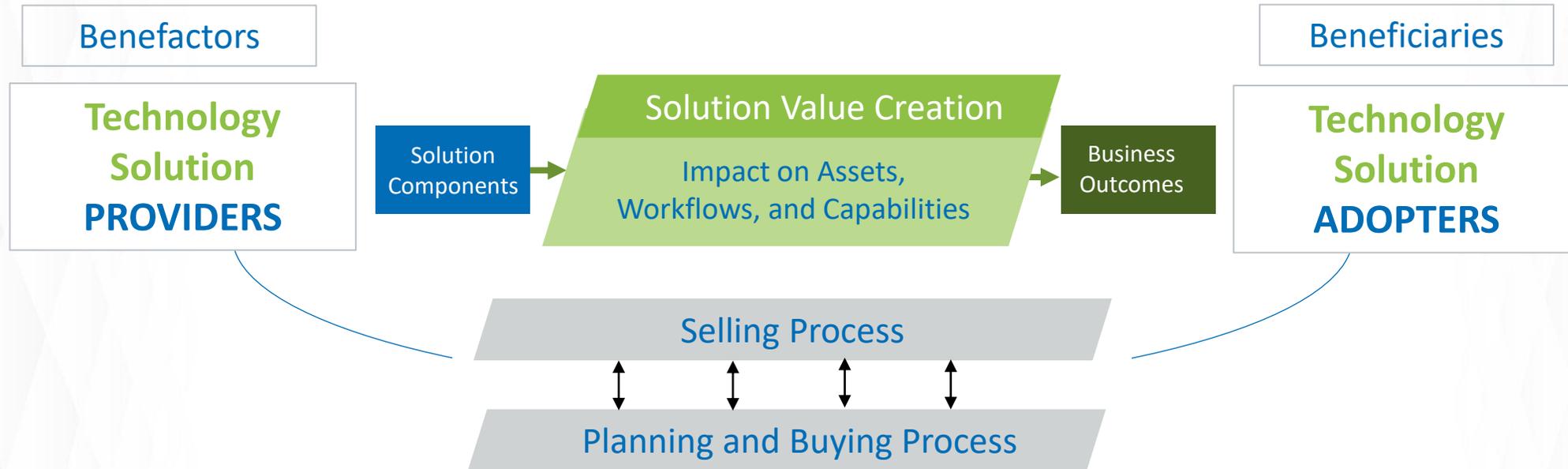
- The complexity of solutions and the number of technology components required to succeed have considerably increased.
- Even simple chatbots require an investment in technology infrastructure, data engineering, and people skills.

The Business Value of Technology Goes Beyond Cost Reduction



- ❑ Not all the important technology investment decisions are made with an economic justification, and when business cases are prepared, the focus is often on cost reductions.
- ❑ Organizations lack the skills, methods, and tools to assess and measure the total economic value of tech solutions, including quantifying intangible and revenue-related benefits.

Value Creation and Realization Requires Collaboration and Structure



Providers and Adopters of technology solutions need a structured approach to effectively define, validate, measure, collaborate, economically quantify, and coordinate the expected bottom-line impact of technology solutions.

Providers and Adopters Have Greater Success when they Improve their Focus on Value Creation



Selling Process

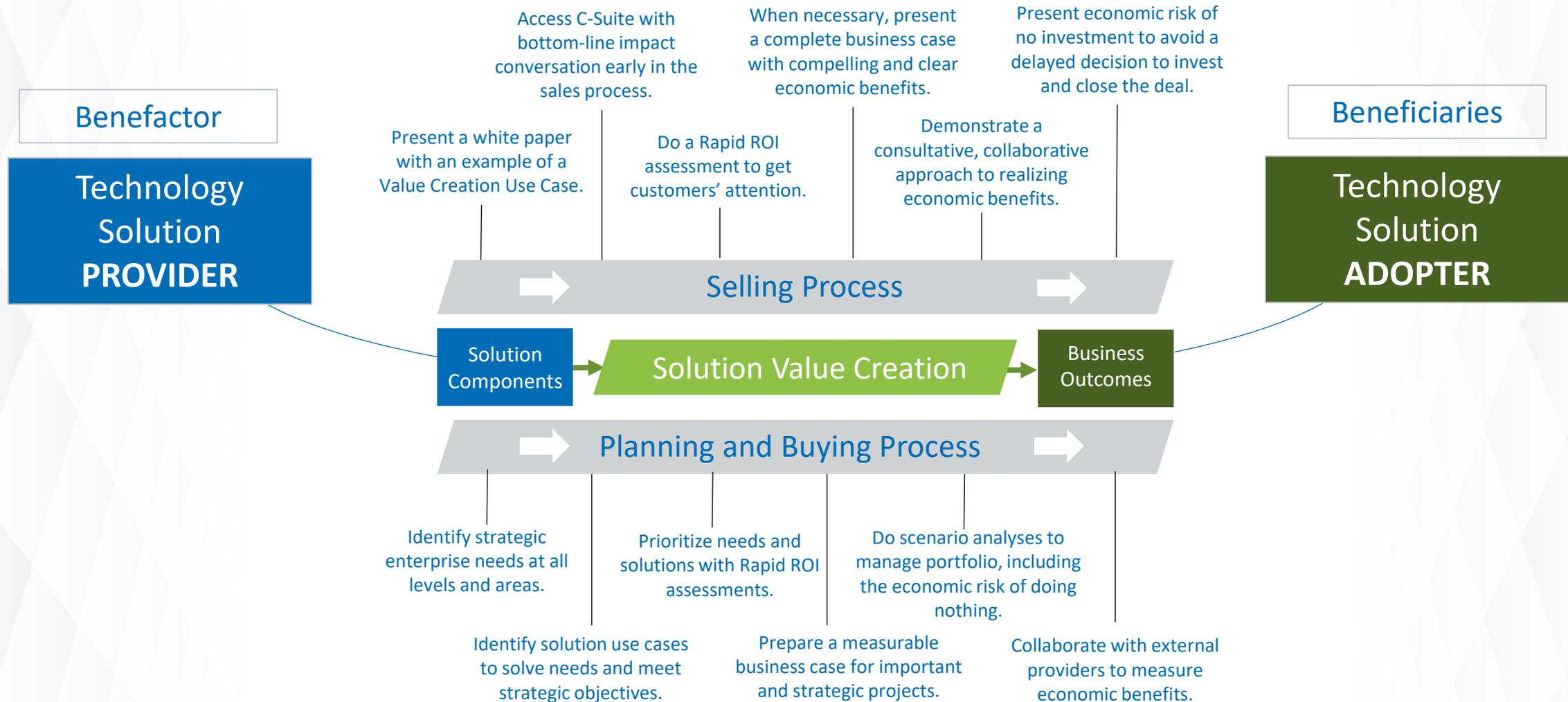
- Technology providers need to move from feature sellers to business outcomes partners.
- They must not only demonstrate the economic benefits and ROI of solutions but also specifics on how benefits can be measured.

Planning and Buying Process

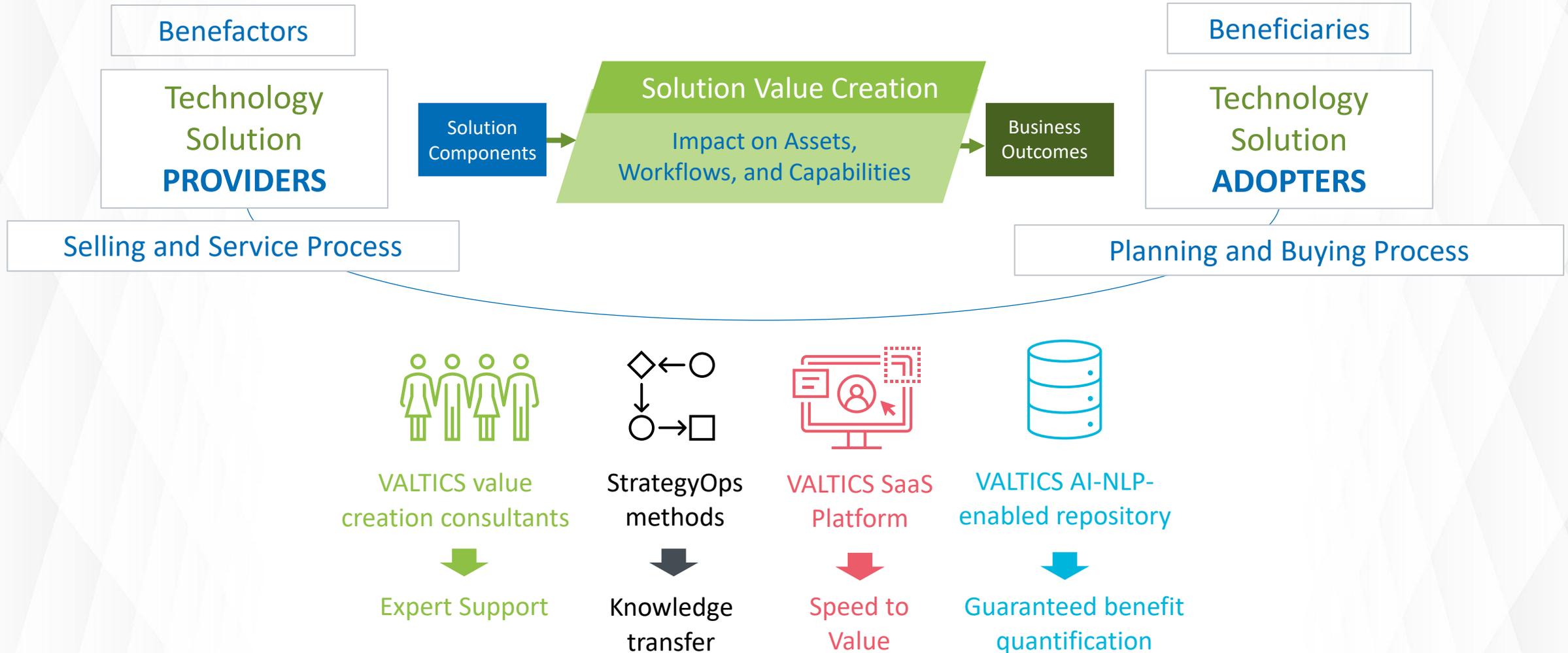
- IT organizations must move from Cost Centers to Business Value Creation Centers.
- CIOs and IT leaders need to justify and explain the economic value and bottom-line impact of new initiatives, as well as of their recurring budgets.

Adopters and Providers of Disruptive Technologies
Need to Improve Their
Value Creation and ROI Approach

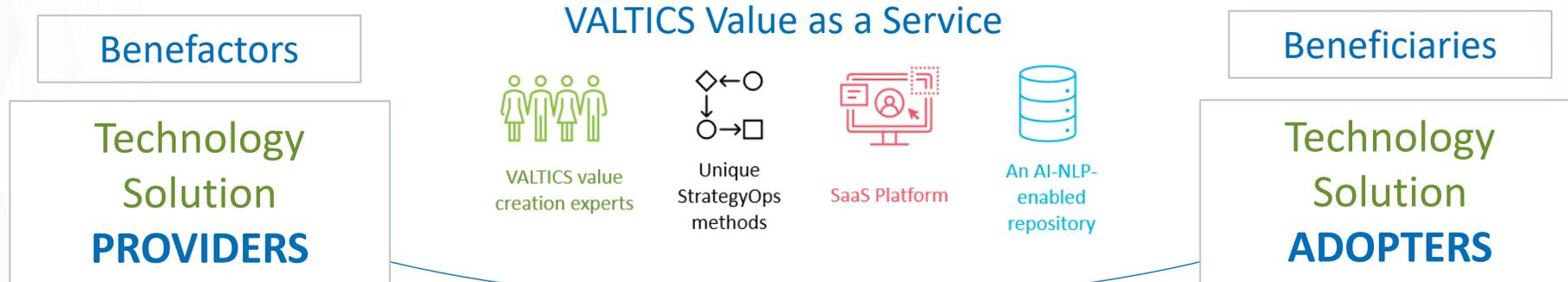
A Value Creation Approach is Required in the Stages of the Selling, Planning, and Buying Processes



The Value as a Service (VaaS) Solution from VALTICS is the Answer



Stakeholders Share a Common Objective and Must Collaborate to Assess and Realize Value



1. Identify Benefits
2. Define Causation
3. Determine Uncertainty
4. Define Measures
5. Quantify Benefits



Rapid ROI	→	High-level, with estimates
Business Case	→	Justification, with key data
Business Value Plan	→	Validated, with defined KPIs

Introducing **VaaS** from



the world's first *Value as a Service* solution

About VALTICS

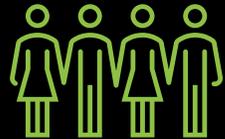
1	Headquarters in Columbus, Ohio, USA
12	Expert Consultants
23	Years of experience in value creation
300	Technology Solution Value Models
1,000	Curated Economic Benefit Formulas
8,000	Users of value models*
12,000	Individuals trained in underlying StrategyOps methods

*primarily the desktop version of the platform

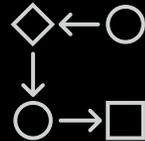
What is the VALTICS Value as a Service?

VALTICS VaaS is a *Value as a Service* solution based on a sophisticated yet accessible and easy-to-use cloud-based platform for doing RapidROI assessments, and preparing Business Cases, and Business Value Plans for technology solution investments.

VaaS includes four powerful components:



A team of value creation experts* to help your team create RapidROI, custom business value cases, and plans tailored to any enterprise.



Unique StrategyOps* methods for capturing the Total Benefit of the Opportunity (TBO) of your projects, initiatives, and solutions.



SaaS functionality for building and quickly preparing business case reports, RapidROI analyses, and compelling strategic Business Value Plans.



An AI-NLP-enabled repository of pre-configured templates tailored for a wide range of Use Cases and technology value models.

* VALTIICS experts are practitioners of the StrategyOps framework, a strategic and economic value assessment framework from the StrategyOps Institute.

Providers and Adopters can use VALTICS VaaS Tools and Support to Achieve Success with Excellence in Value Creation



MAXIMIZE

Stakeholders' participation in the creation and validation of business cases



INCREASE

the likelihood of your project's financial success



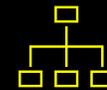
GROW

your revenue and margins by capturing all the value created with digital transformation



SUPPORT

from VALITCS experts to your leaders and teams in the planning, selling, and buying processes.



MANAGE

Visibility of the value created by all your initiatives, leaders, and teams



Learn more at
www.valtics.net