

IF YOU HAVE **THIS**

## Typical firm addressing multi-channel communications

- 15,000 - 40,000 documents
- 20 - 30+ legacy admin systems and data formats
- 6 - 10 redundant publishing processes across paper, email, web, and mobile channels
- 2 - 10 non-integrated publishing systems
- Customer data and preferences **fragmented** across systems or **not known**
- Lack of ownership** and accountability for communications and customer experience

YOU WILL BE ASKING FOR

**\$15 TO \$65 MILLION**  
OVER THE NEXT FIVE YEARS FOR MIGRATION

DO **THIS**

TO **FIX IT**

## Simplification Process

	Content Simplification	Publishing Process	Staffing and Roles	Technology	Governance	Business Case
<b>CURRENT</b>	<p>Inventory templates; identify categories, usage, and triggers</p>	<p>Map existing processes, pinpoint redundancies, and quantify cycle time</p>	<p>Quantify staffing levels; identify gaps / overlap in roles and responsibilities.</p>	<p>Inventory existing publishing systems; identify capability gaps</p>	<p>Assess and identify gaps in enterprise-level stewardship of communications</p>	<p>Collect FTE and systems costs involved in supporting the publishing process</p>
<b>FUTURE</b>	<p>Propose and agree on a reduced set of standard message templates for use in the new environment</p>	<p>Define common, streamlined processes and target metrics</p>	<p>Propose staffing, organizational, and roles changes</p>	<p>Recommend strategic platform(s); create roadmap for migration and implementation</p>	<p>Develop governance processes to address resource prioritization, change management, and investment levels</p>	<p>Model transition costs and benefits; create sensitivity analysis</p>

NEXT, DO **THIS**

## Roadmap

