CRESCENT ONE
ERP DRIVING INDUSTRY 4.0

BUSINESS OPTIMIZATION ANALYSIS

Are you getting the most out of your investment?

- **Why is the quality of data declining and causing inefficiencies?**

- **Are new users getting the training they need to use CrescentOne G2 efficiently and without difficulty?**

- **Why do we always blame technology and "the system?" Are they the real cause?**

- **What is the cause for dissatisfaction with "the system," among management and users?**

- **Is my system reflecting relevant changes in business conditions and operational processes?**

If these are recurring questions in your organization, there is a good chance you are experiencing "Application Erosion." As you watch the value of your system decrease over time, your applications become less effective, the number of knowledgeable users shrink, use of the system becomes stagnant, and the processes used to run your business are becoming outdated. The technology and training you invested in a few years ago is no longer producing the results needed to successfully operate your business today.

What are the reasons behind it?

In today's environment, businesses are forced to continually change and evolve in order to stay ahead of competition. As companies adopt new technologies and solutions, there is a growing expectation new solutions will automatically improve operations and new users will be trained to use the system. These assumptions are key reasons why so many organizations experience application erosion.

Application/Technology

"Best of breed" applications not only make systems inflexible, but as the business evolves applications start to erode as well. CrescentOne has designed an extremely flexible and scalable solution allowing your business to evolve over time. As long as you take ownership and keep your solution current, you will have peace of mind knowing that you chose CrescentOne.

Change Blindness

Disruptions and, more importantly, slow changes seem to go unnoticed by the organization, burdening a system incapable of reflecting those changes in a positive manner.

Environment

To maximize your investment it is vital to continually maintain the software by performing regular updates and upgrades. Areas of neglect can include:

- Users lose knowledge due to lack of use.

- Lack of training for new and tenured users.

- Absence of a solid infrastructure to support the system after implementation.

- Staff turnover becomes a major cause of system erosion due to existing users incorrectly training new users and providing limited information.

- The organization loses a real "CrescentOne Champion" who has been effective in training and coaching other users.

What steps can you take to protect your investment?

- Acknowledge and accept the situation.

- Understand that a true commitment of time and resources is required to get back on track.

- Identify the widening gap between the system usage and your business processes.

- Have people with an outside perspective conduct an analysis and review the situation.

- Make adjustments to the system and perform updates, as necessary.

- Create and develop specialists through user group activities and advanced training programs.

- Develop a continuous improvement-training program, provided by specialists within your organization working with expert consultants.

How can CrescentOne help you?

CrescentOne's Business Optimization Analysis (BOA) provides an analysis of how your organization should address this "Application Erosion." CrescentOne's BOA is performed by our senior consultants who will spend time with management and key users, to understand, review and identify areas for improvement. This essential outside perspective will highlight the gaps and provide essential feedback, which will include, but are not limited to:

- Identifying the widening gap between your business processes and the applications system.

- Optimizing modules already owned, but poorly implemented.

- Identifying and eliminating needless and/ or overlapping customizations.

- Identifying the business processes that can to be improved or redesigned.

- Offering new CrescentOne solutions that address the ongoing needs of your evolving business.

CrescentOne's solutions are shaped by customers looking for answers that meet their specific business needs. Therefore, the Business Optimization Analysis is a customized service that helps you establish and maintain ownership of your system, while maximizing the potential of your investment.

Phases of the Business Optimization Analysis (BOA)

During the BOA process, your organization may be faced with the need to upgrade to new versions or make a number of significant updates to the current system. These actions are essential to ensure the longevity of your system and ultimately, the health of your business. In order to determine your specific needs, CrescentOne must perform the Business Optimization Analysis, which guides your business from the identification and analysis of application erosion to the development of recommendations. Steps of the BOA process are as follows:

Start-Up/Pre-Analysis - The customer fills out an interview form/questionnaire, which provides the CrescentOne consultant with the basic information they need before making their first on site visit.

Kick Off Meeting - CrescentOne will use this time not only to explain BOA objectives and processes, but also to gain a better understanding of the customer's business objectives and unique challenges.

User Interviews - Key users are interviewed to establish application erosion, identify the issues within the system and explore any opportunities for improvement.

Customization Review - The consultant reviews all of the existing customization with the IT group and key users in order to understand the role that each customization plays in the business.

Compile Findings - The consultant compiles a detailed list of issues and make recommendations for improvements.

Customization Gap Analysis - A high-level gap analysis is conducted to determine which customizations should be eliminated and which ones should be retained.

Customization Conversion Effort - After responsibility for custom conversions is determined, estimates for effort to migrate are provided.

BOA Written Report

- Provides a formal report, based on findings and gap analysis.

- Identifies, recommends and proposes potential specific improvements and enhancements, including implementation procedures.

- Summarizes the gap analysis results, including customization conversion effort.

- Offers new modules and upgrades, detailing the value of implementation.

BOA Presentation - CrescentOne presents their findings to senior management for review and if approved works with a committee and project team to develop a plan based on the BOA recommendations.

Implement the Recommendations - CrescentOne consultants assist the organization in moving towards "Operational Excellence".

Conclusion

Companies that understand the importance of taking ownership and maintaining their investment ensure their system operates effectively over time. They position themselves to gain a competitive advantage over rivals who fail to pay attention to "Application Erosion." As the speed of business and technology continually increases, your organization must maximize its investment by staying current with updates and upgrades as well as taking full advantage of existing and new functionality. By creating ownership, empowering users, and establishing a solid infrastructure, CrescentOne's Business Optimization Analysis will make sure your CrescentOne investment continually provides value.