

VALUE ENGAGEMENT

A proven business transformation process that eliminates risks and ensures results



Up to 80% of digital transformation projects fail, resulting in wasted investments in software and staffing, and missed opportunities to drive significant business growth—often worth millions in additional revenue. One of the primary reasons for this failure is a lack of alignment between technology and business stakeholders, coupled with an underestimation of organizational resistance to change.

Yet, despite such high failures rates, companies keep trying. Why? Because they simply have no choice. Without transformation, established companies cannot act fast enough to match the performance, convenience and experiences delivered by digital natives and platform giants.

To survive, let alone thrive, these companies must become more agile, resilient and sustainable. And so, despite the odds, they must succeed at digital transformation. But how?

Quite simply, the answer is a better, more effective approach to digital transformation. An approach that we at Dassault Systèmes call **VALUE ENGAGEMENT**:

- **VALUE**, because it puts a laser focus on achieving measurable business improvements that grow top line and bottom line results.
- **ENGAGEMENT**, because it involves a collaborative, mutually committed partnership between Dassault Systèmes and our clients, working side-by-side to identify issues, define objectives and achieve results. Our job ends only when your goals are met. If we can exceed them, even better.

LAYING A FOUNDATION FOR SUCCESS AND CHANGE

Large organizations tend to thrive thanks to well-established practices and processes. That very success, however, can make digital transformation especially difficult. Issues that manifest in one part of an organization or phase of a process often begin somewhere else entirely. Which is why our Value Engagement teams include highly skilled IT and process “detectives,” experts who can trace symptoms back to their underlying causes and prescribe the right fixes.

They leverage our proven consulting practices and services portfolio – but they don't just stop after this step. The Value Engagement framework is predicated on a continuous process: from continuous improvement to continuous transformation that can grow as your organization evolves.

Our experts also understand that change – even when well-planned and executed – can feel more risky than inaction. Which is why change management is another vital component of Value Engagement. In fact, our experts and your teams manage the transformation securely on the **3DEXPERIENCE®** platform on cloud, using the same platform your team will use after the Value Engagement is complete. This Software as a Service (SaaS) model enables your team to learn their future systems and processes as you advance the project; collaborate at any time from anywhere with internal and Dassault Systèmes teammates in private, shared communities; create an automatic, unified record of interactions and decisions as they work; and collect valuable ideas generated along the way, to be nurtured into future business opportunities.

ASKING THE RIGHT QUESTIONS ACHIEVES MEASURABLE RESULTS

Value Engagement succeeds by starting with the deep, probing questions that identify your company's business challenges, then traces them back to their roots, sets measurable objectives for business improvement and mitigates all identified risks. It is a logical, committed, proven approach that creates confidence and enables success.

VALUE ENGAGEMENT validates the business value; sets shared, measurable objectives for improving your business; and follows a five-step implementation plan that serves as the combined teams' roadmap for full deployment.

ASSESSMENT – Begins with the business objectives set by your executive decision makers, then identifies transformation needs and develops a business justification for the project.

DEFINITION – Focuses on understanding current processes, quantifying challenges, designing the transformation roadmap, shaping the solutions and demonstrating value of the transformation business case.

COMMITMENT – Proves the value, identifies and mitigates any risks, and develops a secure, committed delivery roadmap.

DELIVERY – Executes the plan, leveraging out-of-the-box deployment and providing change management to deliver measurable, business value-driven transformation.

UP – Ensures solution adoption to drive industry innovation and customer satisfaction for a sustainable user experience, creating the conditions for an ongoing relationship and business growth.

When does Value Engagement end? When the results are achieved and the client is satisfied... unless, as often happens, we set a new, higher level of benefits to achieve!

VALUE ENGAGEMENT: A PARTNERSHIP FOR SUCCESS

The Value Engagement model is a customized consulting solution implemented on the **3DEXPERIENCE** platform. It's a partnership that empowers clients to transform their businesses and achieve tangible, measurable results. By redefining the traditional vendor-client dynamic, it fosters a collaborative relationship where both parties work closely, united by a shared commitment to business success.

To learn more about starting a **VALUE ENGAGEMENT**, contact your Dassault Systèmes Sales representative or visit www.3ds.com/consulting-services-value-engagement.



Dassault Systèmes is a catalyst for human progress. Since 1981, the company has pioneered virtual worlds to improve real life for consumers, patients and citizens.

With Dassault Systèmes' **3DEXPERIENCE** platform, 370 000 customers of all sizes, in all industries, can collaborate, imagine and create sustainable innovations that drive meaningful impact.

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