

C@TAPULT: Planning for Success

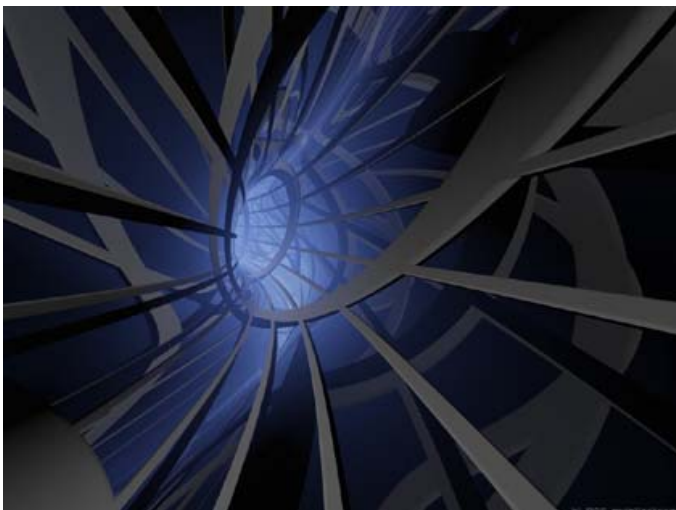
When a division of a global forest products, paper and packaging company sought to create a consolidated Content Management and e-Commerce website, it partnered with Boston Business Technologies (BBT) to map out its strategy for success.

THE BUSINESS PROBLEM

The Client is a division of a Fortune 500 global forest products, paper and packaging company that manufactures products used in graphic arts, commercial and residential interiors, and wood-based panels integral to design oriented products. The Client has three related, but disparate business units, each with its own separate identity. The Client objective was to unify the look and feel of these business units under a consolidated website, while also offering customers the ability to search for products and conduct transactions online.

This was a multi-million dollar investment and was to be rolled-out in multiple phases across each of the client's business units. In order to obtain funding for the effort, the company needed to justify the project by showing a strong Return on Investment (ROI). BBT partnered with the company to facilitate a four-day, intensive C@tapult workshop; the goals of which were three-fold:

- rapidly create a strategic plan for a phased rollout of the initiative
- provide a project cost estimate
- and create a framework for determining project return on investment.



HOW BBT APPROACHED A SOLUTION

The C@tapult team first determined the Client's goals and objectives through various interviews with key stakeholders. The team then planned an agenda and activities that ensured the Client's objectives were met.

THE C@TAPULT SOLUTION

A C@tapult is a three to five day facilitated workshop that transforms a business concept into a definitive plan for launching the initiative. BBT rapidly facilitates a cross-functional team of customer stakeholders to develop an actionable plan to construct a mission-critical business solution. The C@tapult generates a comprehensive framework for successful project completion and the materials necessary to communicate the proposed solution to project sponsors, partners, investors and all other stakeholders.

A C@tapult is more than a gathering of organizational talent in one place to discuss a common purpose for a corporate initiative. It is a holistic event comprised of several parts: purpose, people, environment, activity, productivity and enthusiasm. The parts create a substantive core of energy that can propel an initiative from concept to reality. Creating this core of energy is a baseline objective of each C@tapult event.

The C@tapult is equal parts substance and presentation. It gets the client team the information it needs to define and support the initiative. It also energizes them about the initiative they are about to undertake and about the process that got them to this point. At the end of a C@tapult, the client and C@tapult teams are united with one goal – to do whatever it takes to ensure that the vision is realized.

THE RESULTS

BBT assembled a C@tapult team comprised of professionals with business, technical, project management, testing and operational experience that worked with the Client to design a solution that met their requirements. Not only did the resulting application meet the Client's functional requirements but it was supported by a network architecture that was designed to be cost effective and did not sacrifice security or scalability.

BBT worked with industry partners to assist the Client in building a framework for its ROI model. The C@tapult Team discussed the process behind creating an ROI model, the direct and indirect benefits of creating and implementing the site, and identified savings by converting opportunities to tangible ROI. The team then assisted the Client in creating a release management strategy for the application rollout.

Our highly skilled staff is experienced in the latest technologies, including Java J2EE, dynamic content servers, application servers, MSSQL and Oracle databases, and the Macromedia and Microsoft suite of products. The combination of our experience, technical expertise and industry knowledge allows BBT to provide solutions to even the most complex technology needs.

ABOUT BOSTON BUSINESS TECHNOLOGIES

Boston Business Technologies (BBT) is an information technology consultancy specializing in the custom development of business applications for mid-tier and Fortune 1000 companies. BBT provides a broad range of consulting services in a wide variety of industries, including Financial Services, Insurance, Health Care, Manufacturing and Information Technology. Our process is consultative and collaborative: We listen to our customers' needs and we partner with them to deliver custom applications that best meet their objectives. We have extensive experience in providing full lifecycle development of applications - from strategy to development and hosting - for both stand-alone applications and those that integrate with legacy systems.

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