

## SPEEDmethod®

# BCD — Business Concept Definition With method to business excellence

## Challenges

The financial industry is subject to constant change. Currently the market struggles with falling margins and increasing regulation. In the future, these challenges might be new products and services. Each change poses a substantial challenge for managers. They have to predict new trends and their significance to financial services and they have to develop appropriate measures.

What may look like a simple task, proves to be highly challenging and complex in its realization. Each financial service provider has individual organizational structures, processes, application landscapes, products and services. Generic standard solutions from other industries can often not be applied in such an environment. Only an in-depth understanding of the company, the business processes, the IT and the financial industry enables the development of effective and practicable solutions. It is therefore important that in-house experience is combined with outside expertise in order to successfully address new challenges.

For implementation projects a wide set of tools and methods is commonly used. Astonishingly hardly any methods are established for strategic challenges. This leads to the fact that strategic projects often lack structure and clear goals and are therefore inefficient and difficult to steer. Such projects also take longer than expected and deliver unclear results. A structured approach could solve many of these issues.

## Solution approach

The Business Concept Definition phase (BCD) is an element of the SPEEDmethod®. It has been developed by Synpulse to methodically solve strategic challenges. It can also be used for target operating models or new innovative solutions. With the SPEEDmethod®, Synpulse could prove over many years how important a structured approach is for the success of projects.

Essentially, BCD consists of a comprehensive analysis of the initial situation, the development of possible solutions and

their quantification (business case) as well as the conclusive preparation of a decision-making basis for management. This high level sequence is further detailed into activities that are tracked in the project plan. With this approach we ensure a structured analysis that considers all aspects of a given challenge. It allows us to develop sound solutions for the management.

The BCD methodology also provides an extensive toolset which is used in the activities. This includes well-known business models, creative tools, strategic and operational analysis tools as well as methods for gathering information. It leads to the benefit, that our strategy advisors have a suitable toolset at hand to efficiently support our clients during the analysis and solution finding process.

## Benefit

Strategic concepts are usually complex and require high management attention. Additionally many stakeholders have to be considered and included in the solution development.

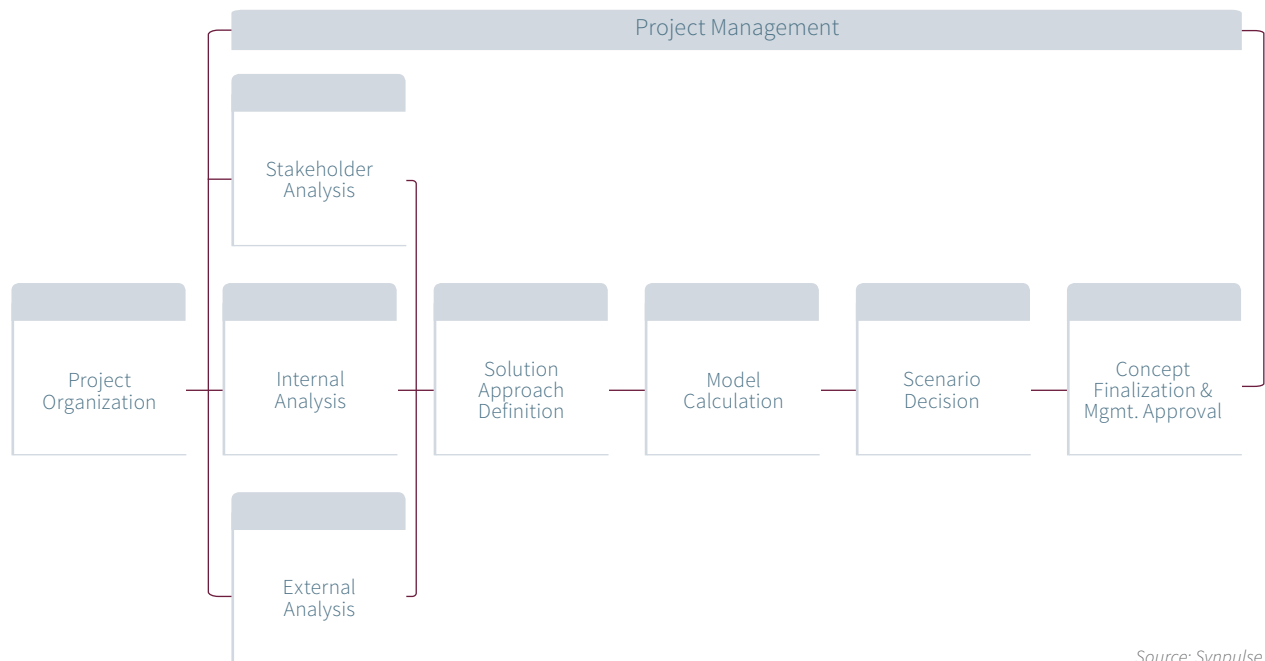
By using the SPEEDmethod®, Synpulse

- achieves a reduction in the complexity of projects by structuring tasks;
- attains a high degree of acceptance and effectiveness due to consistent involvement of all stakeholders;
- reaches a high level of accuracy of conclusions as a result of scenario analysis and business cases;
- enables the successful implementation of the developed strategies in the company;
- documents all analysis results;
- ensures transparency of the individual steps and decisions.

## Expertise

Synpulse has been active in the banking and insurance sectors for 15 years and has made a substantial contribution to the achievement of set objectives in the most diverse situations, especially on account of its broad sector-related knowledge and consistent methodological approach. Knowledge acquired in the various situations is processed and documented in a

consistent way and passed on via regular presentations and training courses. This ensures continual further development of in-house know-how as well as the training of internal expert teams. With this approach Synpulse guarantees its clients a high degree of continuity and long-term quality of service and lays the foundation for successful cooperation.



Source: Synpulse

Activities in the BCD phase