

Services Overview



Technology Strategy

We assess and develop your technology direction and align it with your business goals. This can be an all-encompassing look at your organization, or a single business unit.

Based on your corporate goals, we define a detailed technology roadmap. The roadmap defines the granular steps needed to achieve the combined business / technology goals.

Just like a proper branding strategy, all elements of the organization must come together as one unit under a business / technology strategy. It's not about silos or departmental boundaries – it's about shared priorities and shared results.



Choosing the Right Course Makes all the Difference.

Whether its yacht racing, alpine skiing, or navigating a new technology strategy, choosing the right course is vital to your success.

RightCourse is a management consulting firm that specializes in helping organizations define their strategic direction. We operate primarily at the intersection of business and technology. We deliver innovative, practical, and implementable solutions. And success is always measured by business results.

Our technology professionals have been there, done that....in a good way. They have seen and experienced what works and what doesn't. Across many diverse industries.

Based on this experience, our professionals are able to help organizations find the right course and often navigate uncharted waters.

With broad experience across many high technology organizations, the RightCourse consulting team has served as CEOs, CTOs, COOs, CIOs, CMOs and CROs. Our team has been responsible for large global budgets and defined, built, positioned, marketed and sold sophisticated enterprise systems.

We use guardrails to plan strategy, program scope, cost and business impact to be sure nothing gets out of sync.



Digital World –Digital Architecture

The digital world we live in today demands a digital architecture. Many IT organizations are not yet equipped to handle the integration of social and messaging networks into the core enterprise infrastructure.

The social media phenomenon requires a high degree of flexibility, or elasticity, to be able to respond and adapt to business opportunities and challenges.

RightCourse offers a range of strategic technology consulting services that will help you revitalize your existing technology architecture and take advantage of the flexible, digital world we live in.

Getting left behind by competitors who have more flexibility and adaptability is no fun. It's time to get IT ahead of the curve.

Do you need to start over to achieve the adaptability and flexibility your infrastructure architecture needs? Very few organizations have the luxury of a clean slate. Therefore, building on what you have is what most organizations will need to do.

Many mid-to-large sized organizations have some of the building blocks of an elastic framework in place. They use the cloud, they conduct business across the Internet, and they share data across industry ecosystems to streamline business.

The next step then is defining how to evolve the IT investments you have in place to build a digital architecture.

RightCourse

AGILE FRAMEWORK

Beyond strategy, RightCourse can help with execution of new technologies. Our certified professionals can use the agile framework to implement your technology solutions.

INFRASTRUCTURE DESIGN

RightCourse professionals can help define an IT infrastructure strategy that will support your current and future technology requirements. We help you merge innovation with practical, measurable results.

CLOUD COMPUTING

The decision about how and when to use the cloud is best defined by the scope and constraints of your technology strategy. We take a close look at your IT infrastructure and recommend how to maximize your options.

Management Consulting at the **Intersection** of Business and Technology

www.RightCourse.net

Application Development Using the Agile Methodology

The **RightCourse Agile Framework** focuses on the following:

Iterative, incremental and evolutionary – Agile methods break tasks into small increments with minimal planning and iterative design in which key stakeholders agree and buy into the solution.

Requirements analysis, design, coding, unit testing and acceptance testing must **deliver a working software product**. While it may not be market ready, it is functioning.

Short feedback loops and adaptation cycles are core to the Agile process. Daily work groups, or scrum meetings, allow team members to communicate status and accomplishments.

Quality is built into every step of the Agile method. Tools and techniques such as continuous integration, pair programming, test driven development, and domain-driven design are ways to improve application quality.



We believe that innovation comes from a balance of objectivity, expertise and experience.

RightCourse Services Summary

TECHNOLOGY STRATEGY

- Strategic Alignment to Business
- Enterprise IT Architecture
- Infrastructure Design
- Technology Migration
- Cloud Computing Deployment
- Outsourcing / Insourcing
- Lean Service Delivery

AGILE FRAMEWORK

- Enablement and Execution
- Organization-Wide Readiness
- Building Collaborative Teams
- Delivering Iterative, Interactive Processes
- Empowering Team Delivery
- Program and Project Management

DATA FRAMEWORK

- Defining A Corporate Data Strategy
- Sourcing Data Elements
- Data Analytics
- Data Presentation
- Business Intelligence
- Big Data – Structured / Unstructured
- Enterprise Performance Management

CTO SERVICES

- Defining Product Direction
- Selecting Foundation Technologies
- Defining Organizational Structure
- Training and Motivating Teams

SOFTWARE PRODUCT DEFINITION

- Application Requirements Definition
- Integration Strategies
- Product Management
- Agile Framework Implementation
- Technical / Infrastructure Architecture

APPLICATION DEVELOPMENT STRATEGY

- Internal Development Strategy
- External Development Partnership
- RFP Creation for External Development
- Vendor Assessment
- Vendor RFP Response Analysis
- Vendor Selection Management
- Agile-Driven Project Execution

MARKETING AND SALES OPTIMIZATION

- Market and Customer Research
- Marketing Strategy Development
- Product Marketing
- Product Roll Out
- Channel Distribution Strategy



Starting Point

Discovery: We start with a detailed review of your strategic plan and current technology design. We focus on understanding your organizational objectives and building a bridge between the business goals and technology requirements.

Building the Strategy: Your plan defines how technology will fuse with your business goals. We will define delivery schedules that will sync with business operations including estimated costs.

Looking for Innovation: We always look for ways to introduce innovation into your organization – whether its business processes or improved automation through technology.

Executing the Strategy: RightCourse uses well-defined implementation techniques to drive the execution process. We focus very carefully on how the technology fits into the workflow and business processes of the organization.

Enabling an Agile Organization

Embracing an Agile Framework will result in measurable productivity and cost improvements.

An agile enterprise is not a click away for most organizations. It takes planning and diligence. Most importantly, it takes management commitment. The Agile Framework improves the overall quality of a technology initiative including time-to-implementation, eases adoption rate across departmental functions, and increases the overall value of the company.



Agile vastly improves the predictability and implementation speed of a project. Agile promotes high levels of collaboration, shared testing and cooperative business analysis. Empowered teams communicate and report on the progress of a project daily allowing them to adapt to changing business and market dynamics. As a result, the end solution is reached faster. And they can focus on the highest value outcome for the organization.

Defining a Data Framework

The RightCourse **Data Framework** allows an organization to model and take control of its data resources – ultimately resulting in better information and better overall decisions.

Statistically, the more data-driven a firm is, the more productive it is. Research shows that data-driven organizations will see a 4-to-6% increase in productivity. This correlates with higher return on assets, higher return on equity, better asset utilization and improved market value.

Using Big Data analysis techniques adds another 1-to-3% to the productivity equation.

RightCourse can help you determine how to get the most from the data that drives your business. We can help you choose from the hundreds of tools available to execute your data analytics strategy.



RightCourse

For more information, visit:
www.RightCourse.net
or call us at: 678-575-1477