

# Business Transformation— Reinvent your “business as usual.”

**The bottom line:**

West Monroe Partners applies experience and proven approaches to help guide your organization through transformational change.

RESPOND to A CHANGING BUSINESS LANDSCAPE



ALIGN YOUR ORGANIZATION BEHIND A COMMON VISION of CHANGE



ACCELERATE THE PACE of TRANSFORMATION



CAPTURE UNTAPPED AREAS of GROWTH and VALUE

Many types of events and market forces are requiring companies to adapt the way they do business. And with the changes coming faster than ever and the stakes higher than ever, there is little margin for error. Consider:

- ◆ Is your organization involved in or considering a merger, acquisition, or divestiture?
- ◆ Are you introducing a new product or service that is significantly different than others in your portfolio?
- ◆ Is your industry subject to evolving regulatory change, and are you equipped to respond quickly?
- ◆ Are there significant pressures to drive efficiency and/or consistency across processes?
- ◆ Has industry growth stagnated, requiring a strategic shift to pursue new growth opportunities?

**Confronting change with...change**

Mergers or other types of transactions. New competitors. Regulatory changes. Shifting customer demands and preferences. Globalization. If your organization is facing or involved in significant operational transformation that will change your “business as usual,” West Monroe Partners can help.

**Nothing is “off limits”**

Guiding a complex business through a fundamental change in the way it operates requires a much different approach and perspective than that used for more focused—and traditional—projects and initiatives. We have developed a successful, proven business transformation approach—one supported by a holistic program framework that encourages the level of innovation necessary to produce the impact and outcomes your organization envisions.

**We understand and apply the keys to successful change**

Through our work with companies across many industries, we have identified several key characteristics of successful business transformation:

- ◆ Fundamentally shifts “business as usual”
- ◆ Seeks to define the future business model
- ◆ Removes “chains” of current processes
- ◆ Takes a systematic view of problem solving
- ◆ Applies a holistic approach and viewpoint
- ◆ Promotes innovation

**Experienced guidance through transformation associated with:**

MERGERS, ACQUISITIONS, and OTHER TYPES of TRANSACTIONS



NEW and EMERGING COMPETITORS



REGULATORY CHANGE



SHIFTING CUSTOMER DEMANDS and PREFERENCES

We embed these characteristics in our approach to help your organization realize its potential for transformation. This means that nothing is “off limits” – brainstorming and innovative thinking not only are encouraged; they are embraced. Our approach also includes careful attention to collaboration and to unifying your many business stakeholders and involving them in development of future business requirements to ensure a perspective that is as broad as possible. Finally, we will help ensure that your vision and plans adequately consider and address both the upstream and downstream impacts of change.

**The moment of truth**

Is your organization experiencing any of these warning signs?

- ◆ A tendency to bandage issues rather than fix the root cause
- ◆ Declining customer satisfaction
- ◆ Lack of a clear strategy and compelling differentiators
- ◆ New government regulations
- ◆ Increased delivery costs
- ◆ Dramatic marketplace shifts
- ◆ Exponential growth, organically or through transaction(s)

**We support you from strategy through solution**

Given the complexity of change, it is easy for transformative programs or projects to stray from their objectives and intended direction. Our proven approach breaks the process into manageable and logical phases that keep your effort on course and on schedule:

- ◆ **Strategy & Solution**—understand business strengths, weaknesses, opportunities, and threats; create a strategic vision and objectives; and define the programs required to achieve the project
- ◆ **Reinvent & Redesign**—align business processes with the strategic vision and initiate efforts to turn “concepts” into “reality”
- ◆ **Construct & Validate**—develop and validate process and system requirements and assess organizational readiness
- ◆ **Deploy & Optimize**—plan for deployment of changes; provide training and support; execute the change plan; monitor performance; and enhance the solution as appropriate to achieve goals and the strategic vision

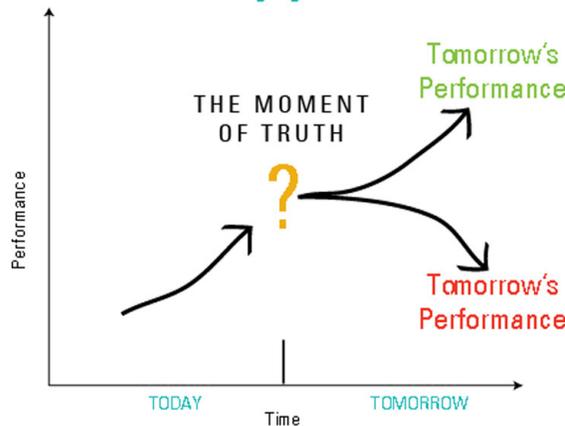
**Make the leap**

Are market or other factors forcing your organization to rethink the way it operates? Do you have an effective vision for how it should operate in the future? And do you have the experience and capacity to make the leap?

Combining extensive business transformation experience with deep industry knowledge, West Monroe Partners can help you reinvent operations and create your “new business as usual.”

That’s business in the right direction.

Strategic Advisor to Clients Facing Game-Changing Decisions



West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients’ most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.