



Architecture

Are You Getting Value From
Your Technology Investment?

Quay Consulting Pty Limited | ABN 78 121 109 215
T. 1300 841 048 | e. info@quayconsulting.com.au
WWW.QUAYCONSULTING.COM.AU

 **Quay Consulting**
A CPM GROUP COMPANY

Are You Getting Value From Your Technology Investment?

With digital transformation on the radar of many organisations, [recent research from McKinsey*](#) highlights some of the challenges that are faced by businesses:

- The challenges of staying too focused on the current state, which may be a complex environment to manage
- The issues that arise in risk-adverse or challenging cultures
- Balancing valid insights of the as-is with the potential of an adaptive, agile approach to change.

Architecture has a vital role to play in delivering change into the business and setting up for success.

In this ebook, we've compiled our insights on how to define what success 'looks like', the role of Architecture in driving value into the technology roadmap, and the red flags that the business should be aware of before embarking on transformation.

Want to talk to us about getting value from your tech investment? 1300 841 048 or email us at info@quayconsulting.com.au

** How enterprise architects can help ensure success with digital transformations.*

By Oliver Bossert and Jürgen Laartz (August 2016)

We believe that quality thought leadership is worth investing in. For more articles or other eBooks in this series, visit us at www.quayconsulting.com.au

Contents

The Role of Architecture in Successful Project Outcomes	4
Innovation: Leading Edge vs 'Bleeding' Edge	6
Driving Business Value into the Technology Roadmap	8
Successful Execution of Systems Integrations Projects	10
Pilot v Production - Architecture Red Flags?	12
Capability Modelling & the ERP Journey	14
The Case for a DAM Strategy	16



The Role of Architecture in Successful Project Outcomes

WORDS ROD ADAMS
IMAGES FOTOLIA.COM

Enterprise architecture provides a set of tools that help organisations to align their strategic objectives with operational consequences and IT decision-making, however it is not only an IT tool.

It is a business instrument that also aligns the organisation at all levels with its business objectives.

The 'Perfect World' Alignment Of Enterprise Architecture And Project Delivery

In a perfect world, enterprise architecture and project delivery should always have strong alignment, which is critical to building and deploying projects that meet the long-term vision and strategy of the business.

Often projects will be run in silos, or focussed on a tactical outcome without considering the wider organisation. Strong Enterprise

Architecture can help avoid this happening. Here's how:

1. Business architects create business models based on the emerging business vision and strategy from the executive leadership team.
2. The business models form the basis for future business requirements for information, processing, security and integration solutions. Information, application, security and technology architects each design the required systems – initially at a strategic level – to guide portfolio planning and later provide detailed solutions to support individual implementation projects.
3. Portfolio Managers then use the models to devise programs consisting of smaller projects via a roadmap to attain the target Enterprise Architecture. Individual projects are then implemented, each tackling a piece of the transformation puzzle.

These Enterprise Architecture frameworks will drive clear scope and requirements for technology projects that are targeted to outcomes (tactical and strategic) across all levels of the business.

Three Tangible Benefits Of Strong Enterprise Architecture

There are benefits beyond sound project outcomes that enterprise architecture will achieve, for example:

1. Cost Management

Enterprise Architecture can provide clarity and targeted frameworks across a range of elements to capture costs, including:

- Total cost of operation of the application(s).
- Costs of infrastructure, hardware, software and networks.
- Development costs if software is needed.
- Cost of business operations once transition over from the project.

2. Risk Management

Enterprise Architecture can help manage risk in:

- Non-compliance (i.e. regulatory / legal).
- Excessive project costs (well defined outcomes and design minimise cost blow-out)
- Loss of intellectual property (retained in-house).

3. Business Agility

Companies focused on business agility and flexibility with well set-up Enterprise Architecture can improve flexibility through:

- Better decision-making support, thanks to greater awareness of the business outcomes and what the project needs to achieve.
- Faster realisation of new business processes that are aligned to outcomes.
- Improved flexibility to outsource non-core activities with a deeper understanding of what core business capability is as well as what can be outsourced.

Right Projects at the Right Time

When a project is in scoping and requirements phase, a robust Enterprise Architecture can ensure that costs, risks, business outcomes and agility are controlled through deep insights and clearly defined roadmaps.

Clearly defined frameworks and a thorough understanding of what the business needs to achieve a fit for purpose Enterprise Architecture provides organisations tools and a governance capability that helps ensure they are focused on the 'right projects at the right time'.

This remains a critical component to sound portfolio management and overall successful project delivery across an organisation.



Innovation: Leading Edge vs 'Bleeding' Edge

WORDS MICHAEL BOLTON
IMAGES FOTOLIA.COM

Leading edge technology can provide a significant advantage for business, but must be implemented well to avoid becoming 'bleeding' edge.

Technology is evolving at an ever-increasing rate and the promise of significant advantages over your competitors raises a fundamental question about adoption: when should an organisation embrace leading-edge technology?

Whether it is swapping physical data centres for cloud infrastructure, transitioning from traditional LAN-based networks to fully wireless office environments to support activity-based working (ABW) or turning social media into a CRM strategy, the prospect of a simplified and more efficient work environment that also provides a competitive edge is a tempting one.

But is it prudent to adopt the latest and greatest technologies so quickly? And how do you avoid "leading edge" becoming "bleeding edge" where the new technology actually hinders your business growth and

effectiveness?

There are a few critical considerations if leading edge technology is to be adopted successfully.

What Can The Market Tell Us?

For more than 20 years, Gartner Inc has provided the IT industry with the latest research on new technologies and where they sit on the Hyper Cycle map, a graphic representation of the maturity and adoption for technologies and applications. The Hype Cycle measures the technology's journey from 'need' to 'hype' to general industry acceptance.

This measure, among others derived by Gartner, provides insights into where specific technology is on its lifecycle journey from bleeding edge to market acceptance.

Tapping into industry studies can assist organisations to better understand where a specific technology is on the maturity curve and in turn help them assess the risk profile of pursuing the technology.

People and Process First

New technology will not be the silver bullet; it can never fix flawed ways of working.

To get the most out of technology organisations should view it as a mechanism to change the way an organisation works for the better. The hype cycle aside, there is a reliable order in which all technology transformation decisions should be weighed:

- People
- Process
- Technology

Without people and process, it cannot work. The focus should be on the jobs people will do, the business processes they will undertake and the improved outcomes both will generate.

Identifying the processes that need improving and then matching the technology that will best fit cultural and future processes is a good formula for success.

Do The Rewards Outweigh The Risks?

When organisations look to embrace new technology the critical question is “will the rewards outweigh the risks?”

The first step is to identify the core benefits and the business drivers. Without a clear understanding of what success will look like and what the benefits will be, any new technology initiative risks failure. Drivers can include:

- Commercial advantage
- Increased productivity
- Cost reduction
- Improved efficiency
- Automation
- Digitisation

When the benefits and drivers are identified, they should be assessed against the potential risks of adopting new technology using a risk analysis framework as well as executive intuition to arrive at the decision on whether to adopt it or not.

Delivery DNA

No technology can be introduced without disruption to the business and teething problems. This is doubly the case for leading edge technology.

The key to successful delivery of new technology is to ensure the project the team taps into organisation’s delivery DNA. An organisations ability to deliver effectively is assessed by:

- Successful project delivery history
- Current capability and capacity
- Change culture and leadership

The better an organisation is at project delivery the more adept they will be at implementing leading edge technologies.

If the project is likely to stretch the project delivery capability and capacity beyond what your organisation can typically execute, and/or there is not appropriate supportive leadership, then executing a leading edge project can quickly change into a bleeding edge project. This is the point at which outside expertise may be required to assist or the technology reconsidered.

Change Management

Whenever a new way of working and new technology is introduced, it is imperative to bring along those likely to be impacted for the journey.

You will catch more flies with honey, so it is vital to articulate the WIIFM or “what’s in it for me”.

Clearly defined benefits need to be effectively communicated across all levels of the organisation alongside the benefits each individual can look forward to in their daily work.

It is important to lead by example to counter any natural resistance. Cultivating enthusiasm for the change without over-hyping it allows leaders to be early adopters and champion the change.

Technically Sound Approach

Nothing works against IT more than when you have everything aligned (the staff are engaged, the leadership are focused) and then the technology fails. Early disappointments can kill a project or at best be difficult to recover from.

The project needs to be set up for success. Solid architecture, the right business capability, good project management, sound testing cycles etc. Even though the technology may be very new all leading edge projects still should be delivered in a rigorous and methodical way. This is not the place to cut corners or you may find it comes back to bite.

It’s An Endurance Run

Leading edge technology can be a phenomenal advantage for business, but if it is not implemented well and for the right reasons, it can quickly become ‘bleeding edge’ and cost opportunities for the business.

Adopting leading edge technology successfully can take time, which is something the business will need to understand before embarking on a leading edge technology journey.

Once adopted to get the most out of the new technologies processes need to be in place to evolve, learn and enhance the technology as it becomes a part of the organisations new way of working.



Driving Business Value into the Technology Roadmap

WORDS MICHAEL BOLTON
IMAGES FOTOLIA.COM

How can IT show genuine leadership and value when delivering technology that supports the business?

Technology is one of the key enablers of any business and when it is aligned with the core business – regardless of sector – it is a significant competitive advantage. Technology enables scalability, agility and constant availability, however when it is not aligned or not delivered as required, its value becomes diminished and can reduce the capability of a business to be successful.

In the absence of an aligned roadmap to the business, providers and supporters of technology risk being regarded as a hindrance rather than a strategic enabler, increasing the likelihood that the business may consider outsourcing IT. The growth of cloud-based services is a tantalising carrot for businesses that see misalignment between its core business and IT delivery.

So how can IT show genuine leadership and value to their organisation when delivering technology that supports and runs the business?

We've outlined below a quick guide to successfully engaging and understanding the business to build an aligned, valued technology strategy.

1) Understand The Business

At the highest level, IT needs to understand what the purpose of the business is, as well as the core business. Why is the organisation in business, where is it going and who does it serve?

Understanding and documenting IT's understanding of these fundamentals may require a review of the business's strategy, engaging in dialogue with users within the organisation and developing a robust understanding of the end user's needs. IT must understand the critical business functions required to support delivery of the core business.

Exercises that can facilitate and quantify this level of understanding include:

- Business capability modelling
- High-level business process mapping
- Pain points analysis
- Defining what success looks like for the business in 12-24 months' time.

The purpose of these exercises is to develop a documented understanding of the business, where it is going and assessing its current and future technology needs.

2) Translate Business Understanding Into It Understanding

It often becomes apparent from these types of exercises that not only is technology not supporting the business but also that the culture between business and IT is not aligned. Analyse the gaps in applications, information infrastructure, leadership and organisational structure to see where technology supports and fails in the business. With a documented understanding of business and end customer needs, IT has the opportunity to develop a better perspective on how business capability and processes influence technology and the departments that deliver and support it.

3) Develop A 'Future State'

Once the gaps from technology and culture are understood then the future IT and technology state can be defined. This enables a clear demarcation between the current and future technology needs alongside the level of service and support required by IT to be of value and beneficial to the business. Aligning application, information and infrastructure states with future organisational structure(s) and capability requirements support and enable the business is a formula for success.

4) The Roadmap For Change

A technology roadmap is essential to ensure that short-term and long-term

goals are articulated in clear stages that show how the business will get to the ideal future state, mapped out as a sequence of activities that generate value to the business. The entire organisation should be represented in the construction of the roadmap to ensure that programs of activities are aligned with business needs and priorities.

5) Program Of Works

Guidance and governance should be established around programs of work to deliver packages within each program.

This program of works should consist of a list of dimensioned projects from within the roadmap, referencing defined criteria such as:

- Time
- Cost
- Complexity
- Business benefit
- Risks & issues
- Other relevant attributes

The roadmap and the program of works should be living breathing documents that are reassessed regularly to ensure relevance and continued benefit.

Drive genuine value through engagement and alignment
IT can drive genuine value when it understands and defines what the real value of a product and service is to the business (end customer).

Building an aligned roadmap is most effective when the end customers are part of the process, because it allows IT to ensure that delivery and support of technology is aligned to the current and future needs of the organisation; to deliver key business enabling technology tools; and remain a strategic enabler rather than a hindrance to business success.

Get Value from Your Technology Stack

Talk to Us

For more information
about how Quay Consulting
can support your project
teams, contact us at **1300 841 048**
or info@quayconsulting.com.au



Successful Execution of Systems Integrations Projects

WORDS BRAD KANE
IMAGES FOTOLIA.COM

Businesses are investing heavily in systems integration projects, so how can an organisation harness its moving parts to deliver a 'seamless' user experience?

Systems integration is becoming more prevalent as digital, cloud and mobility solutions become deeply integrated into traditional ERP systems. Businesses are leveraging and investing in often-bespoke technology to provide a competitive edge.

Successful integration projects can revolutionise the way an organisation delivers its services, cuts costs, provide management reporting and streamlines business processes.

An ideal world vs integration reality
In an ideal world, system integration combines the moving parts of various software applications, platforms or functionality to create a 'seamless' user experience. Examples of this type of integration include core banking projects, integrated solutions in Government clusters, online collaboration tools in media and self-service portals across multiple platforms for

most industries. Integration projects are by their very nature fraught with complexity. The idea is that sum parts of the integrated systems will combine to become greater than the sum of the individual parts and thus create a better and more sustainable business.

The key challenge with systems integration arises when conflicting business needs meet with ambiguity on how to best bring technologies, platforms and database designs together.

How Do You Best Execute An Integration Project?

Successfully delivering an integration project requires amongst other things: careful planning and design, strong executive sponsorship, clear articulation of the benefits and robust governance. Some key areas of focus include:

1) Start With The End In Mind - Architecture

A strong Enterprise Architecture practice will not only provide the base framework and guidelines for the solution architects and technical teams but help ensure the technical outcomes deliver against the business needs.

2) Engage strong Executive

Sponsorship

Every project needs strong sponsorship especially integration projects due to the complexity and significant change they bring. The sponsor needs to lead and help sustain the vision. In addition to this executive leadership, ensuring there are project champions spread throughout the business will provide the project with the additional motivation and energy needed for success.

3) Good Governance

As with any project, strong and appropriate governance is essential. For integration projects this is especially the case given the complex nature and multiple stakeholders.

4) Deliver Lots Of Wins

Nothing breeds success like success. Integration projects are not short projects. They can span multiple years and without regular and consistent reasons to celebrate it is easy for the project to become a grind and for moral and support to diminish. Delivering regular value and real outcomes demonstrates success and ensures consistent endorsement.

5) Process Is Key

Quality Business Analysts enable the organisation to understand where they are (current state) and where they need to be (future state). One

key benefit of integration can be the automation of business processes. Clearly documenting complex business processes for automation to ensure they meet the needs of the business and ultimately deliver the benefits and outcomes is essential.

6) Utilise Best Practice Tools And Platforms.

Specialist and relevant integration platforms and tools provide a means to ensure the integration is performed to maximum effect. Whether you need an ETL (data synchronisation tool) or a process based integration tool, the selection of the tool can make or break the technical elements of the project.

7) Monitor And Performance Manage The Data And Message Delivery

It is vital to ensure that the data/message is delivered between systems. Monitoring and measuring the performance is equally vital. Nothing undermines an integration project like lost or incomplete data.

8) Deliver Against The Benefits

Integration can be expensive so justifying the costs against the benefits is important to getting the project off the ground. Depending on the sector and nature of the business, benefits may include:

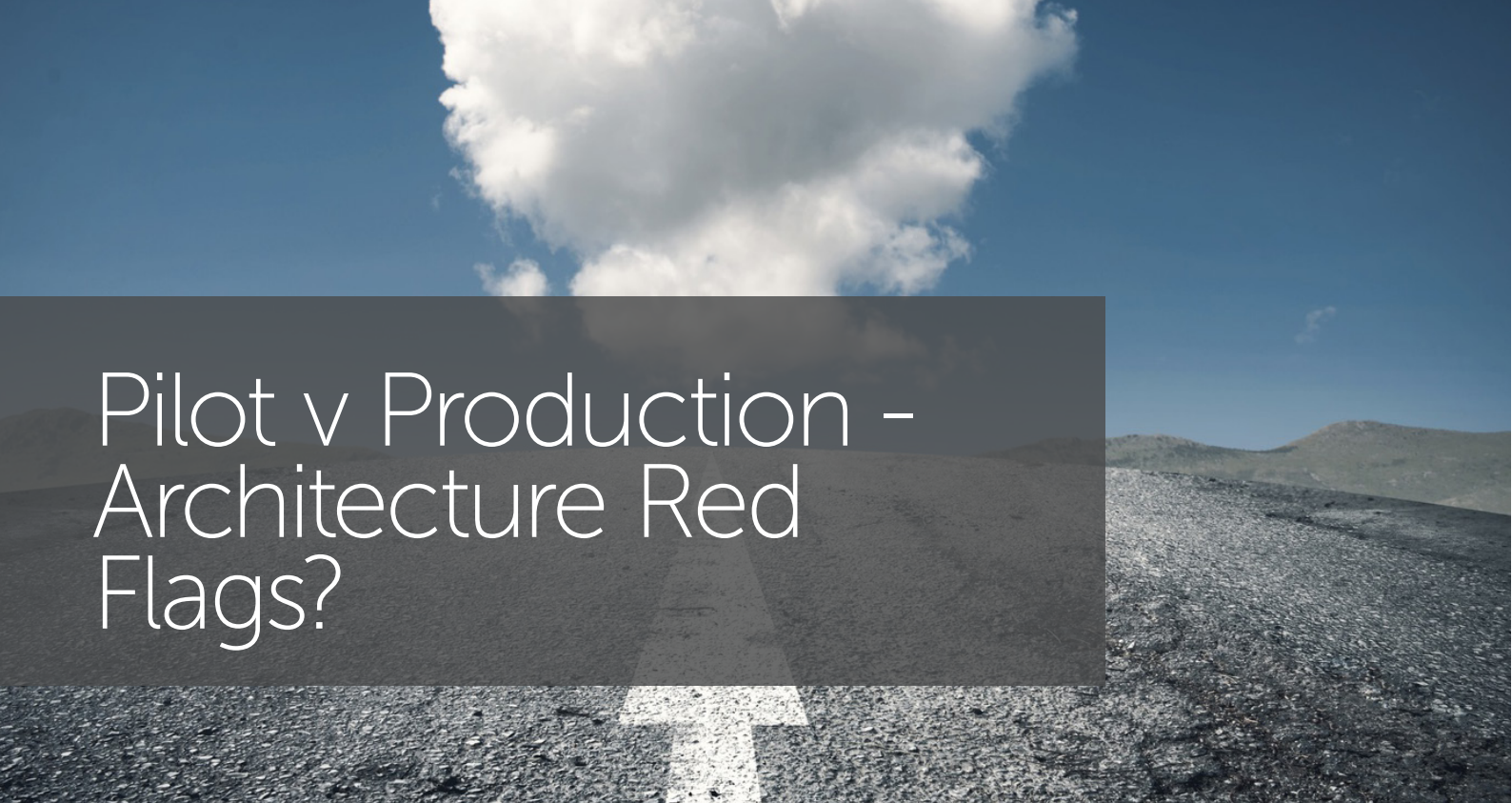
- New sales channels
- Quick release of new products to the market place
- Overall reduction of IT costs

The benefits of systems integration can be enormous and at times unforeseen.

There are significant risks involved in systems integration projects and ensuring that these are managed through sound project delivery principles is vital.

Systems integration can bring about real transformation in an organisation and deliver a substantial market advantage.

Delivering it well should be a real consideration for organisations with complex and disparate systems and processes that want to become better businesses.



Pilot v Production – Architecture Red Flags?

WORDS MICHAEL BOLTON
IMAGES FOTOLIA.COM

Pilot deployment is often a fast-tracked way of getting new technology introduced into an organisation, usually within a particular department or business unit.

The intent is to leverage the success of the pilot to deploy into a full-scale implementation. Successfully delivering the pilot can provide a strong argument for “just enough” architecture to ensure that the technology works within the business environment and adheres to enterprise standards and reference architecture.

The question, however, is whether this is enough to take it to full implementation?

Start Out As You Mean To Continue

Quay's experience has shown that when more consideration is given to better architecture from the outset, the results are also better.

It's important to identify potential red flags from the outset and some of the

considerations may include:

- **Risk and Reward trade-offs** between rapid deployment using a systems led approach (vanilla COTS) versus “a business change approach” which considers specific business requirements, business change capacity and involves defining the business led logical transition steps.
- **Guiding Principles** to assist in project and architecture decision making. For example having principles which will influence whether functional gaps will be addressed via customisation or business workarounds
- **Data and Information Architecture** including data migration, data quality and data ownership including Master Data Management
- **Consideration and management of all aspects of the Architecture** – Integration, Technology and Applications both pre and post production including often forgotten items such as Error Handling Frameworks, Change & Release Management, Technical and Functional support, Capacity Planning, “end to end” business process performance and SLAs.

- **Operational impacts** not just for implementation but also for ongoing support – skills, capacity etc

Plan early to get better outcomes

As with projects in general, the more time spent planning architecture from the outset, the better outcomes will be.

Don't fall into the trap that because it is a commercial off-the-shelf (COTS) deployment that the proper application of architecture principles and practices is less important.

We believe that quality thought leadership is worth investing in.



ASSURANCE



PROJECT
MANAGEMENT
OFFICE



CHANGE
MANAGEMENT



LEADERSHIP IN
TRANSFORMATION

WANT MORE? VISIT WWW.QUAYCONSULTING.COM.AU/EBOOKS



Capability Modelling & the ERP Journey

WORDS BRAD KANE
IMAGES FOTOLIA.COM

ERP implementations can be highly disruptive to business as usual and may not deliver on its business case, which is why having a capability model in place to identify potential traps and gaps is imperative for successful delivery.

The corporate and government landscape is littered with ERP road kill, the result of troubled and / or failed projects that started off with compelling business cases but ultimately failed to deliver to expectations.

One of the chief challenges of introducing a new ERP system is that there are situations where not all systems and processes can interface with the new solution.

The job of the business case is to make clear how an ERP can deliver significant benefits to the business and deliver a competitive advantage. However, the business case often doesn't identify gaps in business capability, which systems are in or out of scope in the project, or the potential impact on

integration with out-of-scope systems. Failing to articulate and communicate the impact of out-of-scope integrations and processes can prove to be fatal for new ERP solutions.

Why? Because expectations will not meet reality when it's unclear across the business that gaps exist and furthermore that the new ERP system will not bridge this gap.

The Impact Of The Gap And Disruption

An ERP implementation can be very disruptive to business, with the more typical impacts including:

- Blowouts in cost and time, draining funds from the business
- Poor delivery of the benefits without enhanced business capability or value creation
- Consumption of talented resources in the business goes well beyond everyone's expectations
- The impact to smooth operations of BAU of a 'just get it live' mentality by cutting scope and quality when the project starts to fail

Each of these issues can lead to the organisation not having the budget or

motivation to drive out fully the planned benefits and user take-up.

These issues are not an indictment of the software's quality or functionality; rather it is the reality of what can happen when the business fails to fully mitigate the risks of impact of both the in-scope and out-of-scope items in the project, coupled with the failure to provide a clear vision of what the system should be supporting the business to achieve.

So how can organisations ensure that they set their ERP implementation up for success? The answer is to define the Business Capability Model before the project starts.

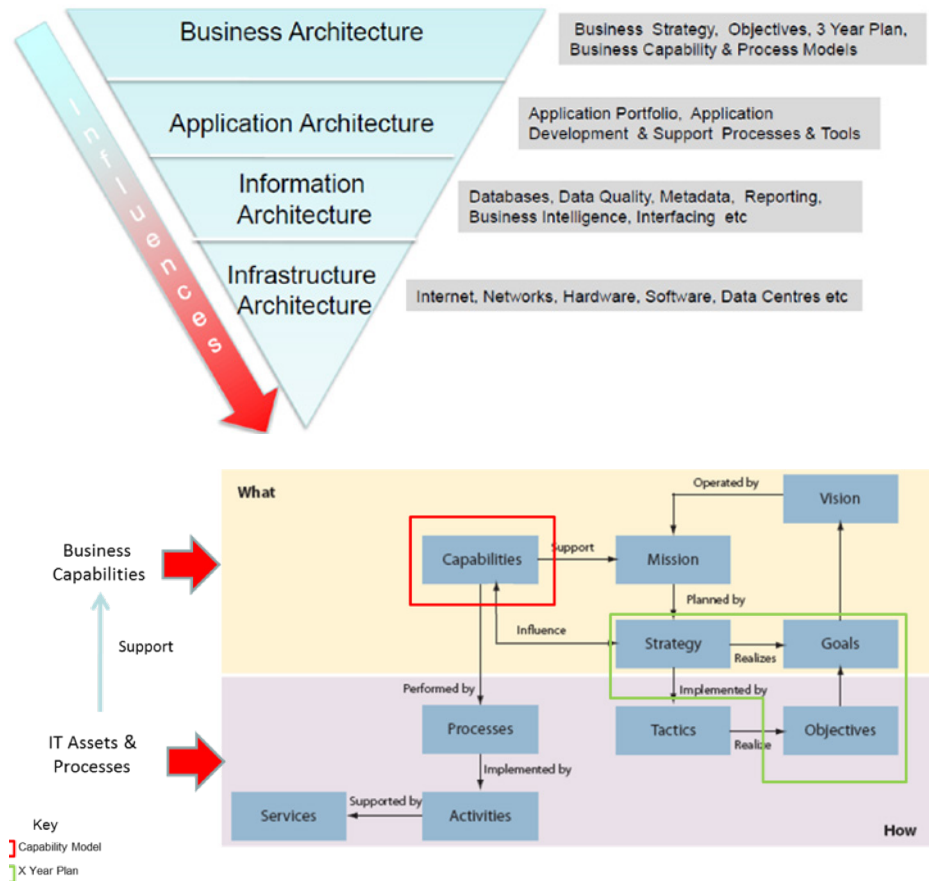
How Capability Modelling Can Help

A business capability model captures the core elements of an organisation in a structured way, defining 'what' the business does (or needs to do) in order to fulfil its objectives and responsibilities. This differs from 'how' processes are – or will be – done.

Capabilities within a business rarely change, while the processes do. Capability modelling offers a risk mitigation strategy for ERP projects to ensure that the identified capability gaps are actually documented, filled and supported.

Capability modelling also provides the business with a framework to align IT procurement and application roadmaps to business strategy to ensure that the right building blocks are enabled and ready in the right order for successful implementation.

It is a business tool, first and foremost, that can guide how technology can support the business across all technology layers, including those in Figure 1.



One of the key benefits of using capability modelling in an ERP project is the ability to apply the framework to what is and isn't within scope, whilst also flagging any points of integration with other systems such as payroll or rostering.

This is critical to ensuring all stakeholders, project teams and users involved in the project are clear about what the ERP project will deliver, how these systems interact with the new ERP and where the risks lie.

Capability modelling and processes Capabilities are easily confused with processes and 'how' activities are performed, not 'what' those activities are. The 'how' is regularly referred to as the operating model within the business.

The diagram above demonstrates where capability modelling sits in relation to processes and business strategy and planning.

Mapping out key roles and unique capabilities, where they sit and what capacity is required is critical for defining what is in scope and importantly what is out of scope.

This drives an understanding of what capabilities and the reach within the business that the ERP solution will enable, both now and in the future.



The Case for a DAM Strategy

WORDS MICHAEL BOLTON
IMAGES FOTOLIA.COM

What are your organisation's Digital Assets and why are they so important to your business's digital strategy?

If you were to take a moment and think about how many different places that digital assets can exist within your organisation, it's easy to see that there are risks and opportunities for how they are managed.

As businesses increasingly focus on interaction with their customers in a digital world, your organisation's ability to organise, manage, use and re-use digital assets is taking on increasing importance due to the volume, complexity and fragmentation of those assets across different storage places and devices.

But what is a 'digital asset' and why are they now so important to an organisation's on-going digital strategy?

Digital Assets – What Are They?

Digital assets include the multitude of electronic files that a business may develop, acquire or buy, for example:

- Product images
- Photographs
- Video files
- Audio files
- Presentations
- Logos, design files and other brand assets

These digital assets have the potential to be used and reused within your business and would cost time, money and energy to replace or re-create if lost, corrupted or inaccessible.

Take a moment to think about how many different places digital assets might exist in your organisation: network drives, local computer hard drives, memory sticks, cloud drives (personal and business), mobile devices and so on.

Then imagine how hard it would be to identify and access them when you don't really know what lives where.

Digital Asset Management Requires a DAM Strategy

Digital Asset Management (DAM) is important for two simple reasons: time and money. Right now, more than ever before, marketing is driving a real-time customer experience underpinned by the use of digital assets.

Marketing departments are being given increased budgets to spend directly on digital marketing, resulting in a significant increase in the creation and use of these assets. As time-to-market rates drop rapidly, the ability to leverage digital assets efficiently is becoming a critical business enabler.

Those businesses that cannot readily identify and manage their digital assets will struggle to compete against those that can.

Digital Asset Management (DAM) provides the tools and techniques that manage the ingestion, annotation, cataloguing, storage, retrieval and distribution of your digital assets, which substantially improves your marketing team's ability to maximise and leverage on a recurring basis.

When done effectively, digital assets can be stored, identified and accessed quickly ensuring the greatest return for the business rather than re-inventing the wheel.

Furthermore, where some of your digital assets are licenced from a third party, DAM provides a structured approach to ensuring the digital rights obligations attached to those assets are appropriately and accurately fulfilled, preventing any unexpected surprises later on.

The Critical Issue In Digital Asset Management

The major issue with many businesses today is that they have no DAM strategy.

Digital assets have been acquired or created without any coordinated approach resulting in an inability to identify what they are, where they are and how to use them effectively.

In fact in many cases there is actually

no comprehension of what digital assets are and the role they play for an organisation. This is highly inefficient and will eventually erode the business's competitiveness where speed and turnaround is of high value.

Hunting for assets or recreating them is a hugely inefficient and costly exercise. The lack of a standardised approach can also lead to version control (quality) and third party licencing (liability) issues, not to mention the cost of storing duplicated assets.

Discovering Your Digital Assets

The first step in managing digital assets is to understand exactly what digital assets your organisation has.

Undertaking a structured review to identify the type and location of your digital assets and then cataloguing them allows you to see the type, volume and locations of what you have.

The next step is to build a DAM strategy that details the manner in which:

- Digital assets are created (or acquired)
- How and where they will be stored, how they will be identified,
- How they can be searched for and retrieved and
- Any policies that apply to them (e.g. third party rights, version control etc.).

Once you have your strategy, a Gap Analysis between current and desired state should be undertaken and a plan built to address the gaps.

In many cases leveraging a Digital Asset Management Software (DAMS) product might form a part of the desired state.

DAMS come pre-built with the ability to apply business logic and often a high degree of automation as to how assets are ingested, centrally stored,

described, retrieved and with policies to govern them (often workflow capabilities are a key enabler for this). The next step is to execute your plan and transform your organisation to ensure that Digital Asset Management is a competitive advantage - not a disadvantage.

Let Us Help You Regain Control Of Your Digital

If you have lost control of your digital profile or it is underutilised, Quay Consulting can help bring some order and sanity back.

We have extensive experience working in media, developing suitable processes and engaging highly experienced consultants with deep experience in the digital asset domain.

Quay can work with your team to undertake a structured approach to digital asset identification, build a Digital Asset Management Strategy (including business and IT architecture and product evaluation) and help deliver a digital outcome that keeps your organisation ahead of the competition.

About Quay Consulting

We are committed to making a positive difference in the projects landscape, helping our clients to transform strategy into fit-for-purpose project delivery.

Since 2006, Quay Consulting has been driven by a belief in the power of positive change and a commitment to delivering superior project outcomes. Our specialist consultancy has grown by enabling clients to successfully navigate their project delivery journeys.

We pride ourselves on a collaborative approach that fully engages and empowers clients throughout the project lifecycle. Our consultants are adept at delivering transformative change through tailored knowledge, professional project management, peer-to-peer collaboration, and capability uplift.

How? Our client engagements typically take one of three forms:

- **Low-risk, light-touch diagnostics** to help clients assess and advance their project agendas.
- **Joint taskforce initiatives** where Quay embeds professional consultants within the client environment to support project outcomes and capability uplift.
- **Outsourced initiatives** where we take primary responsibility for collaborating with clients and vendors to achieve practical results.

Quay Consulting is dedicated to sharing our extensive project delivery experience—both successes and challenges—through our regular Quay Bulletin and project knowledge transfer. We strive to transform strategy into effective project delivery, recognising that meaningful change is challenging but ultimately transformative.

Want to talk to us about your Architecture projects?

Call 1300 841 048 or email us at info@quayconsulting.com.au



Access the Quay Consulting
ebook library

Explore



Who we've worked with

