



Close the Value Realization Gap: Why We Fund Projects but Never Track the Benefits

Your Guides:
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:(YOUR_STRATEGY_HAS_ENCOUNTERED_A_PROBLEM | | | |

Your enterprise spent \$25M this quarter, but we cannot locate the value. | | | |

Stop Code: UNMAPPED_CAPITAL_EXPENDITURE | | | |

What Failed: Hope-Based_Planning.sys | | | |

[!] System executing 12,000 tasks/sec with 0% predictive confidence.

Press any key to load ValueOps Predictive Engine...

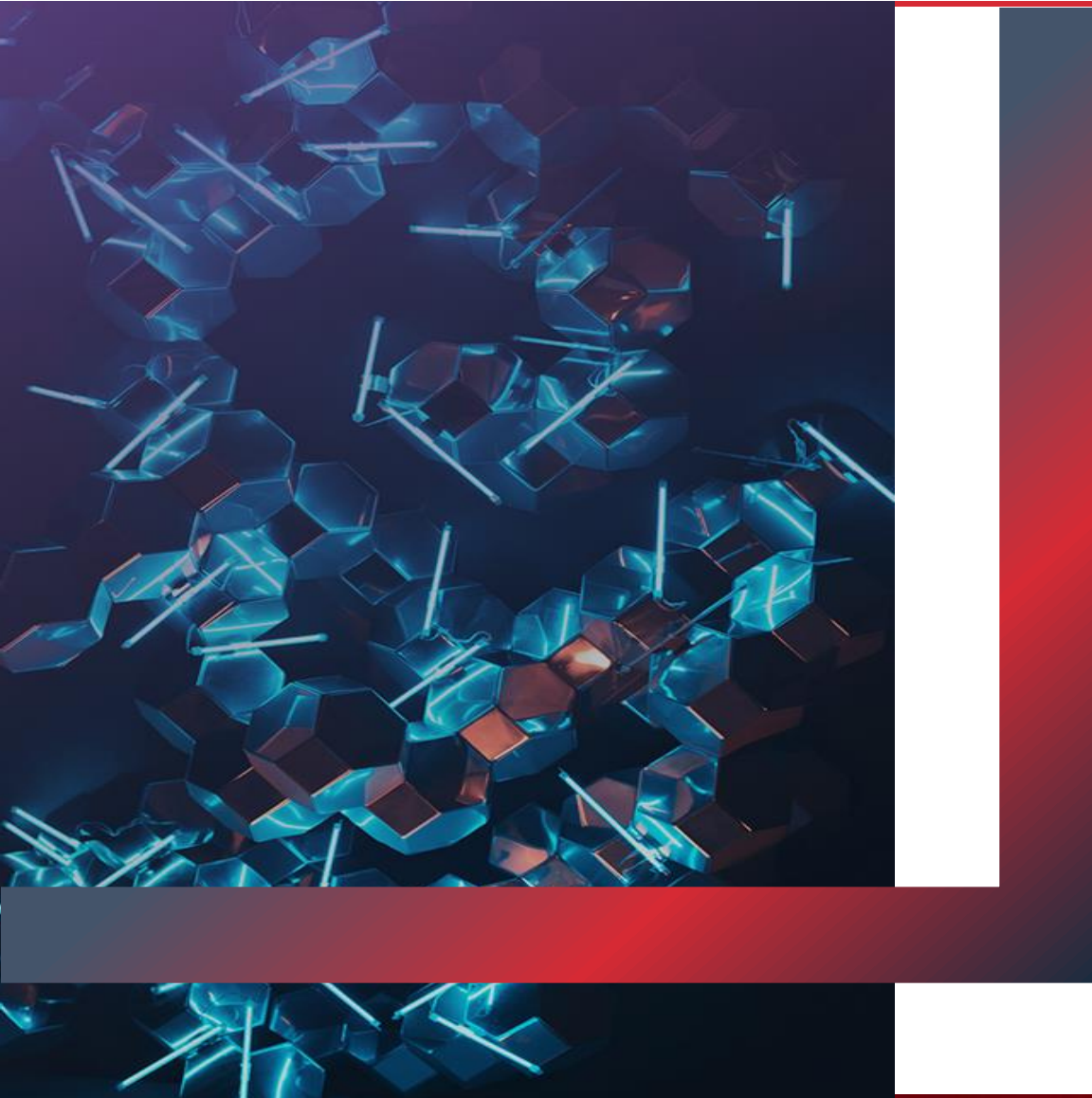
Stop Betting on Hope

Today, What You'll See:

- **Execution → Cash:** How to map operational delivery straight to dollars and cents.
- **Predictive Certainty:** How to forecast your business outcomes before capital is spent.

Made possible through Machine Learning.

Agenda



What is Value?

What is Value Realization?

Why is Value Realization so difficult?

Why is Value Realization so important now?

ValueOps solution approach: Outcome Intelligence

Let's see it!

Key takeaways

Discussion: What is Value?

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1. The Shareholder

Margin & growth
Revenue realized
Reduced risk



2. The Customer

Problem solved
Time saved
Ease of use



3. The Employee

Low friction
Autonomy
Clear purpose



4. The Engineer

Quality & stability
Architecture health
Technical debt

What's
really
adding
value?



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What is value realization for digital initiatives?

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Generates →

When used by customers



Outputs
Tasks / To Dos

User story / epic
Feature
Product

Example: Flow, DORA, etc.

Generates →



User Impact
Customers

Problems solved
New possibilities
Customers adopt or change behaviors

Example: HEART metrics



Biz Impact
Org

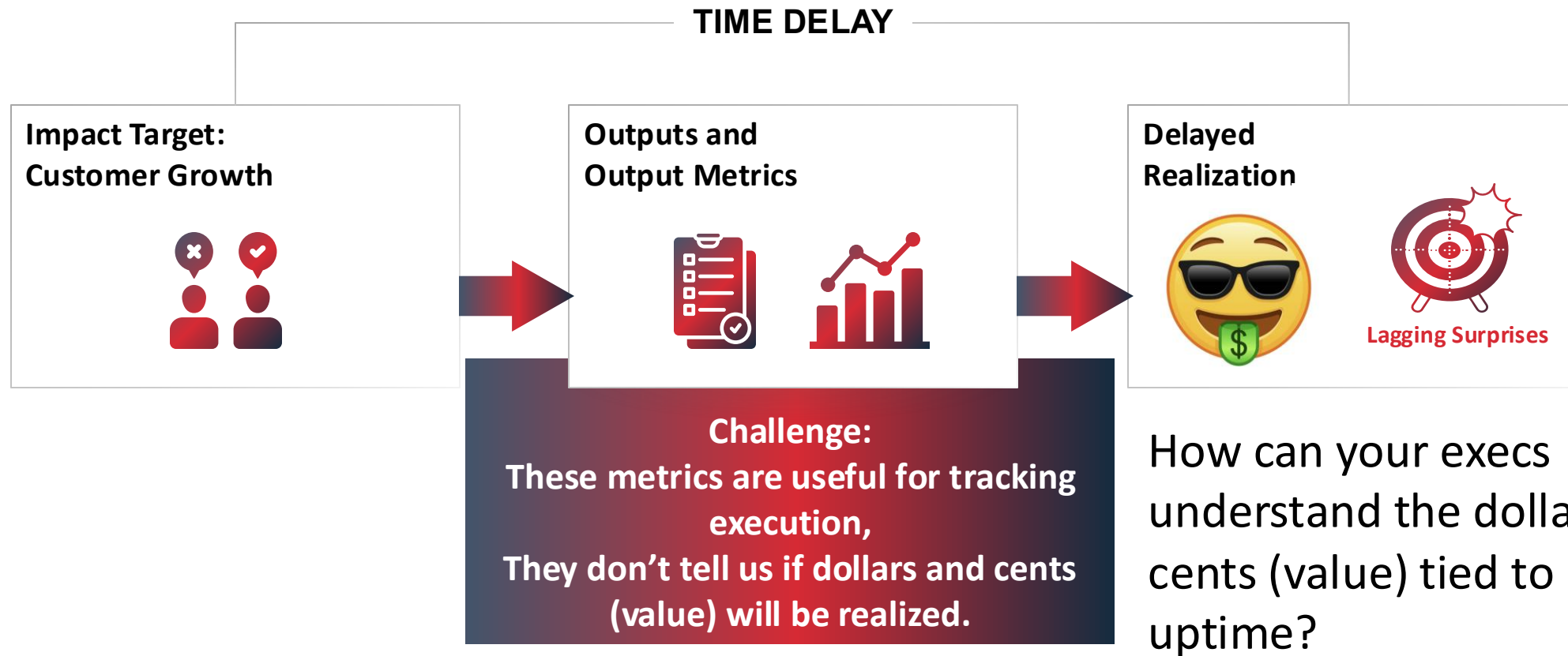
Bottom line / NET result for the org (\$, financial ratios)

Example: Revenue, Margin, NPS, etc

“How do you know what we’re doing is driving revenue?”

“How are we connecting daily work with dollars and cents?”

Why is value realization so difficult?



INDUSTRY DATA:

1. 60-70% of digital transformations fail to meet outcomes
2. Most organizations realize business objectives will not be met after 32-36% of budget is spent
3. 30-50% of features generate no customer/user value

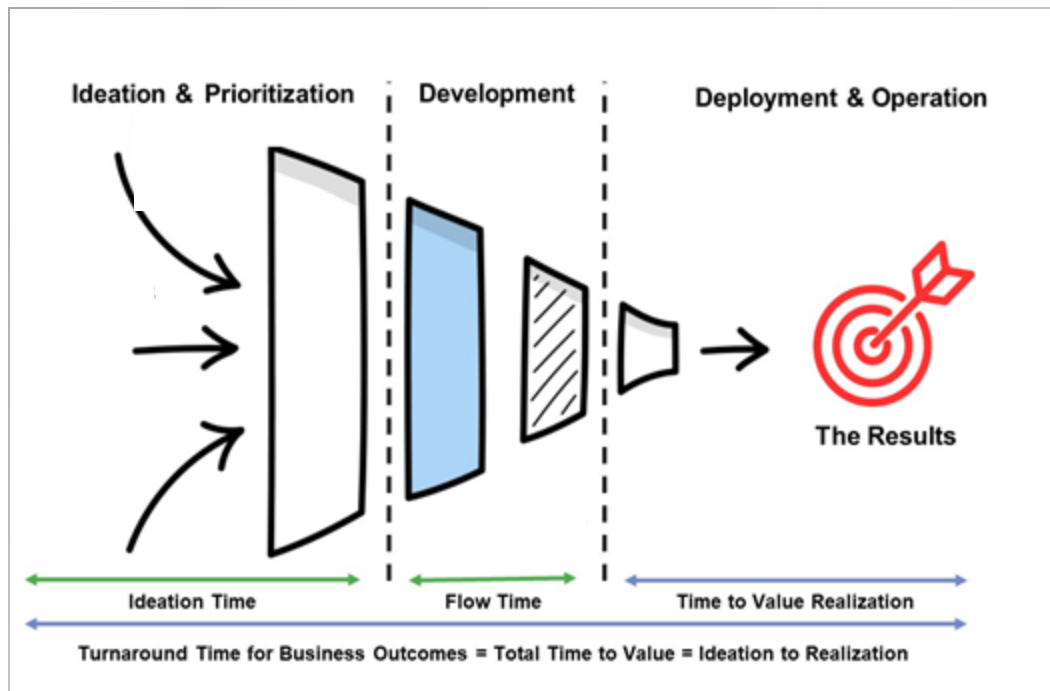
Why is value realization important now?

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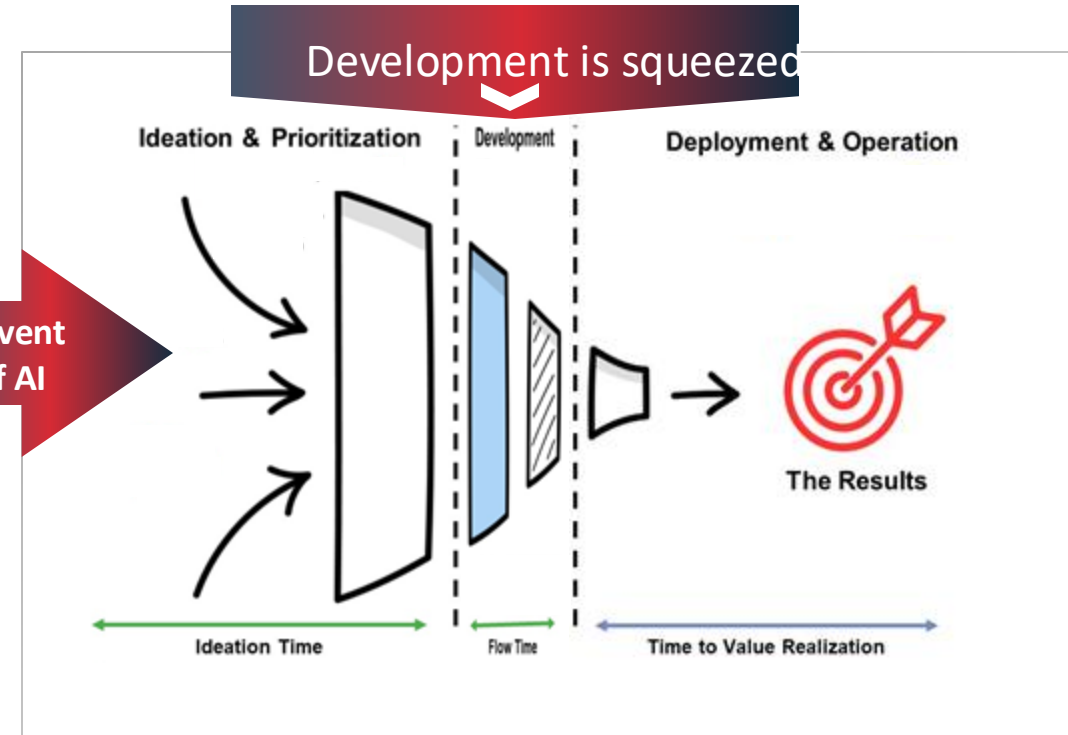
Because of increased **AI** adoption in development

Automates/shrinks development/delivery time.

Focus shifts to continuous feedback (customer value) and value realized



Advent of AI



Approach:
*Outcome Intelligence for Dynamic
Value Realization*

Terminology: Outcome vs Value



Outcome = a measure of something we're trying to **achieve**

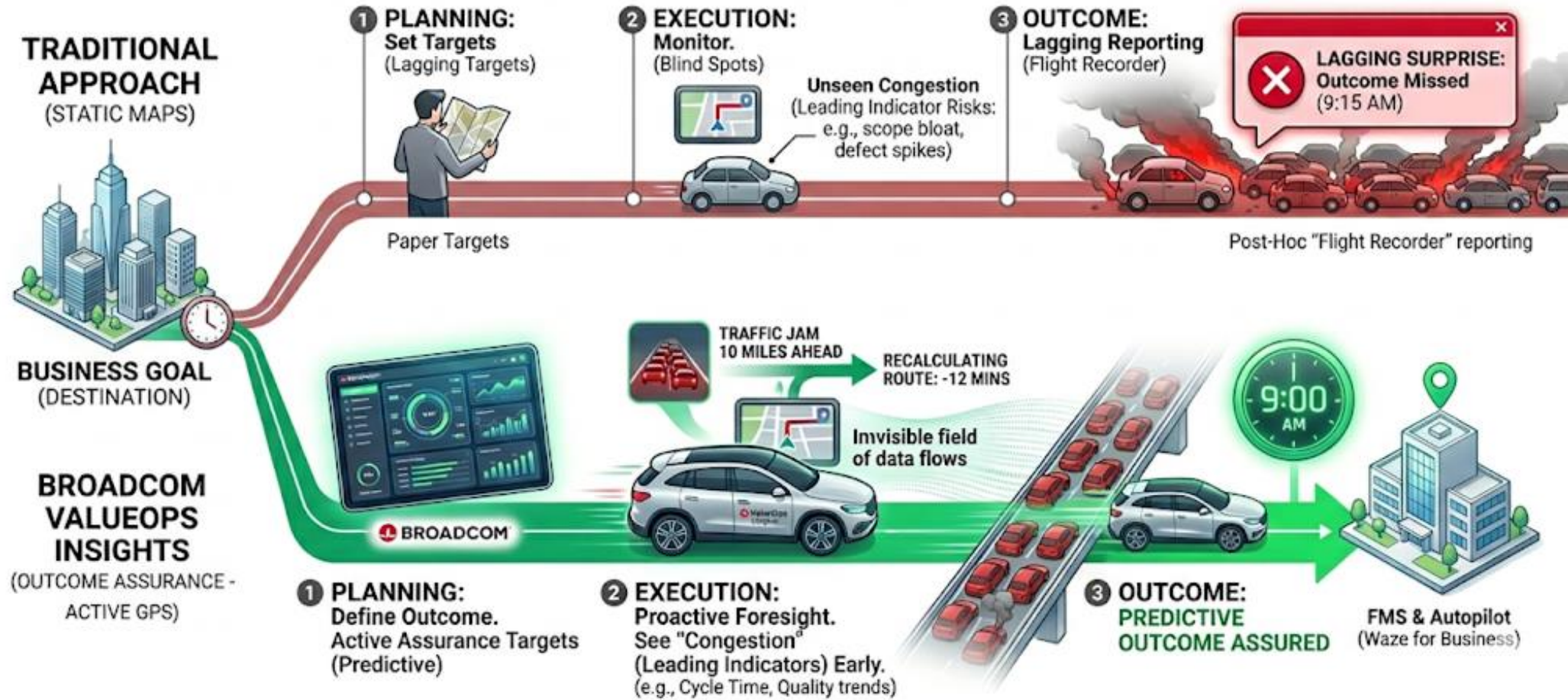
Example: improve quality, improve CSAT, etc.

Value = **biz impact** of the Outcome

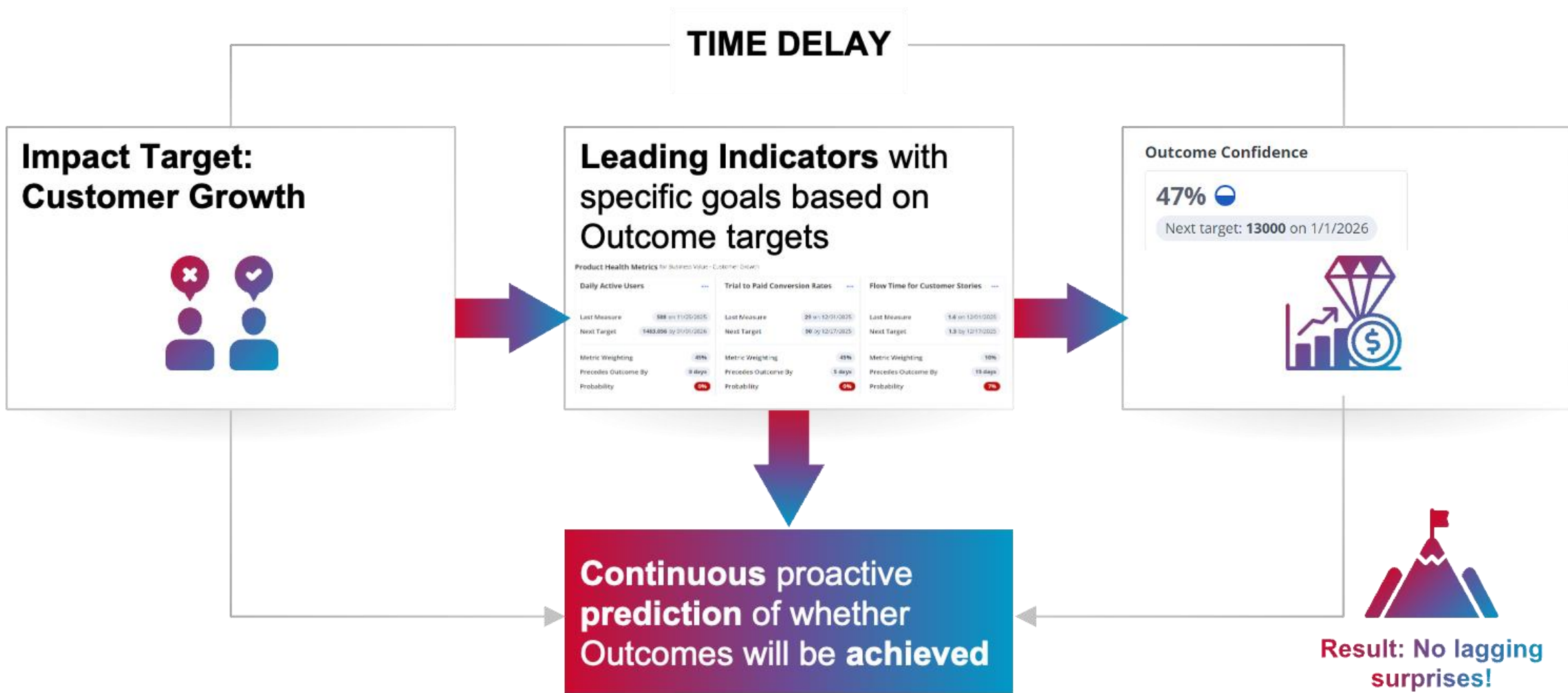
All value measures are outcome measures!

But not all outcomes are equally valuable

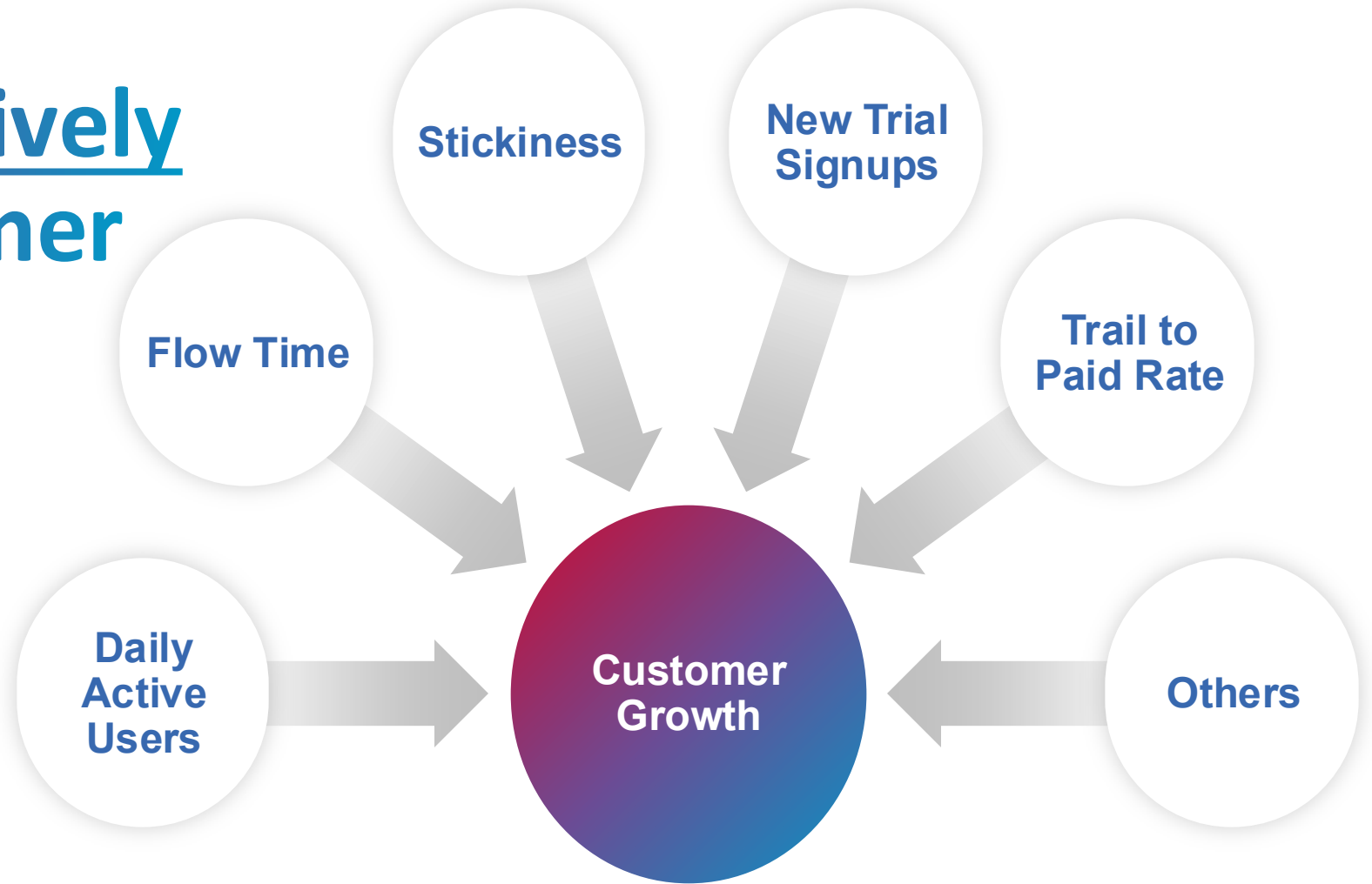
Your “Waze” for business outcome tracking



Outcome Intelligence for value realization



**“I want to proactively
assure my Customer
Growth target
will be met.”**



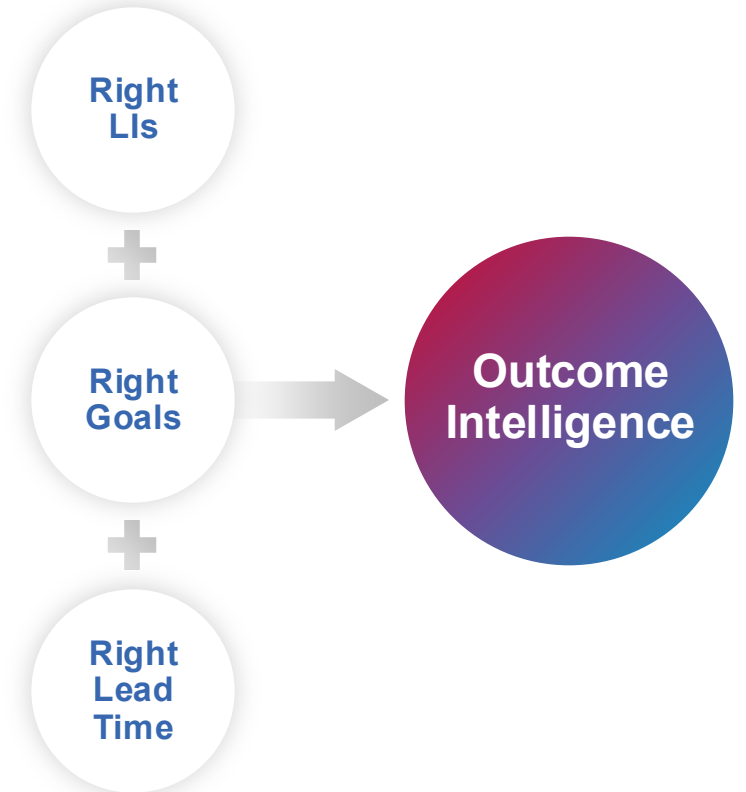
OK...No Problem

“I can proactively assure my Customer Growth target will be met.”

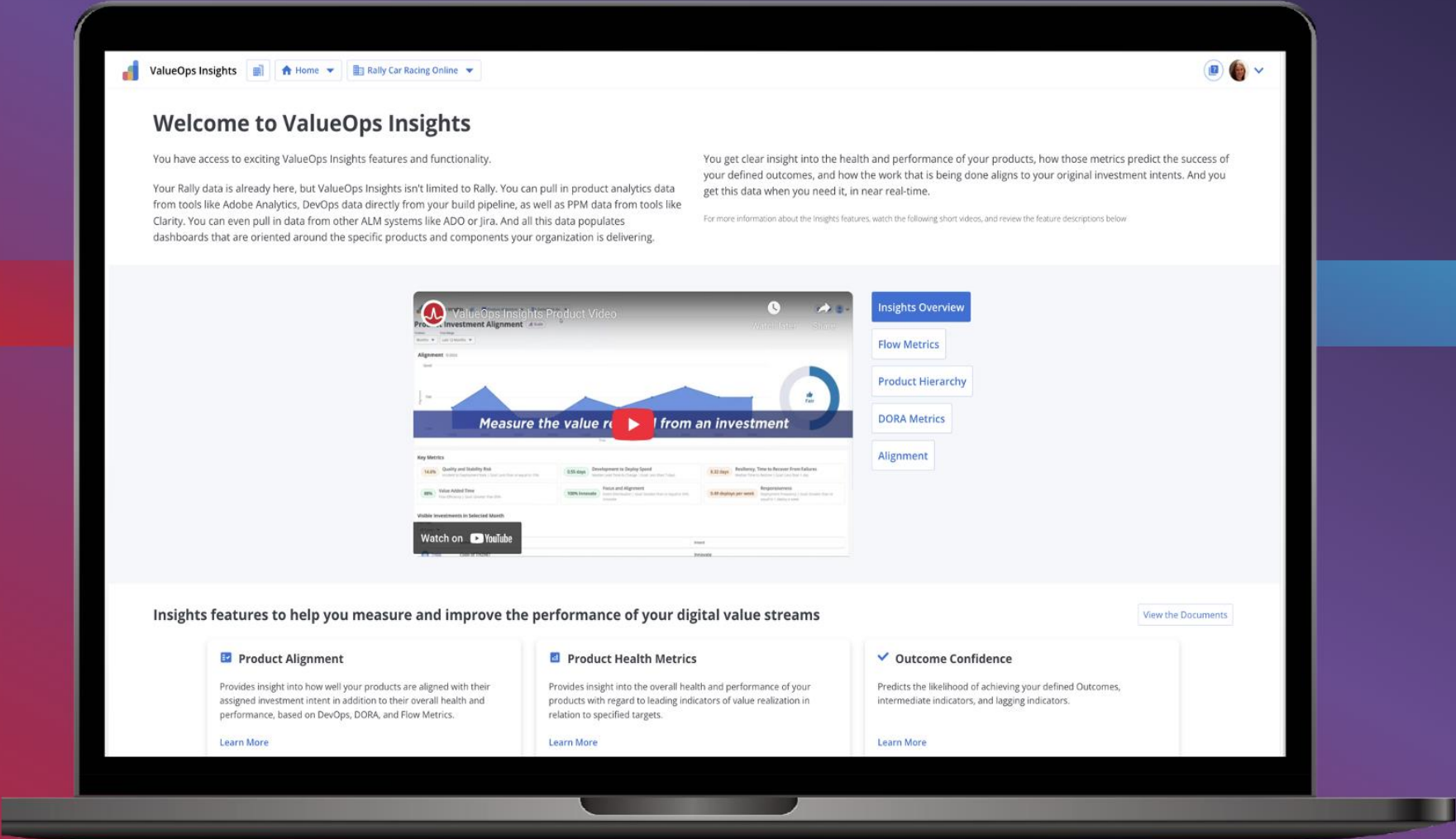
Outcome Intelligence ...

- Identifies the leading indicators (LIs)
- Identifies what goals to set
- Tells me when I need to meet PHM goals
- Tracks progress daily

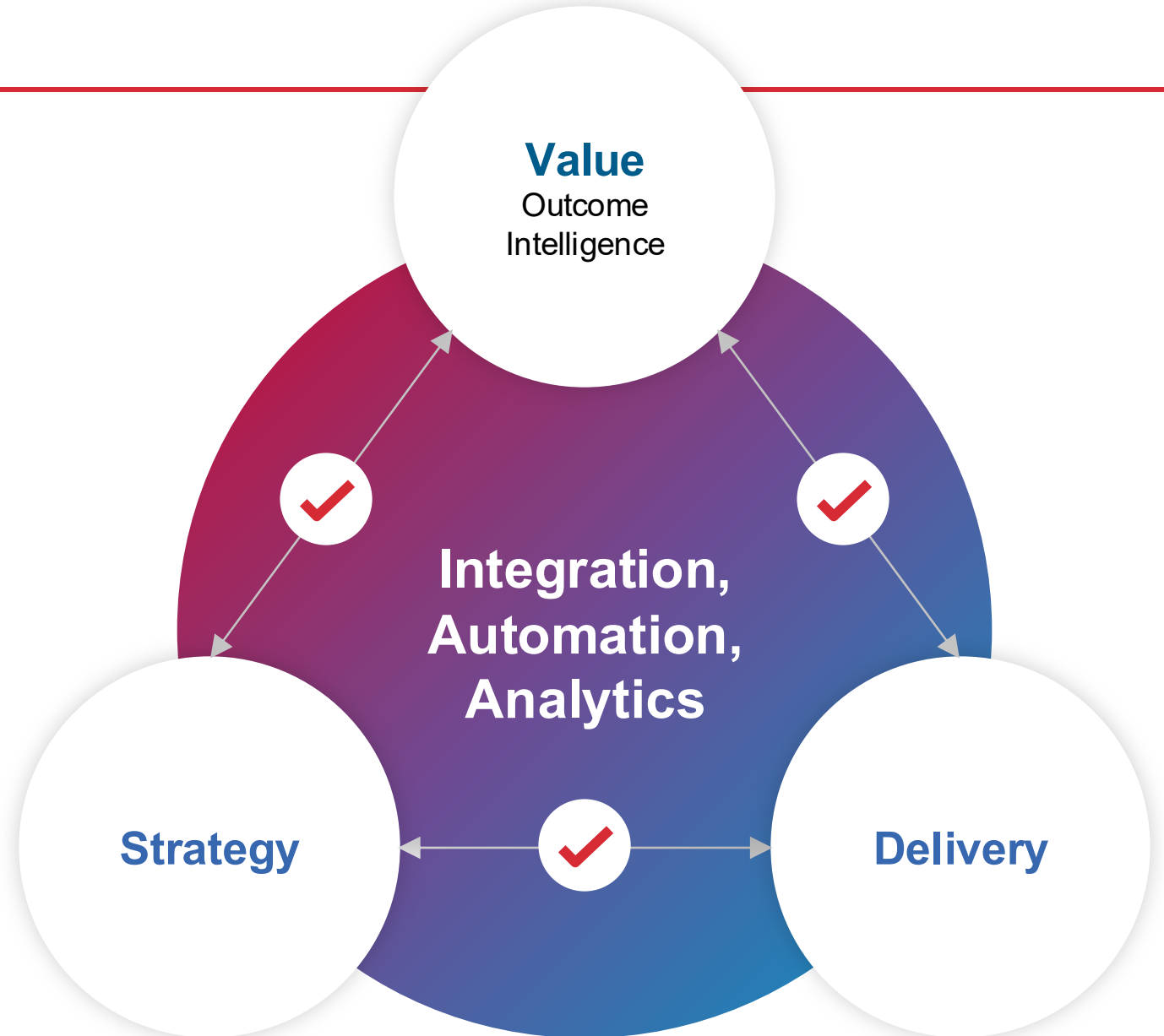
Result: “I am able to continuously predict the risk to impact.”



Demo



Outcome Intelligence closes the value loop



Key Takeaways

01

Improve business performance –
predict Outcomes vs Lagging
Surprises

02

Track early signals continuously –
for adaptive action

03

Automate toil at scale – data
collection, AI-ML/prediction, goal
setting, lead/lag analysis and more



Questions?



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- Click on **Visit CCR's** button under the **Report PDU's**
- Click on **Report PDU's**
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- Class Provider = **Rego Consulting**
- Class Name = **regoUniversity**
- Course **Description**
- Date Started = **Today's Date**
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