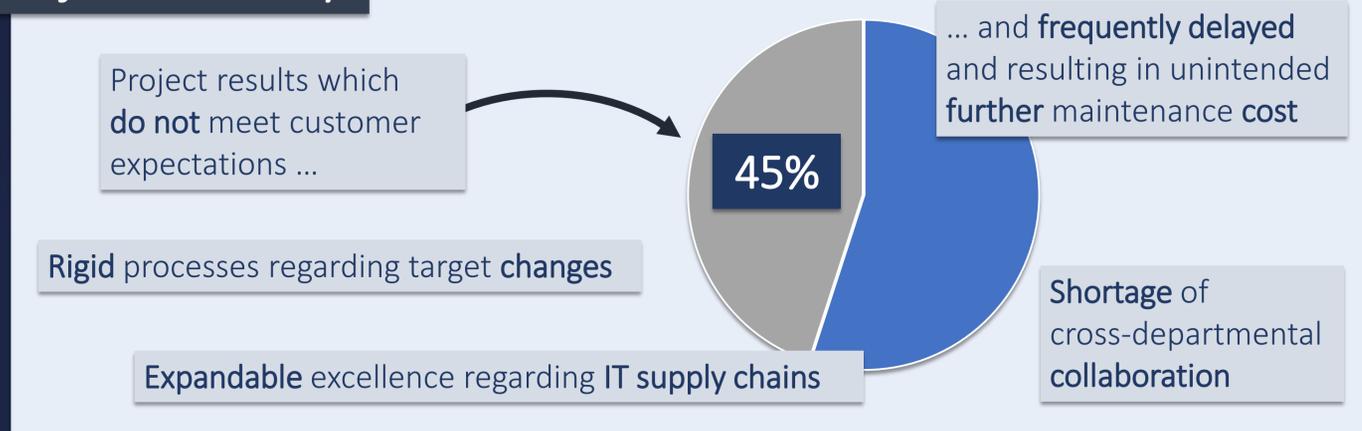


Business Modelling and Design Survey Report – March 2021

In this survey, we have assessed executives, senior managers and further experts from various companies, industries and countries on how they cope with the challenges of the digital age. Particularly, regarding comprehensive digital initiatives and extensive change projects. The survey is separated into four categories regarding the overall project efficiency, analyse and design capabilities, and the agile proficiency.

Companies are increasingly working explorative and detached while relying on heavy and complex methodologies. In addition, political disputes along with weak ownership and skills shackle them. They have not only lost the overview about their endeavors but also complain about stuck projects, missed goals and wasted money.

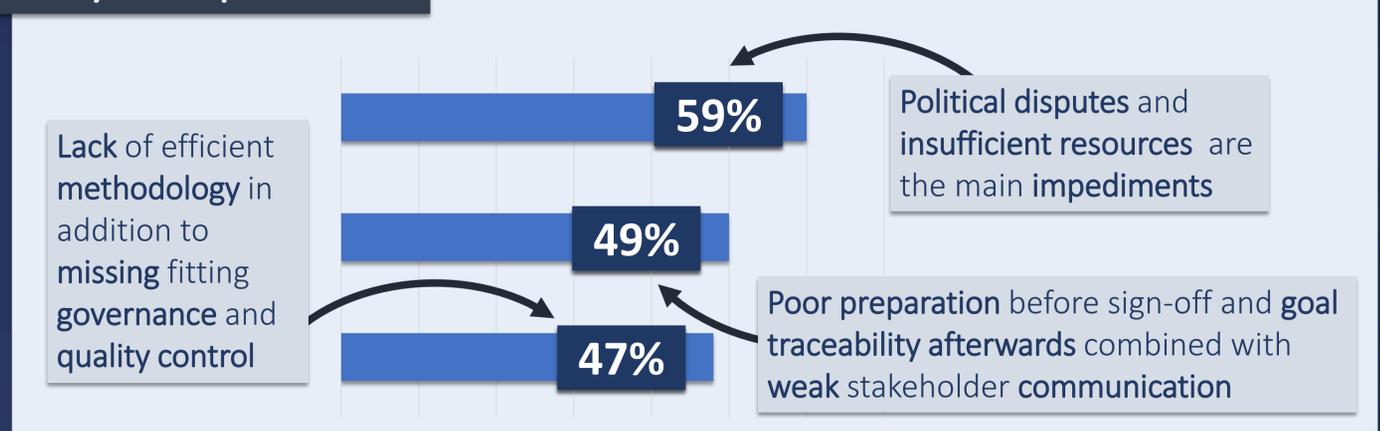
Project Efficiency



Transparency and flexibility are more than ever challenges for nowadays management. Therefore, managers have to handle an extensive amount of input from various sources around the globe, in addition to keeping an eye on the overall project environment regarding changing goals, requirements, personnel, etc. Companies are in need of an intuitive, painless and swift methodology to support this conditions, and sustainably improve quality and reduce costs in the long-run.



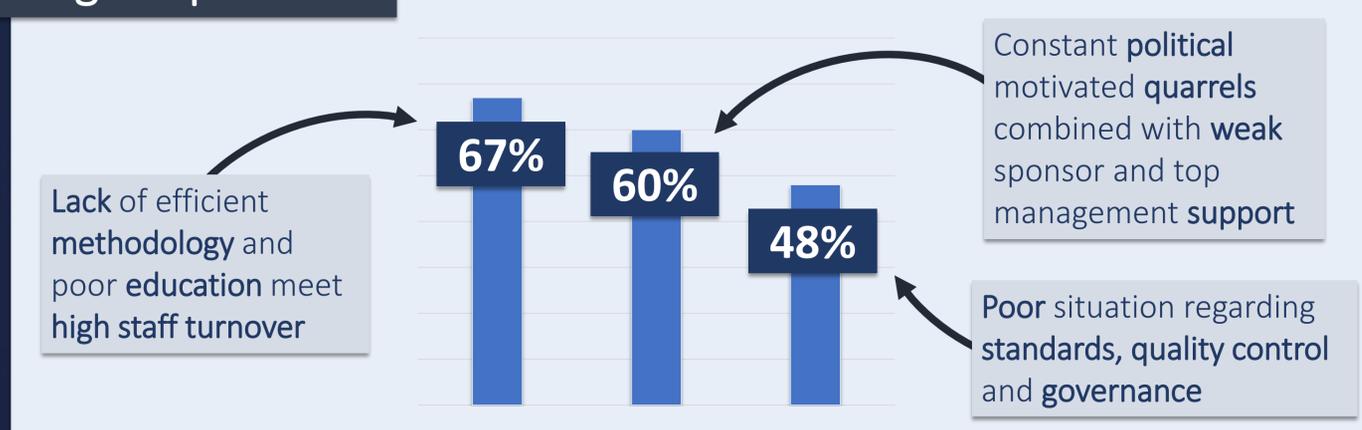
Analyse Capabilities



Resource insufficiencies and political disputes combined with weak communication, goal traceability and commitment from the management side are the main reported reasons for possible weaknesses in the analysis domain. In-depth knowledge and understanding of the company vision and target picture in addition to a profound way of work enable upright project-related estimates, alignment with company-wide goals and proper requirements gathering.



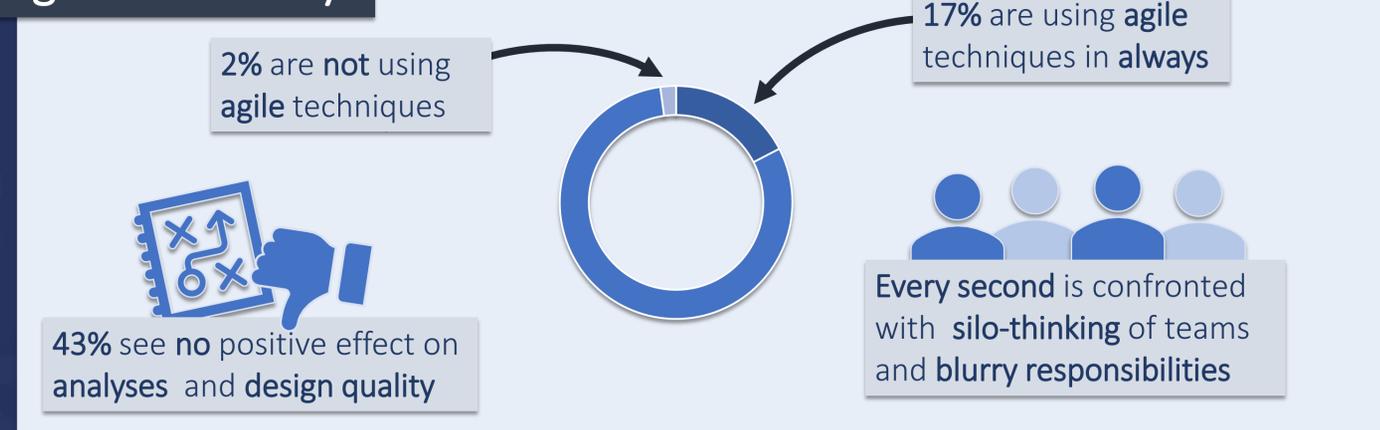
Design Capabilities



Proper theoretical design skills along with tangible and supported company-wide standards are pivotal for excelling in the design domain. Unfortunately, a lot of the precious time and budget is lost in long and never-ending political skirmishes. Nevertheless, outstanding technical and subject matter experience is key to assert oneself in the market, and build future-proofed solutions without compromising the established enterprise architecture.



Agile Proficiency



While agile techniques are widely used and seem to have a relatively positive effect on the time-to-market, there is an negative tendency regarding the quality of project-related analysis and design. Clear ownership, responsibility and guidance are crucial to master the agile transformation, and harvest the benefits of modern innovation funnels with agile approaches without getting lost in the process.

