



# **BUSINESS VALUE**

## **Delivering True Business Value**



**CrimsonLogic**

Solutions. Simplified.

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## Delivering True Business Value

The biggest enemy when it comes to new IT implementations, may be the resistance to change. New implementations often encompass reviews/reengineering of processes and new ways of thinking. This takes time and effort. Yet, in my dealings with customers, I have often had to contend with comments such as: "I am used to my current way of doing things. Can you tweak your solution to be like the old system?" To which my first thought is often: "Then what's the purpose of implementing a new system?"

Resistance to change is why a customer sometimes chooses to stick with a 10-step process to accomplish a task, compared to a new three-step one if he or she allows the solution to deliver its true value. Indeed, instituting innovation and process change requires both the customer and the service provider to be proactive.

It is the IT vendor's responsibility to build the case for change to the customer. On their part, customers need to be willing to embrace change and share information – such as information relating to their business plans. Solutions should be conceptualised based on a holistic understanding of the customer's long-term plans.

Customers may not share important information with their IT vendor for a variety of reasons: the need to prevent leaks of competitively sensitive details; the internal IT team may have already done their justifications on what IT system to implement and budgeted for it; or they may be looking to just get some quick fixes to issues they are currently facing rather than adopting a long-term approach.

As a result, customers often treat their IT vendor as a systems provider rather than as a long-term solution provider. As a solution provider with more than three decades of experience implementing solutions for governments all over the world, CrimsonLogic has a wealth of experience in anticipating issues, maximising return on investments for customers, and planning with the long-term success of the customer in mind. It is in the customer's best interests to take full advantage of our experience.

While it is always seductive to implement the latest and greatest in technology, we always prompt our customers: Is the technology that they are considering the right fit for them, given their business needs? Does it really deliver the value that they are seeking? Through a process of consultation with us, our customers quite often come to realise that what they want is not always what they need.

We also encourage our customers to listen to the business community they serve. The ideas and suggestions can provide alternative perspectives in designing a new solution. At the end of the day, it is the end users of our customers that matter. This approach helps us to deliver a more holistic solution.



In doing our due diligence, while there is a slew of important considerations, there are few key ones that I personally prioritise as critical and built into our existing processes:



1. We validate the solution: What are the business and operational values the solution delivers? Does it create improvements in productivity and streamline processes? What is the impact on revenue and cost optimisation?
2. We consider the parties we are ultimately serving: Does the solution adequately address their needs? Have we taken in their feedback and their pain points? Do they have any suggestions or ideas on how the solution could add value to them?
3. We plan for the future: Is the solution scalable? Is it in line with technological trends? Will it deliver return-on-investment on a long-term basis? Is it interoperable with other solutions, now and in the future?
4. We revalidate existing systems and explore areas for improvements (in the case of existing clients): How can we maintain relevancy with their evolving business needs? Can we innovate in such a way that we preserve their existing investments?

Being holistic is critical. Though our customers are government agencies and ministries, we design solutions to not only provide value to them, but also to the business community and constituents that they serve, and to the whole economy.