



“We were able to overcome many of the upfront obstacles that later could have been stumbling blocks in the project. Getting everyone on the same page early set the stage for us...”

Matthew Hawkins
COO, SirsiDynix

“That BOA helped us feel confident selecting BigMachines as the vendor. It gave us a clear understanding of what the tool can do and how it can help our business.”

Mark Moran
Global Sales Operations
Director, Kodak’s Graphic
Communications Group

“The BOA was well worth the investment.”

Greg Lopata
Solutions Engineering
Manager, Lineage Power

BOA Overview

BigMachines’ Breakthrough Opportunity Analysis (BOA)[®] is an innovative approach for identifying substantial improvement opportunities in a company’s selling processes. During a BOA, BigMachines industry experts facilitate a one-to-two day onsite workshop with a cross-functional team from your company. BigMachines gains a clear understanding of your processes and requirements, shares best practices and works with your team to:

- Map current processes and identify issues and disturbances
- Define a future state process that leverages best practices and web technology
- Map current systems and tools and define a systems integration plan
- Prioritize requirements to define a phased implementation plan
- Quantify benefits and determine costs for implementing a solution
- Provide management a full view of opportunities and ROI

BOA Deliverables

Following the BOA session, BigMachines provides documentation detailing the results. This summary can be presented to your leadership team, informing them of the team’s findings and conclusions and providing information so they can make decisions about next steps. If your company decides to proceed with implementation of BigMachines, the BOA results provide a basis for project planning. An initial project plan, solution design and resources are already defined in the BOA summary presentation.





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BOA Methodology

BigMachines BOA methodology has been developed and refined over many years. BigMachines has conducted over 100 BOA workshops and thus can bring relevant best practices from companies facing challenges similar to yours. BigMachines has incorporated lean thinking and six-sigma principles into its opportunity analysis process and implementation to ensure a best practice approach. In developing this methodology, BigMachines has leveraged the experience of its professional team members who were heavily involved in process improvement and technology initiatives at leading companies such as McKinsey, Accenture, Case Corporation, Dell, Hewlett-Packard and General Electric.

BOA Schedule

A typical BOA schedule is shown in the table below. BigMachines will work with you to tailor the agenda to your specific needs and priorities.

Date	Time	Activity	Suggested Meeting Participants
Day 1	12-1 PM	Kickoff Meeting	President, Sponsor Exec(s), BOA Team
	1-3 PM	Current State Inquiry-to-Order Process Mapping	Cross-functional BOA Team including sales, marketing, engineering, customer service, finance/legal, operations
	3-4 PM	Current IT Systems and Tools Mapping	Sponsor, IT manager(s)
	4-5 PM	Product Landscape Review & Solution Requirements	Sponsor, product experts
	6 PM	Dinner (Invited by BigMachines)	Cross-functional BOA team
Day 2	8-9:30 AM	BigMachines Demonstration	President, Sponsor Exec(s), BOA team
	9:30-11 AM	Future State Front-End Process Definition	Sponsor Exec(s), Cross-functional Team
	11 AM-1 PM	Business Case Discussion	Sponsor Exec(s), Cross-functional Team
	1-1:30 PM	Wrap-up Discussion	President/GM, Sponsor Executive(s)
Next Steps	2 Hours	BOA Draft Review (Via Webex within 5 days)	Cross-functional BOA Team
	1.5 Hours	BOA Results Review (Within 1 week of Draft Review)	President, Sponsor Exec(s), BOA team

BOA Investment

For a prospective new client, BigMachines will provide the methodology and invest the time of its experts to conduct and document the BOA. In return, we ask the client to invest the time of their cross-functional experts during the workshop and to reimburse BigMachines for reasonable travel expenses. Our clients who have conducted the BOA use these results to successfully plan their initiatives.