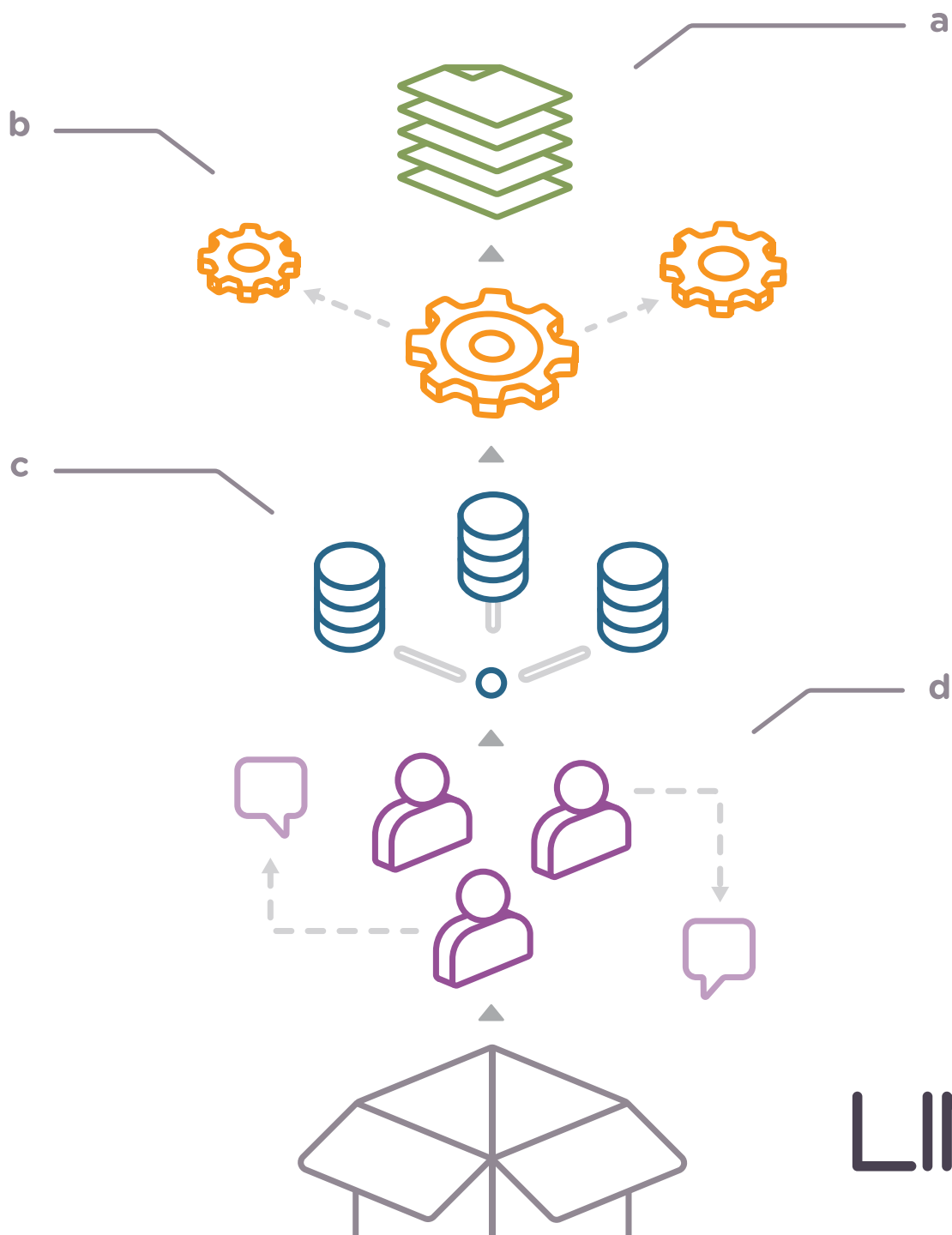
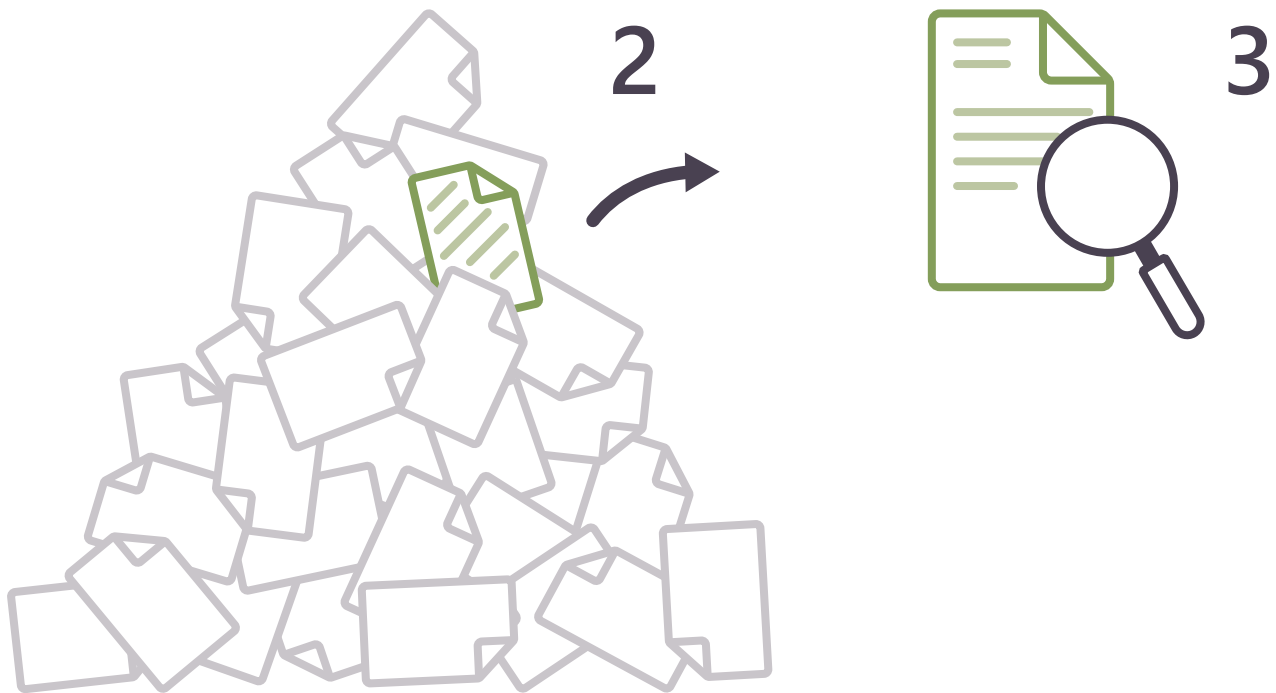


Digital Transformation

A step-by-step guide to utilising the power of **Information Value Flow Modelling**



LINQ



1. Struggling to know which is the smartest decision to make?
2. Select a business outcome you are familiar with.
3. Get to know the information needed to enable that outcome.

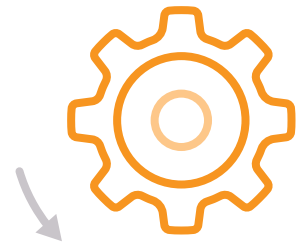
a



b



c



a

b

e

d

c



f



d



e



- 3a. Where does it come from?
- 3b. Where is it stored?
- 3c. Which processes does it drive?
- 3d. Who gave it to you? Who uses it?
- 3e. What business value does it create?
- 3f. Continue with each piece of information down the chain.

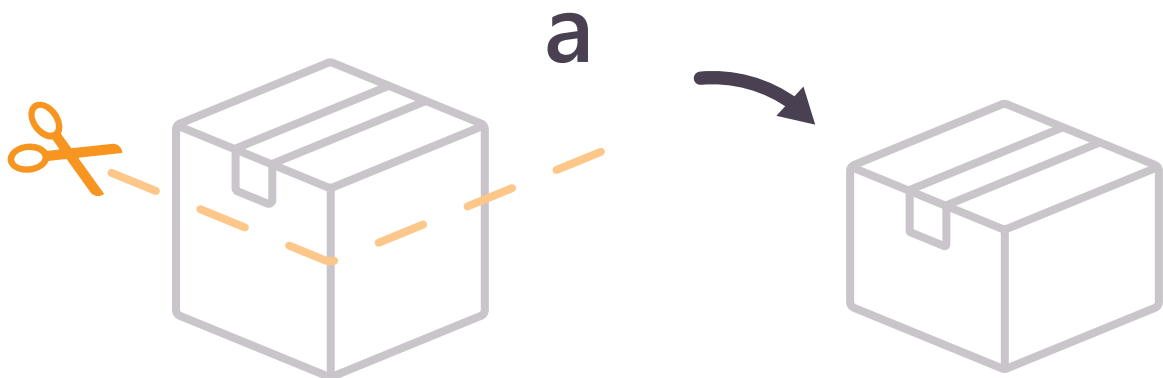
Woohoo! You now have an
Information Supply Chain



4

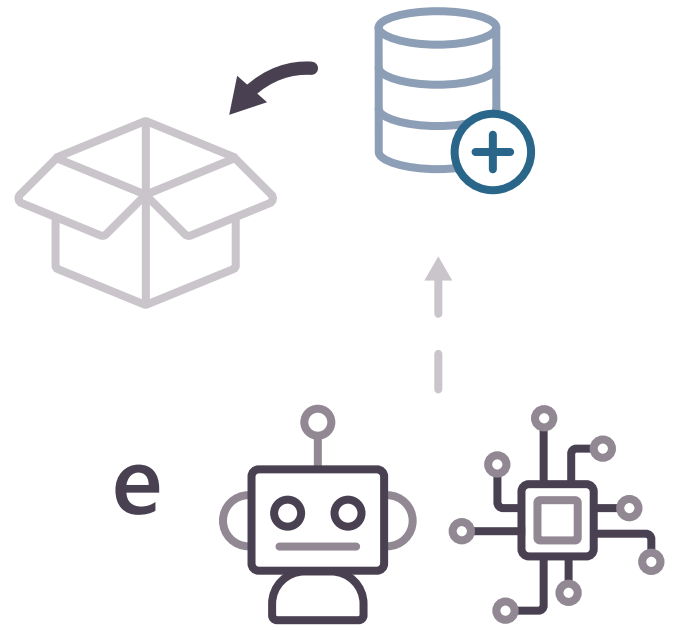
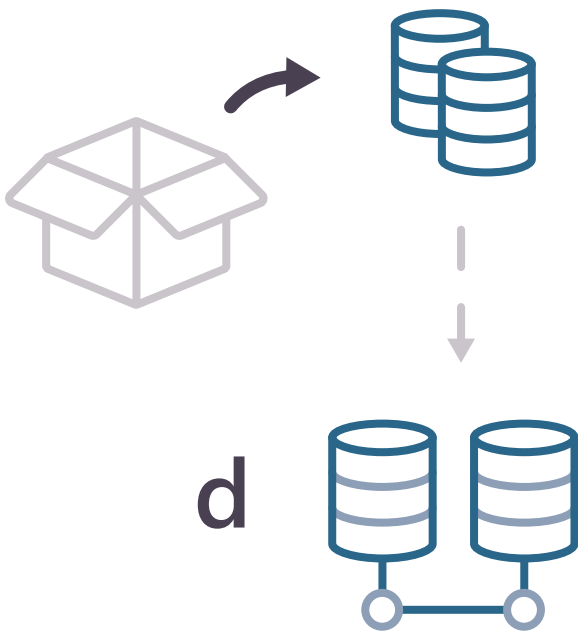
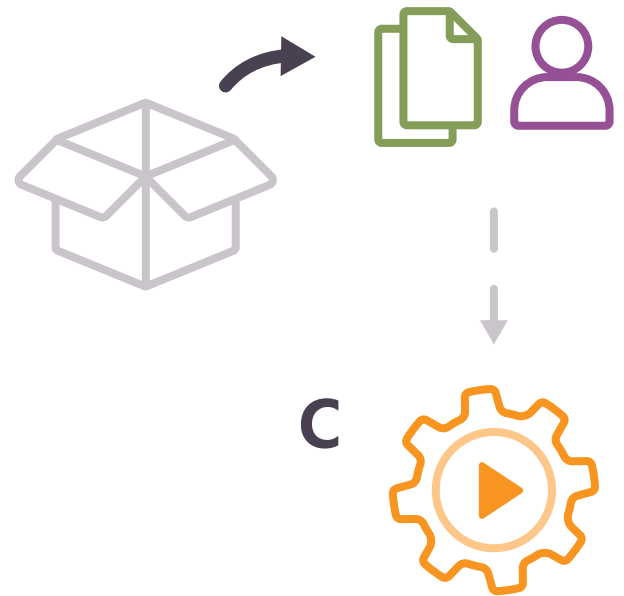
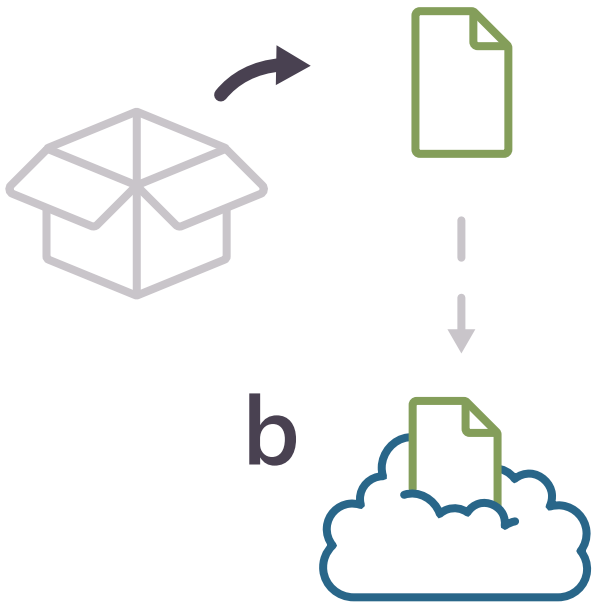
4. Identify the first area to focus on by finding high value areas within your organization.

5



5. Remove waste and streamline processes.

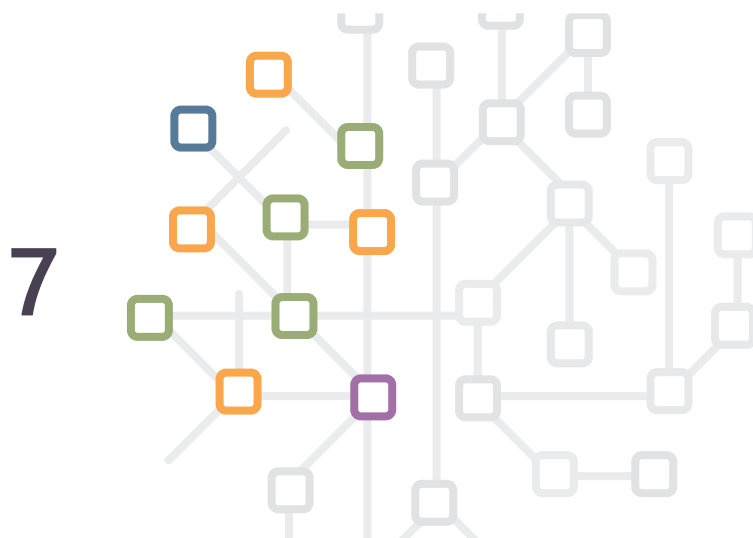
5a. Stop performing tasks that add no value to the business.



- 5b. Turn paper-based information digital.
- 5c. Remove manual processes through automation.
- 5d. Identify which key platforms could benefit integration.
- 5e. Find where new technology can be added.



6. Effectively communicate changes across your business by using a simple language anyone can understand.



7. Repeat! Find the next area of your business to focus on.

LINQ

Make the Smartest Decisions

Visualise your data. Gain clarity. Champion value.
Deliver profound and radical change.