

**70% of change projects fail! This costs the economy between \$50 & \$70 Bn per annum! Why?**

You don't have a representation of how you operate today; you don't know where you are changing from or how valuable that change will be and finding out takes significant effort...



You rely on spreadsheets, hearsay and speculation when making investing decisions and have no idea whether that investment will meet your expectations...

You don't get the information you need to be able to make an evidence-based decision because you don't understand the content you are provided with...



One third of your change projects succeed, but that's "normal" so you cross your fingers and hope that the next one will work out OK...

**The LINQ way ensures you implement change that delivers business value...**

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*Through the Digital Twin of the Organisation, LINQ helps business leaders and their advisors who are losing sleep over the stress of authorising change they don't understand, gain the knowledge needed to make evidence-based decisions faster than ever before and save millions of dollars and thousands of hours of effort.*

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Your modelling environment is intuitive to use and creates validated, digital content that everyone understands and agrees on in real-time...



Value & cost is applied through the Digital Twin, providing intelligence about the contribution your people, processes, technology and information deliver, making prioritising change easy...

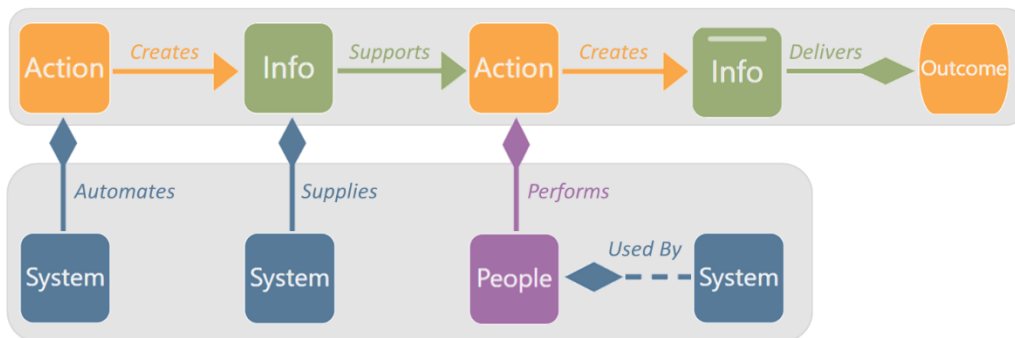
Your Digital Twins provide the evidence you need to make decisions based on the objective needs of the business. You can communicate this to the entire business to ensure buy-in...



Your change and transformation projects succeed based on the expected outcomes modelled through your change scenarios. Measuring success and driving Continuous Change has become the norm...

## THE LINQ PLATFORM

LINQ models the people, processes, technology and information which makes up your business. By examining the relationships between these 4 entities, the model provides new insights about how your organisation works. Presented as “Instant Insights”, LINQ helps you have the conversations that are needed to ensure you are investing your people, time and money in areas of your business which will generate you increased business value.



LINQ can be applied to any organisation, in any domain, at any level of maturity. Whether you have a paper-focused processes which relies on people to ensure your business outcomes are achieved, or are more digitised, utilising intelligent machines to broadcast and receive information as part of your decision-making process, LINQ delivers profound transformation.

### Digital Twin of your Organisation

Model how your business operates today then simulate change only implementing what delivers new value.

**In the safety of the Cloud, explore the impact of change on your people, processes, technology & information and arm yourself with proven knowledge.**

### Data Literacy

Map your community of information users and model your external and internal data sources, to discover new business value.

**Teach the people in your business to “talk data” and mobilise your information assets to deliver new products, services and customer interactions.**

### Business Case Revolution

Build successful business cases 10x faster than before, saving time and money.

**Save up to \$170,000 and 600 hours for each business case!**

### Information Governance Strategy

Discover the knowledge you need to build an effective IG Strategy.

**“We keep everything” doesn’t have to be your motto!**