



Appergy

Appergy provides services, research, and applications that help IT organizations better execute complex initiatives. Our “off-the-shelf” solutions are tailored for specific IT initiatives that require collaboration amongst multiple organizations, constituencies, and individuals, and utilize an engagement model that puts the customer fully in charge and that leaves the customer fully in control of the knowledge and documentation generated during the initiative’s execution.



ACCELERATING IT EXECUTION™

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The Problem

Execution is a big problem in business today. Most initiatives to evolve business capabilities and systems fall far short of expectations. The root of the problem is simple: getting people to work together remains very difficult, despite expansive use of complex planning and project management methods and daily reminders of the consequences of failure.

In every case of execution success:

- Initiative objectives remained clear to team members throughout the initiative, even as goals and teams evolved;
- Lines of delegation and accountability remained unambiguous; people knew who was doing what, when, and for whom;
- Collaboration among the team was encouraged and remained purposeful and disciplined;
- Third-party contributors – and critical intellectual property – remained under control;
- Leaders developed the insight into the team’s mission and performance necessary to solve problems before they happened; and
- Teams consistently exploited high-quality content to synchronize “group comprehension” and skills.

Collaborative infrastructure promises to help by providing standard tools for communication amongst executing teams. These emerging collaborative tools provide a powerful foundation for individuals and teams to work together online. However, without a disciplined, execution-oriented application of their use, collaborative tools can become another costly impediment to success.

Appergy research products, collaborative applications, and services engagements are designed to accelerate an IT organization’s ability to execute complex IT initiatives.

Appergy Research Is Created for Execution

The fundamental design point for Appergy research is to assist an initiative’s team members as they work towards completing initiative goals. This design point drives the structure, content, and meta-structure of Appergy research.

Structured for Execution

Appergy’s research is structured from the ground up to facilitate an initiative’s execu-



tion. Research topics are determined according to “what must be done” in an initiative. Individual research pieces take different forms according to “how something must be done” (e.g., individually, as a group). The body of research associated with an initiative, when viewed as a whole, provides a process-centric view or “map” of the initiative’s activities. This structure provides the context of any specific piece of research, with further context provided through references (where appropriate) to other activities and individual pieces of research.

Written for Execution

“What the team must accomplish” is the primary focus of Appergy research, rather than “what is happening in the industry”, or “what will happen in the industry”. While current events and industry forecasts can be important, unless placed in the context of what the team must accomplish, they can confuse more than they can enlighten. Appergy research, especially when placed within the context of the initiative’s activities, seeks to equip team members with the knowledge necessary to complete activities. In addition, where appropriate, we seek to provide tools and templates to assist individuals in accomplishing initiative activities.

Packaged for Execution

In addition to traditional publishing formats (i.e. HTML, Adobe .pdf) we expose and make the underlying XML meta-structure of our content available. This availability, coupled with the flexibility of the underlying taxonomy, enable clients to “personalize” aspects of our lexicon (i.e. group names, titles, etc.) to their specific organization, and to enable clients to more easily “inject” our content into their own internal applications (i.e. project management systems, portals, content management systems, etc.).

Appergy Applications Are Delivered for Execution

Appergy seeks to *enable team execution*, not just inform individuals. For this reason, Appergy is creating a delivery mechanism for its research and services that goes beyond the functionality of traditional print and electronic publishing channels. Rather, Appergy has designed a collaborative execution framework that can be implemented on top of a variety of “common-off-the-shelf” (COTS) collaborative tools.

This execution framework provides a collaborative workspace for each of the initiative’s activities, into which Appergy research and/or other content is injected. This activity workspace then becomes not only the “place” individuals go to view content, but also the place the team goes to individually or collaboratively perform knowledge work relevant to the activity. Each activity workspace is placed in context with other



initiative activities, and in their entirety form a “business eXecution system”™ (bXs™) for the initiative as a whole.

In addition to providing team members the virtual place they go to collaborate and perform work, the bXs also provides managers with the ability to

- track and report activity and overall initiative progress;
- capture, document and manage initiative work products and deliverable as they are created; and
- target, monitor, and control the actions of third-party agents (i.e. contractors, systems integrators, consultants, analysts, etc.).

Appergy Services Are Engaged for Execution

To provide sustained value, research and associated services cannot be delivered in a vacuum. Rather, they should be organized around specific activities or initiatives and engaged in a manner remains focused on client execution.

To assist clients in executing initiatives, Appergy provides three levels of services engagements:

- Counsel engagements – Targeted, conversational engagements with an Appergy initiative/domain expert that assists the client in understanding/completing a specific activity, or part of an activity, that’s part of a larger initiative.
- ConsultPak engagements – A 3-5 day targeted engagement of an Appergy initiative/domain expert that assists the client in assessing the requirements, procedures, and outcomes of a specific initiative as a whole.
- Consulting engagements – A targeted consulting engagement that assists the client in creating execution content and/or an execution application design for a client-specific initiative.

About Appergy

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