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macroscope
Best Practices Driving Change

Outdated information. Unsuitable processes. Inappropriate business strategy. An organization's capacity to grow guarantees its survival. But successfully introducing a change demands a solid approach so the results delivered are the ones expected.

As it is buffeted by changes in its internal and external environments, an organization is forced to adapt, to evolve. But organizational transformation can be a complex undertaking, especially in a setting where means are often limited. The risk of project slippage is omnipresent, and the desired outcome is far from guaranteed.

To improve the chances for success, the right things must be done and, especially, done the right way. A solid plan is needed so projects properly align with goals from the outset, backed by a consistent, proven approach to solution delivery.

Managing change confidently
Macroscope is an integrated, evolving and adaptable body of methods and techniques that guide your IT-enabled change initiatives. It helps you reduce the risk and maximize the value of your business transformation and information technology initiatives.

Macroscope is...

- A rich set of principles, approaches, processes, templates and guidelines adaptable to all types of projects
- Customizable and extendable to integrate your own best practices
- Supported by training, customization and coaching services

Whether your focus is strategic planning, enterprise capabilities, business transformation or information technology, Macroscope increases your project's chances for success by basing it on a proven process framework. It can also be used to integrate, deploy and maintain your information systems.

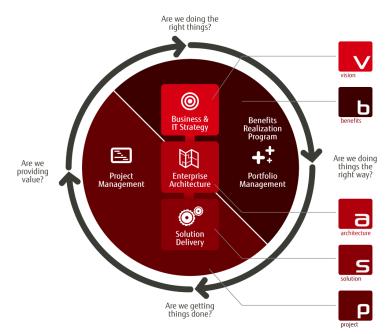Macroscope is flexible and can adapt to any type of governance and change management approach—agile project management, project portfolio management, benefits realization, value management, etc. It helps you think beyond individual projects and consider all the change programs in the organization, thus allowing you to satisfy four imperatives:

- do the right things;
- do things the right way;
- getting things done;
- deliver value to the business.

The results are realized benefits, no-surprise project progress and repeatable success.

An integrated approach
Macroscope is organized into five domains of intervention — Vision, Architecture, Solution, Project and Benefits — which cover all aspects of the business transformation investment life cycle, from strategic planning through to information systems and their maintenance. Though each one targets specific objectives, these domains were developed from a global perspective. They are tightly interwoven so Macroscope can be applied wherever your needs are.
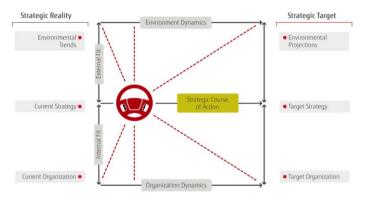
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Vision: integrating business and IT strategies

Global competition. Need to innovate. New IT opportunities. The pace of change is speeding up in the marketplace. Organizational survival and growth depend on an integrated, dynamic view of the organization and its environment, and the strategic plan must be part of a continuous learning process. How can the organization's strategic vision be understood?
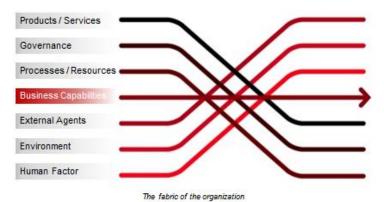
Macroscope's answer: by implementing a process that formalizes the business and IT vision. Governance of the strategy, particularly, involves a process for monitoring development of the strategic reality by examining environmental business or IT trends, the strategic model and the organizational profile. Another goal is to influence the strategic action program as a consequence.

Architecture: creating blueprints for change

Cost control. Fixed deadlines. Expected benefits. Experience has shown that it is not easy to clearly map out the organization's transformation path in advance and that, all too often, the goals are not achieved. How can change be managed so expected benefits can be realized while risks are controlled?

Macroscope's answer: by modeling the capabilities required by the organization and anticipating the change needed to implement them. The Architecture domain uses a systemic view to link and integrate a balanced, optimal group of technology resources, processes, people and other business resources needed to implement new business capabilities and achieve targets.

The fabric of the organization

This systemic view considers all those diverse components interwoven across business processes making up the fabric of the organization.

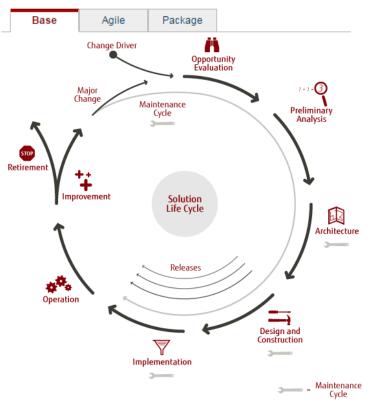Business capabilities evolve by aligning two key perspectives:

- **Business and Work Architecture:** identify, define and configure resources and business processes that implement the capabilities required to apply current and emerging strategies.
- **ICT Architecture:** define the Information and Communication Technology infrastructures that the new capabilities need or that will act as catalysts to encourage new business opportunities.

Solution: deliver, maintain and operate information systems

Performance imperatives. Growing business needs. Solution life cycle management. Chief information officers (CIOs) and IT managers are faced with multiple issues when managing their operations. How can solutions be quickly delivered, operated and maintained to meet constantly changing business needs while controlling costs?

Macroscope's answer: with a framework that supports the management of a solution's life cycle. The Solution domain exploits Fujitsu's best practices in information system delivery, maintenance and continuous improvement, applying the concepts set out in ITIL®. Its integrated approach addresses aspects related to work processes, technology, people and the transition, in addition to the solution's software components.
Different paths are available depending on the context and characteristics of the solution implementation project.
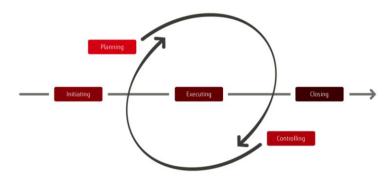
Project: respecting deadlines, budgets and requirements

Tougher quality requirements. Lower costs. Tighter deadlines. The competitive environment in which organizations develop means more demanding requirements. Businesses are faced with numerous failures in such a difficult context. How can the chances of success be increased when conducting projects?

Macroscope's answer: by using proven, recognized processes for initiating, planning, controlling, executing and closing projects. The Project domain supports all types of projects, whether agile, iterative, or more traditional, and complies with the principles and concepts advocated by the Guide to the Project Management Body of Knowledge (*PMBOK® Guide*) published by the Project Management Institute. It helps remove the uncertainty and mitigate the risks associated with a project.

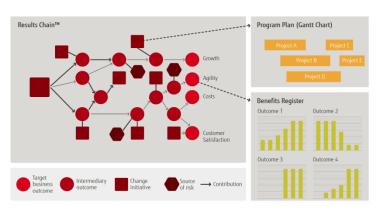## Benefits: maximizing the value of the change

Reaching targets. Maximizing benefits. Need for a global perspective. Too many organizations fail to achieve the returns expected from their investments in new technology and their IT related improvement initiatives. How can the value of those investments be maximized?

Macroscope's answer: by using an approach that helps the organization plan and realize the benefits promised by its business investments in change initiatives. The Benefits domain includes the identification, assessment, selection, organization and ongoing management of the necessary and sufficient initiatives needed to realize the expected benefits. It covers program management and portfolio management.

- **Program management:** This process provides powerful analysis techniques, notably the Results Chain™ which helps understand the benefits realization dynamic and proactively manage change.
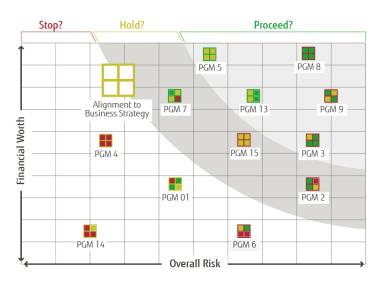
  This approach helps you to, among other things:

  – build a "value case" for your change program;
  – develop and implement a complete benefits realization program;
  – determine and manage required organizational changes;
  – coordinate the various projects arising from the program.

- **Portfolio management:** This process helps you manage all the organization's programs and make investment decisions based on their relative business value. That value takes into account costs, benefits, the risk of not realizing those benefits and alignment with the business strategies.

  This approach helps you to, among other things:

  – manage a group of several programs;
  – compare the relative value of a program portfolio so investments with an optimal return can be chosen;
  – track the program's value and ensure the benefits are realized as planned;
  – cancel a program if it appears highly unlikely it will deliver the expected benefits.

Why Macroscope?

Our consultants use Macroscope to conduct projects for our clients. Taking ownership for yourself or implementing it in your organization gives you the advantage of not only the most comprehensive integrated set of methods on the market, but also the support you need to use them to their fullest potential.

- **Custom licenses:** Macroscope can be accessed via an easy to use Web interface. A corporate license lets you integrate Macroscope into your intranet and gives you access to all modules or select modules, depending on your needs. And because Macroscope is being constantly improved, an update program assures you that you will always have the latest version of the methodology. Macroscope is also available online through the Fujitsu Cloud. That flexible approach to using the methodology gives you access to the latest content without having to worry about installing updates.

- **Customization services:** Macroscope has been designed to easily adapt to different software products and technology solutions, as well as to various frameworks and terminologies.
  It also includes customization features so you can adapt it to your environment, and integrate your existing best practices and processes. If necessary, our specialists can help you plan, design, develop and implement the customization you need to meet your business needs. Customization may include, among other things:
  - developing specific extensions to support special types of projects;
  - adapting learning modules to include your processes, guidelines and rules;
  - integrating your life cycle processes and best practices into Macroscope;
  - integrating Macroscope into your intranet or employee portal;
  - integrating Macroscope into your workplace (e.g. integrated content management, version control and development environments).

- **Coaching and support services:** We take knowledge transfer very seriously because our goal is to help our client become self-sufficient. To do that, we provide coaching, support and transition services based on proven change management processes.
  An open collaboration site is also available to give Macroscope users a space for sharing knowledge. Visit it at http://macroscope.ca.fujitsu.com.

We build solutions together and achieve results that matter to your organization.

Licensing Information

A number of flexible licensing scenarios are available, including hosting of your customized version of Macroscope. The five modules (or domains) can be licensed individually or in combination. Increasing discounts apply when licensing a combination of modules.

The enterprise license examples below apply to an organization with a small IT department. For larger organizations or particular configurations, ask for a quote to macroscope.support@ca.fujitsu.com

On-site Perpetual Enterprise License

The one-time upfront fees allow you to download and install the Intranet version and include free subscription to the Macroscope Maintenance for the first 12 months. Thereafter the optional maintenance subscription is renewed annually.

Price per individual Module			Combination Examples					
Module	License	Maintenance	A	B	C	D	E	F
Project	$ 7,500	$ 1,425	•	•		•	•	•
Solution	$ 18,750	$ 3,563	•	•		•		•
Architecture	$ 7,500	$ 1,425		•	•			•
Benefits	$ 11,250	$ 2,138			•	•	•	•
Vision	$ 3,750	$ 713			•			
Discounted Price - License			$ 22,000	$ 27,000	$ 18,000	$ 30,000	$ 16,000	$ 34,000
Discounted Price - Annual Maintenance			$ 4,200	$ 5,100	$ 3,400	$ 5,700	$ 3,000	$ 6,500

Online Annual Enterprise License

The license allows access to and use of Macroscope Online. The license is renewable annually against payment of the annual subscription fees.

Price per individual Module		Combination Examples					
Module	Annual Subscription	A	B	C	D	E	F
Project	$ 2,500	•	•		•	•	•
Solution	$ 6,200	•	•		•		•
Architecture	$ 2,500		•	•			•
Benefits	$ 3,700			•	•	•	•
Vision	$ 1,200			•			•
Discounted Price - Annual Subscription		$ 7,000	$ 8,400	$ 5,600	$ 9,300	$ 5,000	$ 10,500

Online Individual License

The license granted to individual self-employed professional allowing access to and use of Macroscope Online to support delivery of services to their clients. The license is renewable annually against payment of the annual subscription fees.

Price per individual Module		Combination Examples for 1 Individual License						
Module		A	B	C	D	E	F	G
Project	$ 300	•	•		•	•	•	•
Solution	$ 600	•	•		•			•
Architecture	$ 300		•	•				•
Benefits	$ 400			•	•	•	•	•
Vision	$ 200			•			•	•
Discounted Price		$ 720	$ 900	$ 675	$ 975	$ 560	$ 675	$ 1,170

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