



UpDimension™ xDLC Strategy

Leading companies are selectively leveraging Metaverse technologies to enable new business opportunities that provide a Total Experience to their customers, partners, internal staff, and recruits. Our Innovation Lab has invested the time required to research and understand the metaverse landscape and the art of the possible.

Online's UpDimension™ services address what companies need to do in order to use these technologies to remain competitive and to create a completely new type of experience. Through UpDimension™ you can accelerate your plans while reducing cost and risk.

Our Approach

Strategy is the first phase of our UpDimension™ xDLC – the eXtended Development Life Cycle we use to create immersive experiences for our clients. In this phase, we work through six steps which conclude with the creation of an implementable Roadmap.

“The experience of being understood, versus interpreted, is so compelling you can charge admission.” - Joseph Pine, author of The Experience Economy

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What You Will Get:

- > Current State snapshot
- > Metaverse briefing and hands-on sessions
- > Use Case Catalog defining potential use cases, value proposition, benefits, cost and ROI
- > Optional proof-of-concept
- > Innovation Landscape depicting nearby, adjacent and exploratory uses of technology, with potential business impact. It guides your innovation investment portfolio with a clear view of potential use cases, benefits and investment required
- > UpDimension™ Roadmap which identifies immediate action that can be taken, and recommends proof-of-concept to explore how existing and novel technologies can be applied to innovate at the edges of your business, to continually improve existing services, enable new markets and create completely new business models

The Stages

1 Strategic Goals and Objectives

Understand organizational strategy and objectives, complete an environmental scan of what others are doing in the client's space, identify opportunities to innovate, and threats from competitors. We work with you to ensure you have an understandable high-level vision and will conduct a detailed threat analysis to identify how business might be disrupted.

2 Current State

As we assess the current state we analyze lines of business and organizational structure, market and customers, business models, partners and operational processes. We work with you to review the capacity for innovation and Metaverse technology maturity, and the use of other emerging technologies.

3 Metaverse 101 Hands-On

Working with clients has taught us that Organizational Change Management is an important tool for easing the anxiety around Metaverse technologies. Through this step we hold a hands-on primer to cut through the fog and level-set the team by providing a foundational learning session on Metaverse technologies, and what they represent, along with visits to popular metaverse platforms.

4 Art of the Possible

We survey existing metaverse technologies and complete research on industry best practices to demonstrate what is possible and identify what is state-of-the-art for your industry and the business capabilities that you require. Optionally, we complete a proof-of-concept to demonstrate how metaverse technologies can be applied to the client's business.

5 Use Case Identification

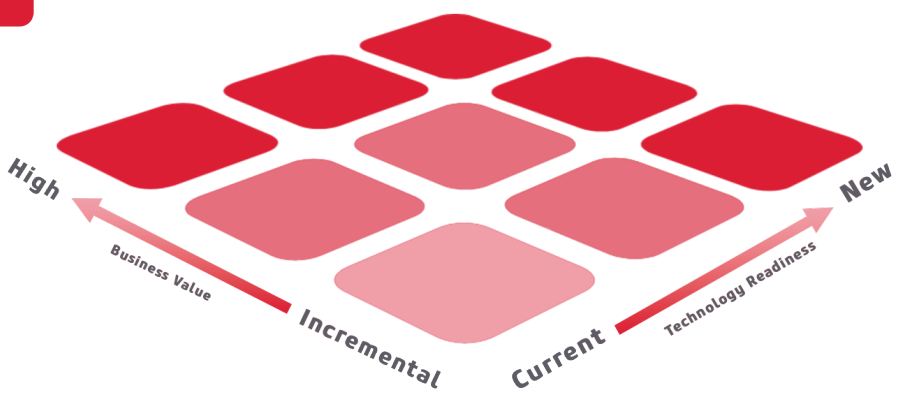
Through the Use Case step we identify, elaborate and prioritize industry-specific and general enterprise use cases, with a more detailed assessment of how and when emerging technologies could be applied, to provide a time-based view of target state. We work with you to develop a value proposition and determine cost, benefits and a relative measure of ROI.

6 UpDimension™ Roadmap

In the final step we develop an UpDimension™ Roadmap that is unique to you, your industry and use cases. The Roadmap includes a time-phased plan that identifies concrete steps to take with current, adjacent and emerging technologies, to expand existing business, create new markets, and create entirely new business models. Wherever possible, we look to integrate your UpDimension™ Roadmap with other roadmaps you may be executing already.

Our team will include recommendations for UpDimensioning™ skills to build organizational capacity for applying new technologies to create the experiences customers seek.

- Near Field Continuous Improvement
- Adjacent Innovation
- Explore, Learn, Transform



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About Online Business Systems

Founded in 1986, Online is an established Digital Transformation and Cybersecurity consultancy. We empower enterprise customers across North America by enhancing their competitive advantage with improved business processes and secure information systems. We guarantee results through our technical skills, our business processes, and change management expertise.