

# BenefitMAPPER in Action

## Practical Applications

### Overview

*BenefitMAPPER™* is *ChangeBEAT's* extensive *ToolKIT* and facilitated methodology that enables the suppliers and users of technology solutions to improve their business cases, change planning, communications and benefits management, to secure funding for their projects and to deliver expected benefits.

At the heart of the technique is the creation of a *RICE™* Map which relates the Elements of a particular technology solution (or change programme) to the new Capabilities that the solution provides, to the business Improvements that are expected, to the required Results.

structured methodology for benefits mapping, the abstraction of the “*RICE* Map” and the explicit linkages to the key solution elements.

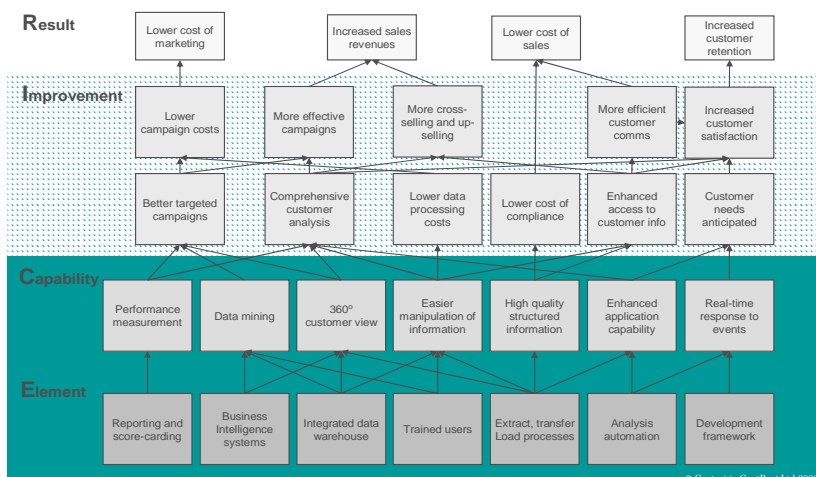
The *RICE* Map also provides an effective “management summary” of the business case that then acts as a powerful tool in both communication and in the creation of a benefits realisation strategy.

### BenefitMAPPER in action

*BenefitMAPPER* provides a versatile technique with many applications. *ChangeBEAT* have used it to work with customers in the following ways

- A professional services company wanted to know if the promised benefits arising from a Professional Services application could be achieved, in view of user resistance to its full implementation. Using *BenefitMAPPER* they validated the business case, identified missing programme elements and used the *RICE* Map to explain to users why the system was important.
- A storage solutions company used *BenefitMAPPER* to create a *RICE* Map and a business case to justify a global investment in a solutions capability. The *RICE* Map was built by the programme champions and was then socialised with key executives to increase their understanding of the programme, the business case and their role in making it happen. Subsequent benefits realisation work showed the success of the programme in generating millions in additional services revenues.

**RICE™ Map: Customer Relationship Management**



### The Provenance of BenefitMAPPER

*BenefitMAPPER* builds on published academic work,\* which has been extensively developed by *ChangeBEAT*. It has subsequently been used and proven repeatedly in the field.

*ChangeBEAT's* innovation is the development of a *ToolKIT* and a

\*See *Benefits Realisation Management* by Gerald Bradley and *Benefits Management* by John Ward and Elizabeth Daniel.

ChangeBEAT



- A services firm used *BenefitMAPPER* to create and communicate the CEO's three-year growth plan. This provided the basis for the programme plan and enabled a measurement strategy for the expected business improvements to be defined. The CEO used the *RICE* map extensively to explain and discuss the strategy with the executive and management team.
  - A global telecommunications company was faced with the challenge of managing its project portfolio. *BenefitMAPPER* was used to build the business case for implementing project resource management, supported by a *RICE* map representation. This work enabled the project to proceed in a time of severe budgetary constraints.
  - A technology solutions supplier used *BenefitMAPPER* to create a suite of sales tools to enable sales professionals to engage with customers and facilitate a discussion about the value that their ERP application could provide.
  - A large telecoms supplier, who wanted to reduce development cycle time and increase efficiency used *BenefitMAPPER* to assess the potential benefits of the implementation of a workflow and document management capability.
  - A technology solutions provider used *BenefitMAPPER* to demonstrate to a large Financial Services provider the benefits of a virtualisation technology when applied to their own environment.
- BenefitMAPPER* is also currently planned for use in the following situations:
- The creation of a *RICE* Map and business case for a large public sector organisation concerned with complex logistics, who need to justify a large investment in their technology infrastructure.
  - A public sector sponsored programme for ten UK companies to improve the value of their products and services.

*"ChangeBEAT are as advanced as anyone I have seen in their thinking about benefits business case development, benefits management and benefits realisation and they have BenefitMAPPER to back their thinking up.*

*They made great use of their sector expertise and their strong consulting skills to craft a review process for us, to plan and manage its delivery and to manage stakeholder satisfaction."*

Steve Larkin, Director, Hitachi

## About ChangeBEAT

*ChangeBEAT* works with people and businesses to make change a positive and successful reality. We are **Technology Business Experts and Change Management Specialists** with a reputation and credibility built on a track record of equipping people to succeed.

*ChangeBEAT* has worked for leading companies in 80 cities across five continents. Our customers must constantly change to respond to heightened global competition, and they have engaged *ChangeBEAT* to help them deliver substantial, measurable benefits.

If you would like further information please call +44 (0)208 446 6946. Alternatively e-mail us at [info@ChangeBEAT.com](mailto:info@ChangeBEAT.com) or visit our website at [www.ChangeBEAT.com](http://www.ChangeBEAT.com).

