

# EXECUTIVE BRIEFING SERIES

## Meeting the Challenges of Today's Executives

Technology is changing at a break-neck pace. In order to meet the challenges of a very competitive and exceedingly dynamic business environment, executives are called upon to make decisions regularly on how to best leverage this technology. Achieving challenging business objectives like hitting growth and margin targets, keeping costs and inventories in line, improving service levels to clients and customers, or stay ahead of the competition all require a significant investment in technology.

This investment can be a double-edged sword. If you hit it right, your break-even point can be calculated in months and your ROI can be off the charts. However, if you hit it wrong, not only can you lose your six to seven figure investment in technology, but you also run the risk of falling short of achieving your stated objectives.

When you combine the pace and complexity of changes in technology with the myriad demands on today's executives, it is easy to see why remaining current on relevant solutions and resources, even for CIO's for

whom it is a primary focus, is extremely difficult as best. That is why we have created the VisumPoint Executive Briefing Series.



The VisumPoint Executive Briefing Series has been designed to give business executives in all disciplines the information they need to make informed decisions when evaluating the latest trends in technology. *This is not designed to make you a technology expert.* These briefings are designed to inform you about what these technologies do, why you should care, what they might mean to your organization, how to use them successfully, how to estimate cost and ROI, and long term value.

VisumPoint offers Executive Briefings in three delivery formats: open enrollment, web-based and on-site. The web-based Briefings offer a condensed 4 hour overview. For a more detailed briefing, we offer an 8 hour session that can be delivered at your site. In addition, please visit our website at [www.visumpoint.com](http://www.visumpoint.com) for a listing of open enrollment, pre-scheduled Briefings.

### Executive Briefings:

- Enterprise Architecture Enablement (EA<sup>e</sup>) for Executives
- Service Oriented Architecture (SOA) for Executives
- Business Process Management (BPM) for Executives
- Model Driven Architecture (MDA) for Executives
- DODAF for Generals and Majors
- UPDM for Generals and Majors

## VISUMPOINT

VisumPoint is an Enterprise Architecture Strategy Group that helps organizations bring clarity to the complexity of the business environment.

The only constant within any organization is change. Through the

establishment of Enterprise Architecture, organizations can begin to understand the context of that change and the impact of sustainable change. Once defined, your Enterprise Architecture gives you a roadmap to your business goals and technology becomes an enabler. Through the

use of leading edge technologies such as SOA, BPM and MDA, your IT investment can help realize and achieve your business vision.

**For more information please contact us at [info@visumpoint.com](mailto:info@visumpoint.com) or 404.474.1813.**

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