

Systems Requirement Capture

Bridging the gaps between systems people and business people

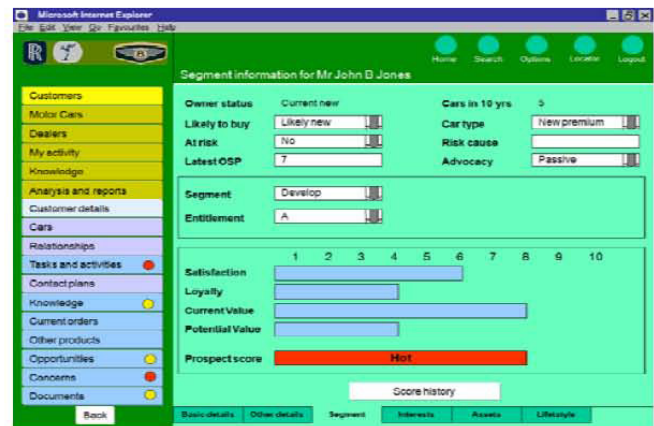
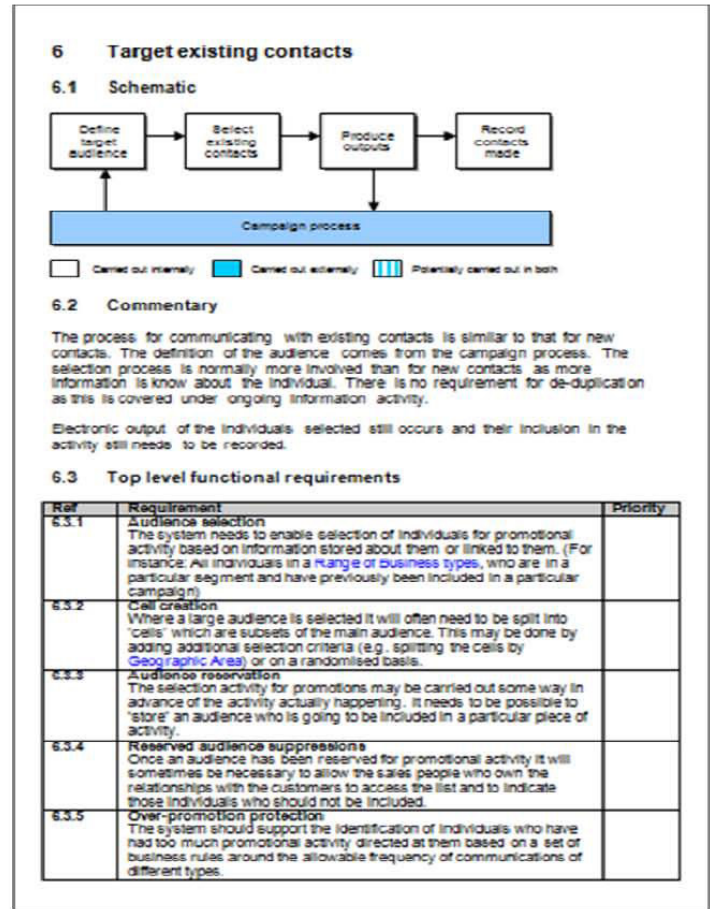
Most Customer Management practitioners now understand that CM is not just a systems or technology topic. But, unless an organisation has only a few dozen clients, there is likely to be a 'systems' element to managing customers for maximum sustainable profitability.

Systems need to be matched to business requirements and it absolutely has to be the business side of the organisation that confirms that the system specified is going to deliver against their requirements.

The Customer Framework approach to capturing and validating business requirements has two key elements. The first is the 'Process' focus of the initial understanding of requirements. Business users are encouraged to think in terms of the processes they want to operate rather than any system factors.

The second key element is the use of MS PowerPoint mock-ups of what the business users have specified. This means they sign off a set of illustrative screens and functions, based on their stated requirements, before the organisation invests anything in developing systems. This will frequently prevent misunderstandings and expensive future re-work.

	Function	Data	Technical
Phase 1	Top line process mapping & setting system scope	Current data gaps and data movement mapping	Technical architecture investigation & decision
Phase 2	Next level process mapping and key functions listing	Basic logical data structure design	Identification of software / deployment options
Phase 3	Mock-up construction and socialisation		
Phase 4	Detailed Requirement Definition construction		



The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.

