

# 90-Day Value Plan

Template for cloud architects to drive customer decisions

## Use case

A decision-ready plan that ties architecture to measurable outcomes. Designed for first-call follow-ups, executive readouts, and 90-day pilots across landing zones, migrations, modernization, and AI programs.

## Plan details

Customer / Account: \_\_\_\_\_

Date: \_\_\_\_\_

Primary stakeholder: \_\_\_\_\_

Role: \_\_\_\_\_

Cloud scope (e.g., LZ, migration, AI): \_\_\_\_\_

Region(s): \_\_\_\_\_

## Rule of thumb

If you cannot state the outcome and the proof metrics in one sentence, the plan is not ready. Do not start with services. Start with business trigger, impact, and measurable success.

## 1) Outcomes and value proof

*Goal: align on the business driver and define 3 to 5 metrics that prove success in 90 days.*

### Outcome statement (one sentence)

Example: Reduce release lead time from 8 weeks to 2 weeks while meeting audit controls. Prove it with metrics A, B, C.

---



---

## 2) Business trigger, pain, and constraints

*Goal: capture why now, so what, and the non-negotiables.*

### Business trigger (why now)

e.g., audit finding, DC exit, product launch, renewal

---



---



---

### Pain and impact (so what)

e.g., downtime cost, delays, manual work, risk exposure

---



---



---

### Constraints (non-negotiable)

e.g., residency, budget cap, skills, timeline

---



---



---

## 3) Success metrics (baseline and target)

*Pick 3 to 5 metrics that can be baselined and moved in 90 days.*

*Examples: lead time / MTTR / cost per transaction / audit exceptions / provisioning time*

Metric	Baseline	90-day target	Owner

### Decision checkpoint

- Stakeholder agrees on outcome statement
- Metrics have baselines
- 90-day scope is feasible with current constraints

- Decision date set
- Owner named for each metric

## 4) 90-day workstreams and deliverables

*Goal: map outcomes to deliverables, owners, and acceptance criteria. Keep scope tight. 2 to 3 pilot workloads max.*

Workstream	Deliverables	Acceptance criteria	Owner	Due
Landing zone MVP	Mgmt groups, policy, network pattern, identity, logging			
Migration pilot	2-3 apps, wave plan, cutover checklist			
Security & compliance	Threat model, controls mapping, access model			
FinOps	Cost model, tagging, budgets, reservations plan			
Ops & SRE	Monitoring, incident process, runbooks			

## 5) Pilot workloads

Workload / App	Type	Key dependencies	Wave / Cutover

## 6) Risks and mitigations

Risk	Severity	Mitigation / Control

## 7) Timeline and governance

Goal: make the 90 days executable. Weekly cadence, clear decisions, clear owners. Define what must be true to proceed.

### High-level timeline (weeks 1-13)

Keep it simple. One line per week. Mark decision points.

W01:

---

W02:

---

W03:

---

W04:

---

W05:

---

W06:

---

W07:

---

W08:

---

W09:

---

W10:

---

W11:

---

W12:

---

W13:

---

## 8) Operating model and cadence

Weekly working session (day/time): \_\_\_\_\_ Timezone: \_\_\_\_\_

Executive checkpoint (every 2 weeks): \_\_\_\_\_ Owner: \_\_\_\_\_

Decision maker: \_\_\_\_\_ Procurement / Finance contact: \_\_\_\_\_

## 9) Exit criteria at day 90

- Success metrics meet 90-day targets (section 3)
- Landing zone MVP is usable for onboarding (guardrails active)
- Pilot workloads migrated / modernized with runbooks and cutover checklist
- Security controls validated (access model, segmentation, logging)
- Cost model reviewed, tagging enforced, FinOps actions agreed
- Next 90-day roadmap approved with budget and owners

### Notes

---

---

---