

ANALYSIS FUNDAMENTALS



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Celfocus Business & Analyst Role



Celfocus Business

Celfocus is a living ecosystem. It's all about connection, interaction and development

We work as consultants for projects of systems implementation, we are knowledgeable of our Clients business, Telco, and we have expertise in IT domain, and this is the domain where we set our work and effort

Our goal is to help our Clients to change or transform their business from IT perspective and not to define the company strategy.

We clearly set the boundaries being a system integrator aiming to help on changing but not advising on the overall transformation of company or their business.

Our DNA: Delivering high-tech transactional solutions and products, consulting and technology services, system integration and managed services.



Putting customer-experience first
when transforming businesses

Digital Transformation

Cognitive Automation

Digital Integration
Platform

Marketing

API Exposure

New Monetization

Enterprise

Order Management

A reason for achieving 100% success rate in our projects

Creating **Innovative Solutions**:

- **Key Architecture Principles** - The application of a set of core architecture principles that lead to IT architecture designs that are easier to develop and maintain.
- **Reusable Components** - Celfocus' experience has led to the development of a telecom asset, which can be reused in different projects.
- **Service Design** - Using visual tools to design and implement projects, focused on the end customers' experience and leveraging a better business and technology understanding, among all project stakeholders.

The combination of deep technological knowledge and business sense, a focused team of experts and the ability to leverage past experiences is key to achieving success in project delivery, like Celfocus has

Extensive hands-on experience in critical information systems

Delivering Continuous **Value**:

- **Agile Development** - Celfocus' Agile offer is set on value discovery, solution design and customer delight foundations, and adapted to the value-based economy of Client's digital ecosystem..
- **Quality Assurance** - Ensuring the delivery of high quality and robust solutions, with high business impact, visibility and time-to-market.
- **DevOps** - Extensive knowledge on core competences helps supporting innovative solutions, guaranteeing systems' management and performance, as well as all the stages of the applications' lifecycle.

The ability to execute changes in a complex IT architecture, assuring high quality standards and solution sustainability, is what any Telco demands when launching new products and services.

Celfocus Business IT strategy pillars

Distinctive Digital Capabilities

- Web Experience Management
- Self Care
- eCommerce
- Retail & Call Centre
- Mobile
- Customer Assistance

Modern Platform Architecture

- Customer Centricity at the core
- Layered Architecture
- Data Aware (Big Data)
- Cloud Ready
- Open to Outside (API Exposure)

New IT Operating model

- Agile
- DevOps
- Quality Assurance
- Governance

Collaboration Dynamics

- Facilitation Mapping
- Face to Face
- Structure
- Workflow

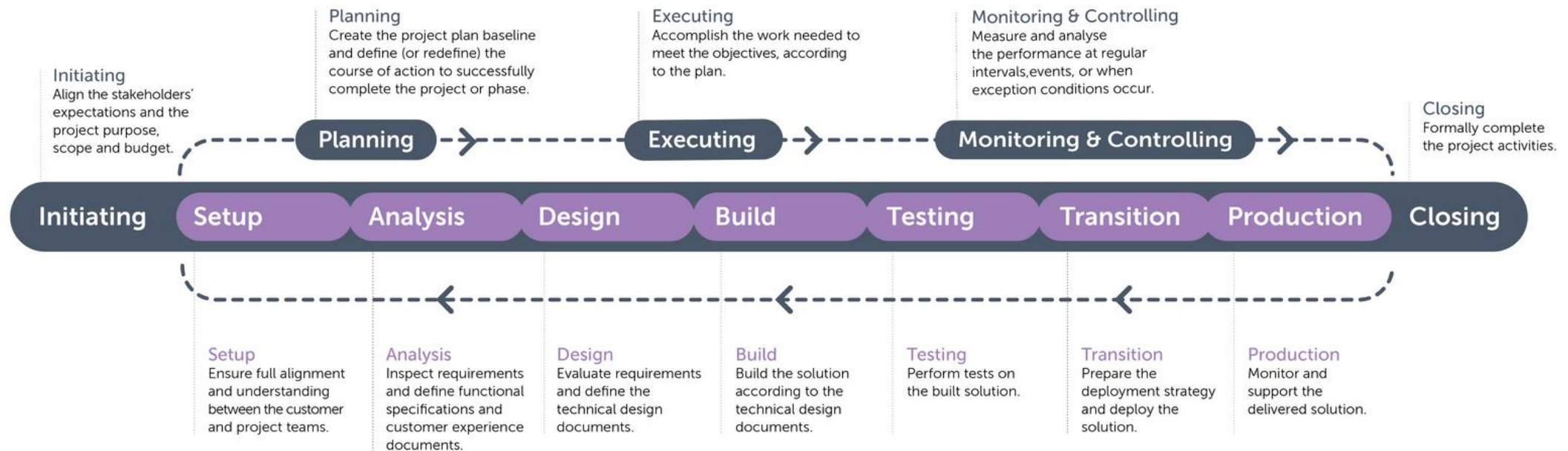


Celfocus Projects and Analyst Role

How do we deliver projects?

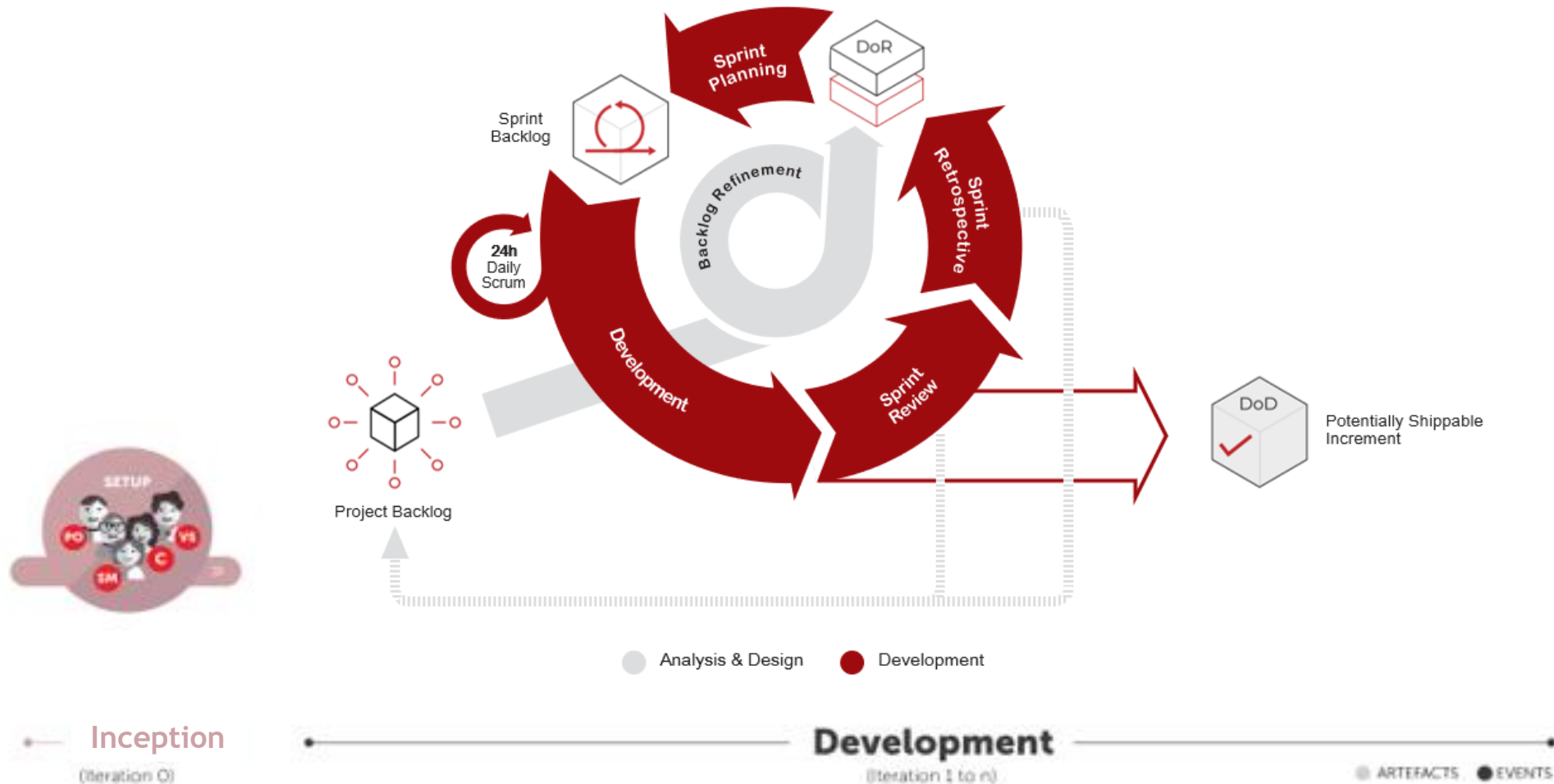
Telco Delivery Framework

ISO 9001 certified framework.

**Legend:**

- Management processes
- Delivery phases

Celfocus Agility Flow



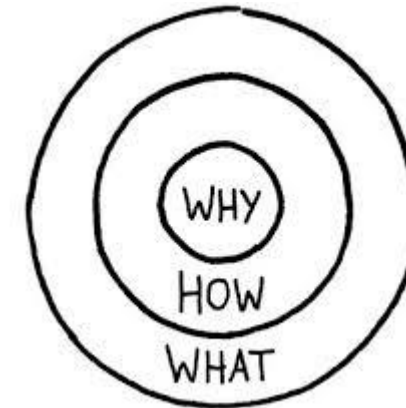
The Analysis helps to understand which problem you are solving before start developing

The Analysis helps to understand **the Why** before to move on to the What and How

Analysis brings a shared certainty between all the involved persons of **what is the right thing to do**.

Ensure that all **stakeholders** understand both the problem and the solution.

Analysis **minimizes the gap** between what a customer needs and what will be delivered.



Analysts Academy

Analyst Role



Capture, challenge and understand the business requirements

Make questions; Anticipate issues and think proactively. Facilitate the negotiation of requirements amongst multiple stakeholders



Manage expectations of business and IT **stakeholders**, building a strong, trustworthy, relationship with them.



Focus on delivering **Value**. Work with client to prioritize and detail the requirements. **Act as a bridge between** the Business and IT **stakeholders** and internal teams to ensure everyone is at the same page and the most suitable solution is proposed to the Client



Identify the customer journeys impacted by the changes introduced in the systems
Design E2E solution flows and guarantee it meets client's needs (scope).
Include:
- screens, business rules, integrations



Clarify the scope, assumptions and dependencies (**scope management**)
Identify potential solution gaps (ex: missing a System to support the new capabilities) and escalates towards the proper parties



Conduct walkthroughs for development and testing teams (for both internal and Client side)
Support on solution issues raised during technical design, development and testing phases

Active Listening	Customer facing
Empathy	Curiosity
Communication	Presentation
Collaborative Work	Problem Solving
Critical Thinking	Adopt Changes
Creativity	





CELFOCUS