Application Rationalization GTM - 15-Minute Executive Version

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**Target Audience:** C-suite executives (CIO, CFO, COO)  
**Format:** High-level strategic overview  
**Goal:** Secure buy-in for discovery conversation or path selection

## Timing Guide

* Opening & Problem Statement: 0-3 minutes
* Three Paths Overview: 3-10 minutes
* Expected Outcomes: 10-13 minutes
* Next Steps: 13-15 minutes

## Opening: The AI Cost Multiplier (Minutes 0-3)

"Let me start with what's probably on your mind - AI.

Every vendor is pitching AI features. Your board is asking about your AI strategy. And here's what nobody's telling you:

**Your application portfolio isn't ready for it.**

Most enterprises have significant application redundancy. Not because of poor decisions - but because of growth, acquisitions, and evolving business needs.

When you layer AI features across a redundant portfolio, you multiply the costs:

**Quick example:** One client had five CRM systems, three collaboration platforms, four service desk tools. Rolling out AI features across current portfolio: $4.2 million annually. After rationalization: $1.8 million. **Same AI capabilities, $2.4 million less per year.**

That's the AI cost multiplier effect.

But here's the challenge: Traditional rationalization takes 18-24 months. Your business stakeholders want AI responses now.

We've designed an approach that addresses both needs."

## Three Paths: Match Your Situation (Minutes 3-10)

"We work with three types of clients, and we've structured three distinct paths:

### PATH 1: AI Acceleration Sprint

**60-90 days | $75K-$150K**

For organizations that need to respond to immediate AI pressure.

**You get:**

* Rapid AI-readiness assessment of your portfolio
* 1-2 high-value AI capabilities enabled
* Clear roadmap showing what's possible and what's blocked
* Business case for deeper rationalization if needed

**This works if:** You need quick wins to satisfy stakeholder FOMO, may not have budget for full transformation yet.

**What happens next:** Either you're satisfied with the wins, or the assessment reveals constraints that make the business case for comprehensive work.

### PATH 2: AI-Ready Portfolio Transformation

**18-24 months | $500K-$1.5M**

For organizations ready for comprehensive rationalization with clear executive mandate.

**You get:**

* Full portfolio assessment using proven TIME methodology
* Business process standardization roadmap
* Complete 7-step rationalization execution
* Application decommissioning capability
* Sustainable governance framework

**This works if:** You're past the FOMO phase, have executive sponsorship, and are ready for strategic transformation.

**What happens next:** Measured, systematic transformation with quantified outcomes at each phase.

### PATH 3: Accelerated Transformation Program

**21-27 months | $550K-$1.6M (bundled pricing)**

For organizations that need both immediate wins AND comprehensive transformation.

**You get:**

* 3-month Sprint phase for quick wins and momentum
* Sprint insights accelerate the transformation planning
* Seamless handoff to full program
* Bundle pricing with incentive vs. separate purchases

**This works if:** You need to respond to AI pressure now while building foundation for sustainable transformation.

**What happens next:** Quick wins build credibility for the comprehensive work that follows.

**[PAUSE POINT]**

Before I continue - which of these resonates with your situation?"

## Expected Outcomes: What Success Looks Like (Minutes 10-13)

"Regardless of which path, here's what you can expect:

### Quantified Results

Based on Gartner data from 143 consulting engagements:

* **Cost Reduction:** 15-30% of portfolio operating costs
* **AI Cost Avoidance:** 20-40% of AI licensing costs
* **Complexity Reduction:** 30-50% fewer applications
* **Agility Improvement:** 40%+ faster time to implement changes
* **Risk Mitigation:** Reduced security surface, compliance improvements

### Real Example

$300M revenue manufacturing client, $50M application portfolio:

* **$12M annual cost reduction** (24% of portfolio costs)
* **$3.8M AI cost avoidance** annually
* **Portfolio reduced 30%** (600 → 420 applications)
* **ROI: 3.2x over three years**

### Timeline to Value

* **Months 1-6:** Assessment complete, quick wins delivering, ROI validated
* **Months 7-12:** First strategic consolidations, measurable savings, AI pilots enabled
* **Months 13-24:** Major consolidations complete, target savings achieved

The key insight: This isn't about reducing application count. It's about eliminating cost, complexity, and risk while enabling AI adoption."

## Next Steps: How We Begin (Minutes 13-15)

"Here's what happens next, depending on your path:

### If Path 1 Appeals to You:

1. **Discovery call** (1 hour) - Understand AI pressure points
2. **Scoping session** (2 hours) - Identify 1-2 high-value targets
3. **Proposal** within one week
4. **Start within 2-3 weeks**

### If Path 2 Appeals to You:

1. **Executive alignment session** (2 hours) - Scope and sponsorship
2. **Initial portfolio assessment** (1 week) - Current state snapshot
3. **Detailed proposal** within two weeks
4. **Kickoff within 4-6 weeks**

### If Path 3 Appeals to You:

1. **Combined discovery** (3 hours) - AI needs + transformation readiness
2. **Integrated planning session** (half day) - Sprint targets + program scope
3. **Comprehensive proposal** within two weeks
4. **Sprint starts within 2-3 weeks**

### The First Question

The first thing we need to understand is: What's driving this conversation right now?

Is it:

* Business stakeholder pressure around AI?
* Infrastructure and operations cost concerns?
* Board or executive mandate for portfolio optimization?
* Upcoming budget cycle creating urgency?

That will help us determine the right path and the right starting point."

## Closing

"Three things to remember:

1. **This isn't just cost cutting.** It's about making your portfolio AI-ready while reducing cost, complexity, and risk.
2. **You don't have to choose transformation or AI response.** Our three paths let you match your actual situation and constraints.
3. **This is proven methodology.** Gartner TIME framework, 143 engagements, 24,000+ applications assessed over two decades. We're not experimenting - we're applying what works.

What questions do you have?"

## Supporting Materials to Leave Behind

* One-page overview of three paths
* ROI calculator spreadsheet
* Case study summary (manufacturing client)
* Gartner TIME methodology brief

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