



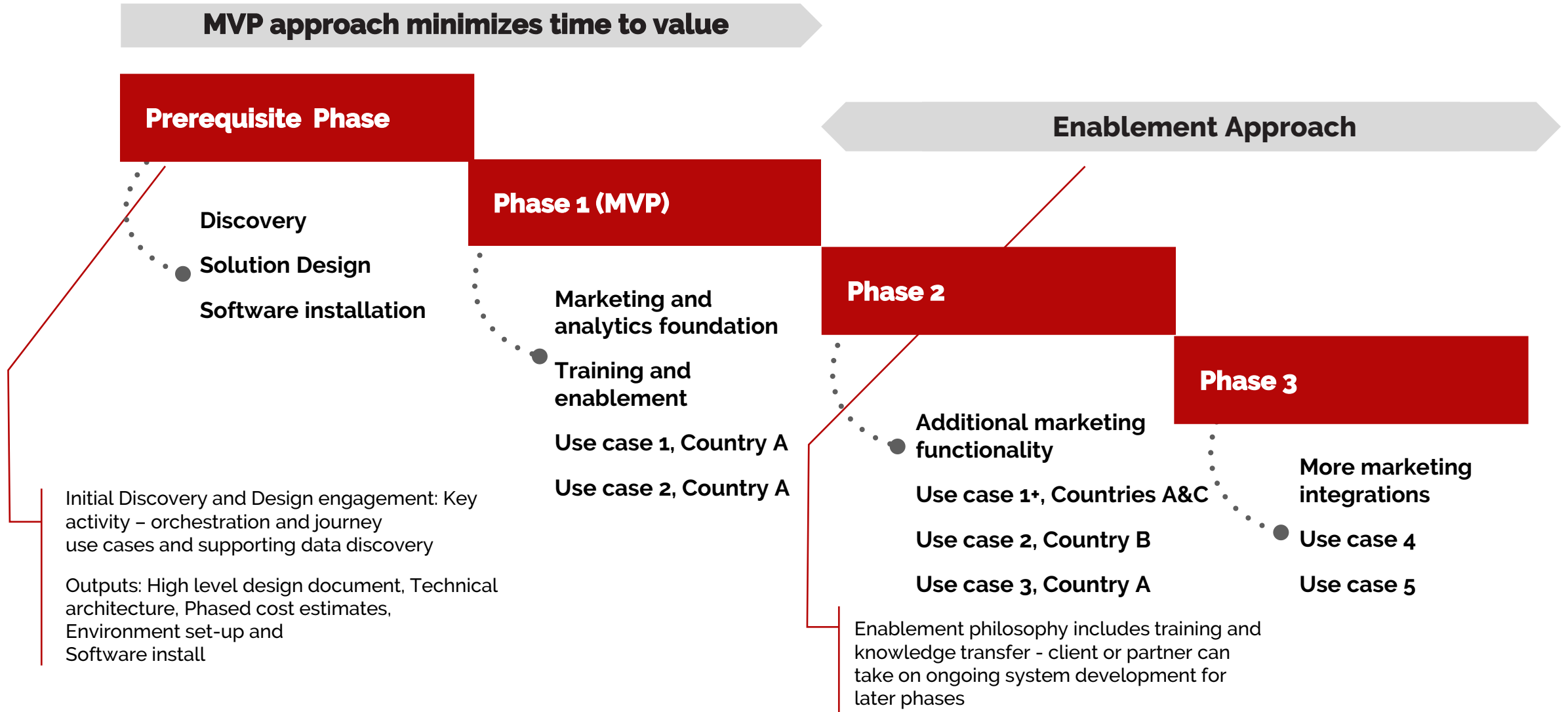
Delivery Framework

2023

Approach

- Phased Approach
 - Typically adopted for implementation
- MVP Approach (Minimum Viable Product)
 - Typically adopted for phase one to deliver quick wins and based upon client priorities
- Delivery Method
 - Ensures a structured approach to delivery with clearly defined roles, activities, deliverables and governance

Driving Continuous Value Through A Phased Approach



Delivery Methodology

Phase	1 Planning & Pre-Discovery	2 Discovery & Design	3 Build & Test	4 UAT & Training	5 Deploy & Transition
Key Activities	<ul style="list-style-type: none"> Internal Kick-off Client Phone Kick-Off Pre-Discovery & Discovery Prep 	<ul style="list-style-type: none"> Client Kick Off Business and Technical Requirements Gathering (onsite & remote) 	<ul style="list-style-type: none"> Install & Configure Redpoint Software Develop ETL Identity Resolution/ Source Ingestion Configure Marketing Automations 	<ul style="list-style-type: none"> Delivery of Final CDP Environment UAT Completion Training 	<ul style="list-style-type: none"> System is Live Knowledge Transfer & Enablement Solution Tuning
Key Deliverables	<ul style="list-style-type: none"> Discovery Milestone Plan Pre-Discovery Materials Discovery Agendas 	<ul style="list-style-type: none"> BRD/ TDD/ SDD SOW Project Plan Provision Environment (hosted) 	<ul style="list-style-type: none"> Configured CDP Data Processes Use Case Build Unit Test /UAT Support 	<ul style="list-style-type: none"> Fully Operational Solution Execute Training UAT Support 	<ul style="list-style-type: none"> Support Handoff Solution Documentation
Client Role	<ul style="list-style-type: none"> Identify SMEs Pre-Discovery Documentation Identify Artifacts/ Documentation 	<ul style="list-style-type: none"> Provision Sample Data & Environment (client hosted) Provide Use Cases Provide Artifacts & Documents 	<ul style="list-style-type: none"> Provide Production Data Provide UAT Plan Perform UAT testing 	<ul style="list-style-type: none"> UAT Sign Off OnDemand & Instructor-Led Training System Acceptance 	<ul style="list-style-type: none"> Client Resource Enablement Client Migration Plans
Governance	Communication and Status Reporting Project and Scope Management Change Management Resource Planning Risk Management and Mitigation Steering Committee Issue Tracking and Resolution				



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