

Kanbay e*Path Strategy Services

Kanbay provides a robust portfolio of e-Business services, from strategy and analysis through implementation and support. We understand the options and capabilities of browser-based solutions and bring unique value to our clients' e-Business strategy and business requirements analysis.

In addition to expertise in e-Business technologies, Kanbay has significant industry vertical experience, including the manufacturing/retail, financial services and insurance industries, among others. Our relationships with clients such as Household International, Dominick's, Regence BlueShield, 20th Century Insurance, and the Traveler's Group have allowed Kanbay to deliver expert solutions tailored to specific client needs. Also, Kanbay provides insight into trends and developments industry-wide. Kanbay truly understands client partnering, adding tangible value to our engagements.

Kanbay uses the e*Path methodology for the design and delivery of e-Business client engagements. Kanbay's e*Path helps clients develop e-Business initiatives that meet business requirements, with an emphasis on leveraging existing technology investments.

Listed below are some of the key components involved in an e-Business Strategy engagement.

e-Strategy Key Goals and Accomplishments:

- ▶ Create New Revenue Channels
- ▶ e-Branding: Differentiation/Loyalty
- ▶ Identifying New Products and Services
- ▶ Speed To Market - Leapfrog Competition
- ▶ Company Internet Presence Maturity Level
- ▶ Web-site Effectiveness and Hit Analysis
- ▶ Supply Chain Automation Analysis



“Using a multi-site approach, Kanbay met our time constraints and delivered value beyond the scope identified in the original engagement. In a true partner relationship, Kanbay helped Regence BlueShield institute sound, repeatable processes, which set the foundation for success on the project. We have been delighted with the skill, experience, and dedication of the Kanbay staff.”

—Scott Burns, Chief Information Officer
Regence BlueShield

“At 20th Century Insurance, Kanbay's past performance has established a high level of trust. This relationship has enabled us to continually deliver business value IT services, implement new technologies and open new markets. Based on Kanbay's proven track record, we are carrying our partnership into the 21st Century.”

—Mike Clardy, IS Director
20th Century Insurance



More!

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e-Strategy Activities:

- ▶ Define Business Drivers & Corp. Objectives (Sales, Market Share, etc.)
- ▶ Key Business Factor Analysis (Industry, Competitors, Threats, Suppliers, Channels, Customers, Branding)
- ▶ Assess Market/Technology Trends
- ▶ Define Requirements for Technology Architecture
- ▶ Define Principle and Best Practices
- ▶ Identify Technical Concepts and Components
- ▶ Assess Current Inventory of Applications & Technologies
- ▶ Perform Gap Analysis
- ▶ Define Migration Plan

e-Strategy Deliverables:

- ▶ Business Strategy Documentation
- ▶ Technology Strategy Documentation
- ▶ Current Applications/Technologies Inventory
- ▶ Gap Analysis Report
- ▶ Migration Plan
- ▶ Implementation Plan
- ▶ Cost benefit analysis
- ▶ Financial justification
- ▶ Includes recommendations on increased revenues, cost reductions, & differentiation opportunities

e*Path Client Benefits

- ▶ Speed to Market
- ▶ Better Customer Relationship Management
- ▶ New Sales Channels
- ▶ Product and Company Branding
- ▶ Lower Cost to Market
- ▶ Streamlined Supply Chain

More detailed information is available, as well as information surrounding our analysis, design, delivery, and support services.

Contact

Kanbay Incorporated
6400 Shafer Court, Suite 100
Rosemont, IL 60018 USA

Voice: 847 384-6100

Fax: 847 318-1594

Email: future@kanbay.com

www.kanbay.com

Kanbay

**accelerating
legacy-to-web technology
for competitive advantage**

