

# strategy into action



## Strategy that builds value across the enterprise

The Peer Partnership® is an Australian business solutions company recognised as a leading authority on information technology based business strategy and innovation delivery. We help our clients to compete and win by identifying how they can improve business operations and capitalise on technology. We then use that insight to work collaboratively with clients to align their IT strategy with their business, and then deliver the changes that make business sense and maximise value.

Through our consulting work, we have transformed "strategy into action" from a theoretical concept to a practical methodology that drives real business results. Our consulting services bring deep expertise and objectivity to helping clients create and execute the most powerful IT-based business initiatives.

With expertise that cuts across the major industry verticals and functional areas, our subject matter experts have a deep understanding of the most powerful business value levers. This leads to the development of insightful tactics that optimise our clients' IT-based business innovations.

  
the peer partnership®

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# how we do IT

The Peer Partnership's consulting capabilities bring value throughout the identification, implementation and delivery of an IT-based business initiative. Our comprehensive transformation plan offers methodology around distinct categories.

## Strategy Development

As companies invest in using information technology to enable their business initiatives, it is important to identify the opportunities to create value and assess how the different initiatives within an enterprise can work together for maximum results. We support our clients through this process with an assessment of the current state, a vision for the future, value creation analysis, a risk assessment, a transformation appraisal and metrics to measure along the way.

## Process Design

Once the strategy is in place, a process and support structure for managing and leveraging IT-based business opportunities must be established. We work with clients to develop mechanisms for identifying individual opportunities, differentiating them by value and needs, interacting with the stakeholders efficiently and effectively, and customising client solutions based on this learning relationship. We bring the art and science of IT into focus and use our backpack of intellectual capital, methodologies, frameworks and tools to turn strategy into action. We enable clients to refine the initiative and drive results.

## Momentum Building

With the strategy and process established, it is critical for clients to create and sustain positive business momentum. We help our clients to pilot early ideas to demonstrate results and then support broader rollouts. We also help clients to complete the feedback loop by incorporating the

learning that comes from the implementation into our strategy refinement. Finally, we help syndicate the strategy throughout the enterprise with organisation design and capability development through employee training, and the creation of internal communication vehicles.

## Project Portfolio Management

The successful implementation of an IT-based strategy is a journey not a destination. The process must be monitored, measured and refined in real-time. The Peer Partnership has expertise in managing key valuation, situation assessment and process design deliverables on an on-going basis. Our IT governance, project management and delivery management practices allow clients to measure and leverage their qualitative and quantitative IT business solutions knowledge to optimise impact in real-time.

## Responsible Knowledge Sharing

The commitment of The Peer Partnership to the building and sharing of intellectual capital is fundamental to our approach. Our consultants come equipped with a backpack of proven methodologies, frameworks, and tools. We use the backpack to inspire clients to identify ways to achieve competitive advantage, educate them in how to adapt the backpack to their unique needs — and then empower them by leaving the backpack behind when our work is done.

## Contact us:

For more information about The Peer Partnership's consulting services or methodology, please call +61 3 9618 7940 or visit [www.thepeerpartnership.com](http://www.thepeerpartnership.com).

The Peer Partnership is uniquely positioned to help you get the most out of your IT business solution initiative:

Every one of our consultants is an IT-based strategy specialist. We are 100% focused on this discipline. Many of our consultants have executed a IT-based initiative in an operational role before joining our company.

We are technology savvy, but maintain technical objectivity. By focusing exclusively on addressing complex issues from a business standpoint, we have no interest or bias in pointing our clients toward a particular solution.

We meet business challenges head-on from an enterprise-wide view crossing all channels. Focusing on individual functional areas does not yield the long-term results our clients seek.

We leverage the best IT-based strategy from a vertical industry perspective — not a one-size-fits-all solution.

By aligning resources with customer value, our work allows clients to use their existing business solutions infrastructure and investments to increase profitability.

An investment in The Peer Partnership strategies and actions will have a dramatic impact on the efficiency and effectiveness in the much larger investment our clients make in information technology.



The Peer Partnership® is an ITR Group® company

[www.thepeerpartnership.com](http://www.thepeerpartnership.com)

## Melbourne

Level 6, 379 Collins Street  
Melbourne VIC 3000  
T +61 3 9618 7940  
F +61 3 9629 5788

## Sydney

Level 10, 14 Martin Place  
Sydney NSW 2000  
T +61 2 9221 4999  
F +61 2 9221 4199