



# The Liftoff Workshop

## A discovery and planning service for companies playing catch-up

If you think you may be behind the competition when it comes to the changing business landscape...

Or if you are stuck on legacy equipment and unable to pivot when needed...

Or if you're having issues with employee and/or customer satisfaction...

Or if it's just time for a new, more ambitious plan to realize your business goals...

Argano can help.

Our Liftoff Workshop service (two ½ day sessions) was created in the wake of the pandemic when just about every business in the world needed to transform systems and workflows — and do so yesterday.

Aligned to specific industries, including manufacturing, distribution, financial services, and life sciences, the Liftoff Workshop begins with a pre-workshop survey and ensuring leadership/stakeholder alignment, and then comprises the following steps:

- Outline the vision for your project: We define how the project will both help your customers and fuel your strategic growth.
- Identify relevant personas: We delineate the primary types of end-users of your possible solution(s) by

job function and business challenges/opportunities specific to each role.

- Define high-level business requirements: A deep dive into meeting deeper needs and ensuring revenue gains and/or productivity increases and/or risk mitigation is fulfilled.
- Develop a solution roadmap: A tangible deliverable detailing the technical and procedural requirements needed to modernize. Includes project phasing recommendations, key activities, deliverables, timing, and cost estimates for delivering the transformation initiative.
- Provide a tailored demonstration of your solution: A persona-driven demonstration to showcase how the solution can address primary use cases and/or technical proof-of-concept.

In addition to the roadmap and demo, clients will enjoy deliverables including an Executive Summary (Problem Statement/Benefits/Differentiating Requirements), a Business Requirements Assessment, and a High-Level Project Estimate and Timeline.

The rallying cry of today is “adapt or die.”

### Benefits:

- Gain an outcome-based view of your business challenges—known and unknown
- Ensure adoption and ROI are cornerstones of your tech infrastructure
- Come away with an actionable solutions roadmap and timelines

The Liftoff Workshop will ensure you're able to adapt to and profit in the current business climate — and be more than prepared for the next time the climate changes.

Contact us at [microsoft@argano.com](mailto:microsoft@argano.com) for more information.

