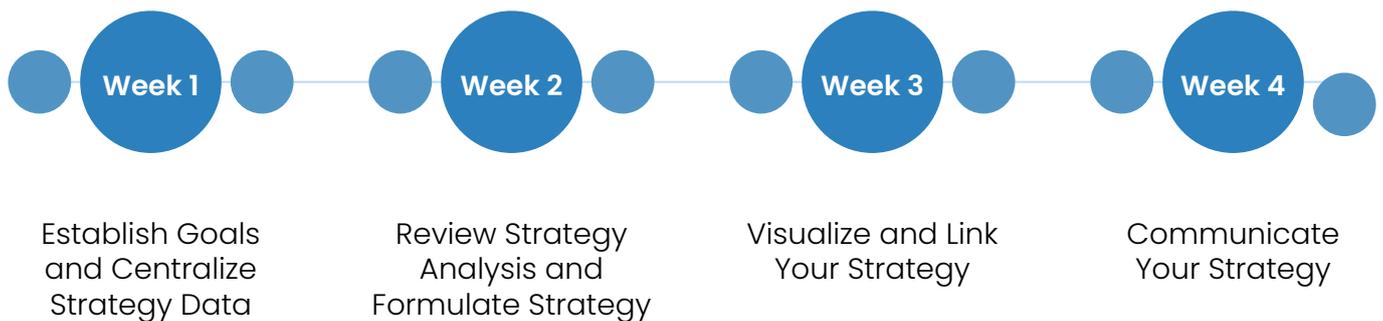




# The Internal Business Case for Business Strategy Modeling

Business strategy modeling is the formulation of the strategic direction and choices of an enterprise; it includes contextualizing the value creation, highlighting the requisite resources and capabilities and outlining how goals can be achieved.

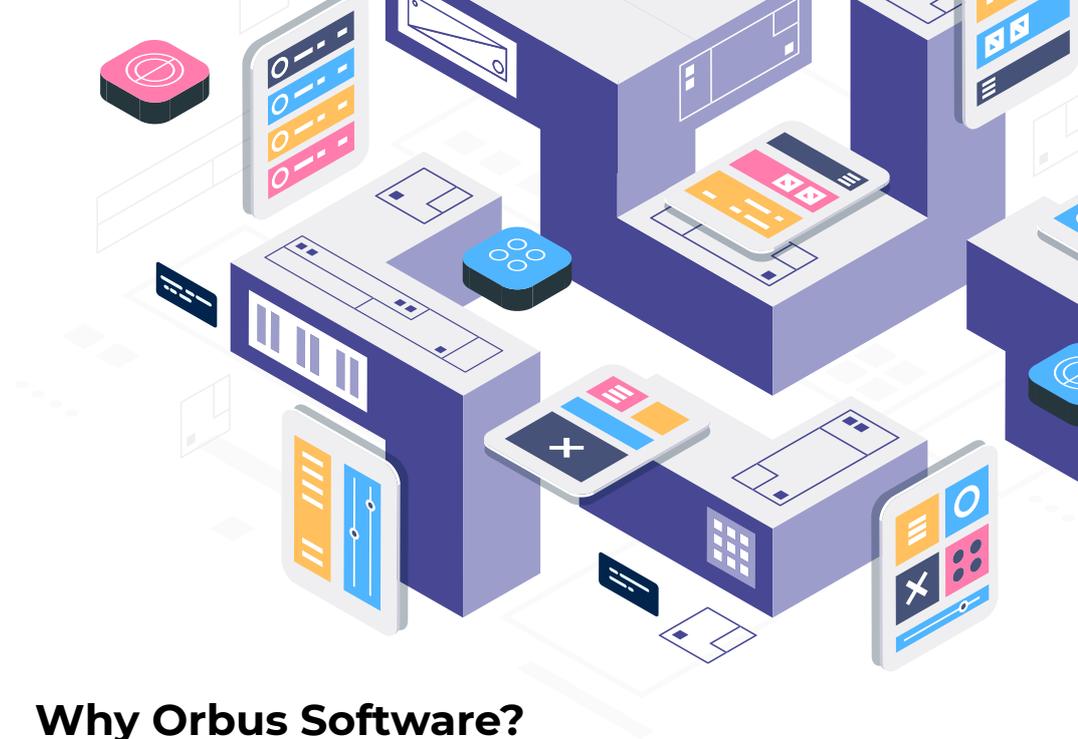
## Business Strategy Modeling Timeline



## Business Benefits

Over the first four-week period an organization which undertakes effective business strategy modeling can expect to realize a number of benefits:

- Translation of enterprise strategy and motivation into simple yet powerful models
- Alignment of enterprise architecture and corporate strategy with end-to-end traceability of strategic goals, from planning to delivery
- Improved strategic communication and engagement with stakeholders



## Why Orbus Software?

### Track Record

25% average growth  
year on year

90% customer retention  
year on year

### Global Reach

Over 500 active  
customers globally

Operational offices in London,  
New York, Dubai, Sydney

### Market Recognition

Gartner Customer Choice  
Award Winner 2017/18/19

Leader in Forrester WAVE

Challenger in Gartner MQ

## Why iServer?

Highly Flexible and Configurable

Microsoft Aligned

Single Source of Truth

Attractive Graphical Views and Visualizations

Integration Capabilities

Alignment to Industry Standards

Ease of Use

Rapid Deployment

Low Total Cost of Ownership, High ROI

Real-time Reporting and Decision-Making

