ASCENDION

Find Fuel for Digital Innovation

Pathfinder accelerates ROI for digital priorities

Mine the Gold Needed for Digital Innovation

Be honest. Is there a box of gold coins in your CIO's office under a sign that says: "In case of digital innovation, break glass?"

Didn't think so.

Market turbulence is driving a gut check moment for nearly every business leader. If you're shaping and making technology decisions in your company, it's even worse.

It's a rare technology leader today who has every penny of needed capital for digital innovation, yet the word from the board room is: "Cut costs, but accelerate digital innovation. And do it NOW!" This is driving up blood pressures in nearly every company we know.

We work with hundreds of successful companies with well-run IT functions. They have all made great progress, but there are still opportunities. Even highly efficient companies still have applications they don't need or use, expensive data that lies fallow, compute loads that seem like they'll never get into a cloud environment, delivery costs that are too high, basic service management processes that don't get used, and more.
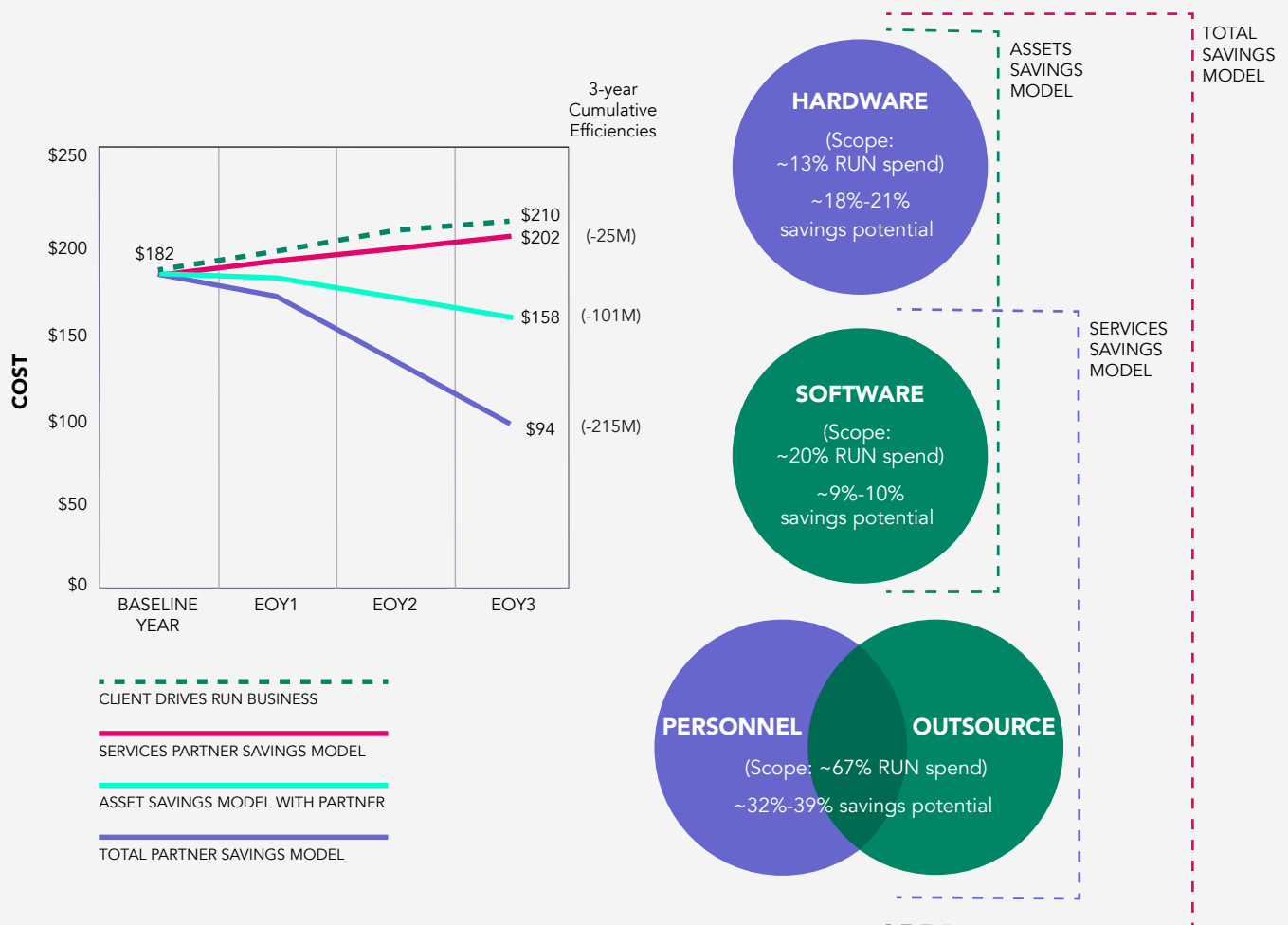
Great companies—like the proverbial cobbler's children—unknowingly overlook the basics, which over time can add up to costs that seem hard-coded into "the way we do things around here."

There's no big red Easy Button that delivers instant cost containment to fuel the shift to digital. Every IT leader has imagined shunting suboptimal investment and applying the savings to innovation. But the good news is that nearly every company we know has investment assets they can access quickly. The trick is to find them and mine them quickly, to free up capital without expanding business risk. Then IT leaders can go full-speed into digital innovation.

Ascendion Pathfinder is a holistic analysis of processes, costs, technologies, and more, to identify and eliminate the most common IT cost leaks in hardware, software, and program services. The result? Significant operational efficiencies and savings—with an initial target of 30% on average—that can be immediately applied to digital innovation.

Engagement and Savings Models

3-year Cumulative Efficiencies

$182

$210

$202 (-25M)

$158 (-101M)

$94 (-215M)

CLIENT DRIVES RUN BUSINESS

SERVICES PARTNER SAVINGS MODEL

ASSET SAVINGS MODEL WITH PARTNER

TOTAL PARTNER SAVINGS MODEL

HARDWARE
(Scope: ~13% RUN spend)
~18%-21% savings potential

SOFTWARE
(Scope: ~20% RUN spend)
~9%-10% savings potential

PERSONNEL   **OUTSOURCE**
(Scope: ~67% RUN spend)
~32%-39% savings potential

ASSETS SAVINGS MODEL
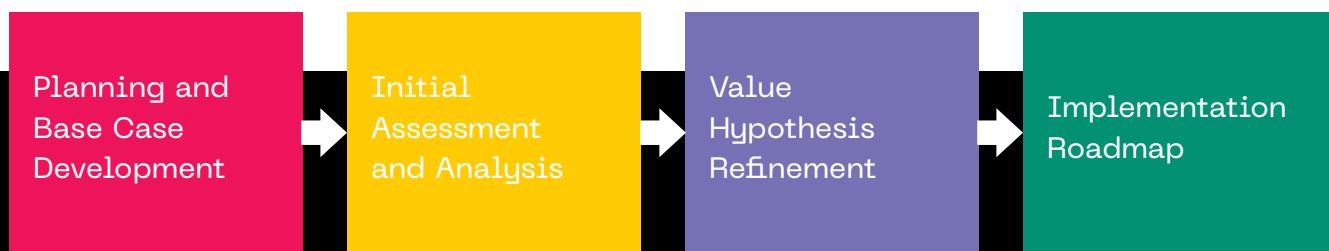
SERVICES SAVINGS MODEL

TOTAL SAVINGS MODEL

Pathfinder Sets the Course to Maximize Return

The rule of thumb for years has been that IT organizations usually spend around 80% of their budgets to "keep the lights on." Turning the lights "off" is insanity, and many budget cutting ideas presented to CIO and CTO offices end up with a door slam (rightfully so) because they fail to account for the risk and business disruptions that would follow.

Cutting in the wrong places will crater the business, so it's time for a new view, and a new path, to unlock value from IT investments that could be redirected to improve ROI with innovation progress.

Ascendion's Pathfinder method is based on our years of applied experience accelerating digital innovation, as well as industry benchmarks. We have frameworks for debt management, AI-driven automation, cloud migration, application modernization, and integrated service transformation.

Context, business drivers, and technology environments vary, but in six to eight weeks, our core process delivers a feasible and practical implementation roadmap to value.

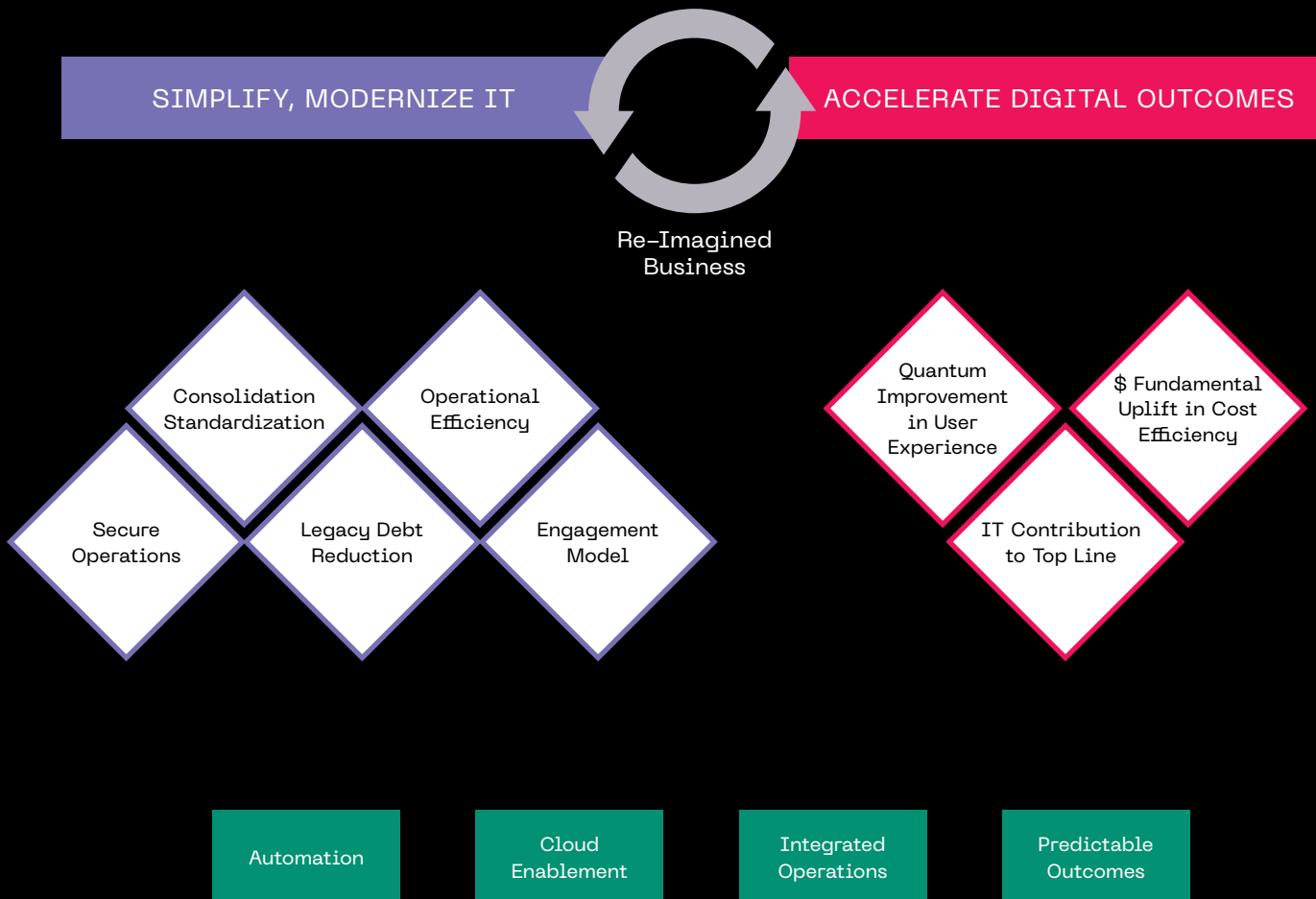| Planning and Base Case Development	Initial Assessment and Analysis	Value Hypothesis Refinement	Implementation Roadmap
• Conduct due diligence of the as-is technology state and economics • Identify baseline states for tech, service delivery, organization/people, applications, infrastructure, security, and associated BAU and program spend	• Assess applications, process, and infrastructure to identify savings targets • Develop a preliminary view of feasible cost optimization options and opportunity areas	• Workshop and validate the value proposition of business/IT transformation and cost take-out opportunities • Create cost optimization targets and transformation plans	• Finalize the implementation roadmap for cost optimization (balancing risks, costs, and time)

Our business goal is clear and simple. Using our transformation experience, we aim to simplify and modernize the business–as–usual IT estate to unlock near–term investments to accelerate digital innovation.

Our advisors generate tactical value hypotheses based on real-world, near-term savings that can be delivered via:

- Legacy application rationalization and modernization

- Infrastructure modernization and migration to a cloud-centric environment

- AI-enhanced automation efficiencies (e.g., in Data Management, Quality Engineering, Software Engineering)

- Service management improvements

- Workforce transformation (with skill upgrades, organizing for the digital economy, and more)

- Program delivery cost optimization

SIMPLIFY, MODERNIZE IT

ACCELERATE DIGITAL OUTCOMES

Re-Imagined Business

Consolidation Standardization

Operational Efficiency

Secure Operations

Legacy Debt Reduction

Engagement Model

Quantum Improvement in User Experience

$ Fundamental Uplift in Cost Efficiency

IT Contribution to Top Line

Automation

Cloud Enablement

Integrated Operations

Predictable Outcomes

The Ascendion Advantage

Essential business outcomes for clients

The Ascendion Pathfinder process helps find under-performing technology investments, but that's only the start of the journey.

Our core offerings around Experience Engineering, Platform Engineering and Operations, Data Engineering (with AI and ML), Quality Engineering, and Digital Talent Orchestration makes us a new kind of company to help drive transformation. We see the world differently, and it shows:

Allies to the best brands in the world and serving a third of Fortune 100 companies.

Deliver innovation velocity with lower risk. Digital talent orchestration provides better engineering outcomes at speed. Ascendion's 500+ talent specialists have access to more than four million digital experts in our MeTAL database, ready to get started tomorrow.

Engineering to elevate life. We bring together technology and talent to make and manage software platforms and products that power growth and deliver captivating experiences to consumers and employees.

Our software helps engineer software. The Ascendion AVA (A.AVA for short) core engineering platform enables each step of the IT cost optimization journey, resulting in 50% to 60% higher program efficiency and dramatically improved transparency along the journey.

Strengthen clients. Ascendion puts clients in a position of strength through better software, more productive consumer experiences, improved technology foundations, higher ROI, and future-proofed IT teams and organizations.

Designed for trust and transparency. Ascendion's engineering practices are built with radical transparency in mind. Seasoned technology leaders have all had program experiences with "black boxes," and that's where trouble happens. Our governance processes, enabling engineering platforms, and even our mindset is to minimize surprises by maximizing transparency. Imagine the radical transparency of an Uber Eats or DoorDash experience for your data program. The impact? Trust and confidence because small issues are spotted early (so they don't get bigger).

Create masters of craft. Other companies have "experts," but we have Ascendion Circles—communities of practice for peer-based learning—along with training, working partnerships, and applied project mentorship. Each of these elements help ensure our engineers become masters who show up with applied skills, allowing us to be productive on day one.

Travel the Path to Better Business Outcomes

Leading Managed HEALTH CARE PROVIDER

Health Care Leader on the Path to Greater Strength

Consumers were letting our health care client know that their experience was lacking. Service management across technology towers was disconnected. Automation was not delivering value across the business and technology functions. Digital innovation needed more support.

Pathfinder helped identify multiple operational levers to improve. Core transformation themes were identified to support digital priorities in the business. Application and Data Modernization, cloud migration, and other projects released run rate investment.

20% overall efficiency improvement

50% of major issues eliminated with automation

39% expected total cost savings by year 3

Additional **10%** additional savings now in plan

Leading Consumer FINANCE BANK

Cost optimization through people, process and technology transformation

The client had monolithic legacy applications, incurred huge infrastructure costs, and spent heavily on onsite resources. Ascendion identified a cost optimization roadmap through reduced IT spend & license costs, debt reduction using automation & modernization, hardware consolidation & elimination, and increased fit shoring.

total cost savings by year 3
$38M

30+% of issues can be automated/eliminated through debt reduction

100% SQL license optimization through cloud transformation

35% fit-shore opportunity across the 5 towers by year 1

How Can We Help?

Our foundation is rooted in enabling digital innovation with engineering, and our intent is to build and execute the solutions we identify to unlock and accelerate digital innovation.

At Ascendion, we understand that insights are key to unlocking value and driving digital innovation. That's why we've developed Ascendion Pathfinder, a unique solution that leverages our extensive experience and proven benchmarks to help our clients identify and capitalize on untapped opportunities within their existing IT systems. With our actionable recommendations, you can be sure that you'll not only have access to valuable insights, but also a clear roadmap for turning those insights into tangible results—all without getting stuck in spreadsheets and slide decks.

Don't miss out on the opportunity to take your business to the next level with Ascendion Pathfinder—let us help you achieve your goals and succeed like never before!

We're doing this for some of the top companies in the world, and we'd love to help you also. This introductory overview is—we hope—the beginning of the conversation, and we look forward to sharing more soon!

ASCENDION

ABOUT ASCENDION

Ascendion is an ally for clients seeking enterprise digital innovation. We make and manage software platforms and products that power growth and deliver captivating experiences. By embracing the future of work, we bring creativity and execution excellence together to make digital innovation valuable (and even fun). Our engineering, cloud, data, experience design, and talent orchestration capabilities accelerate transformation for Global 2000 clients. Ascendion is headquartered in New Jersey. In addition to our remote/hybrid workforce, we have 20 offices across the U.S., India, and Mexico. We are committed to building technology that elevates life with an inclusive workforce, service to our communities, and a vibrant culture. For more information, please go to www.ascendion.com.

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