Change Intelligence

Ian Gotts

Founder & CEO

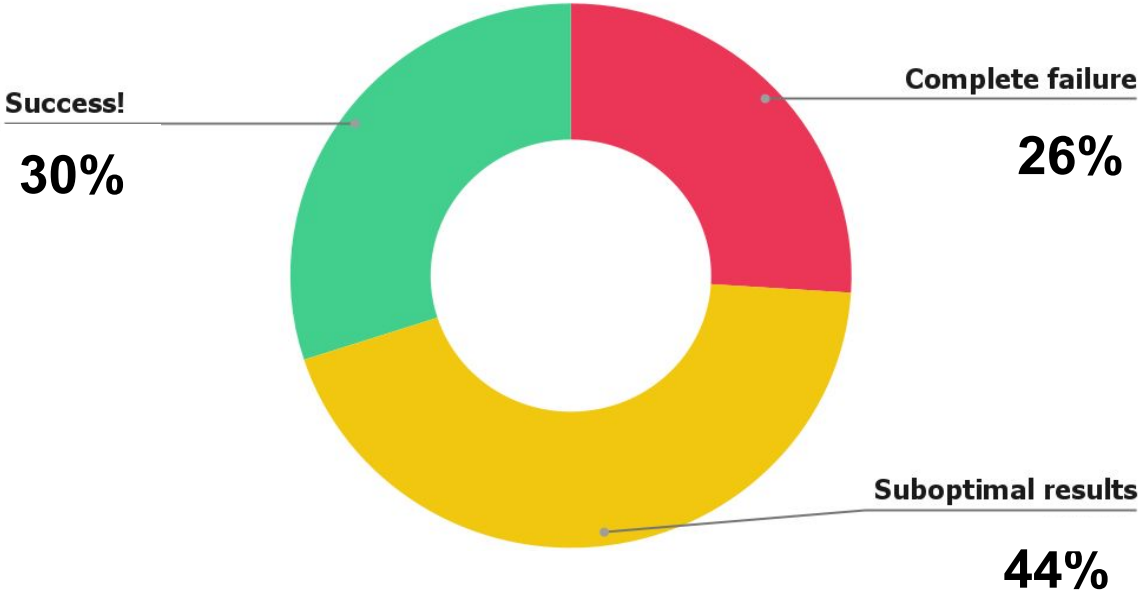
Elements.cloud
THE CHANGE INTELLIGENCE PLATFORM

/iangotts

$1 TRILLION WASTED

% of projects that end in failure

Based on BCG's "Flipping the Odds of Digital Transformation Success" 2020 report



Noisy Waste

87.5%

Fail to meet objectives

3 Stages of a Successful Digital Transformation
Harvard Business Review, September 20, 2022
Didier Bonnet

26%

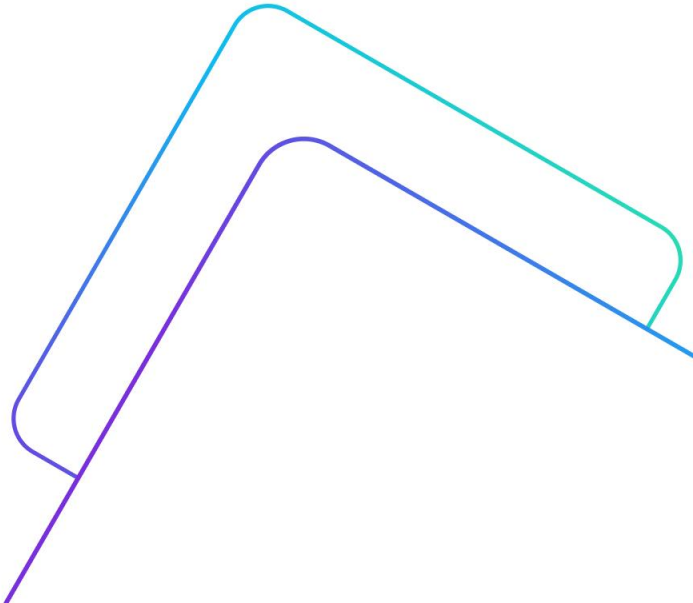
Deemed ‘total’ failures

Flipping the Odds of Digital Transformation Success
Boston Consulting Group, October 29, 2020
Patrick Forth, Tom Reichert, Romain de Laubier, and Saibal Chakraborty

69%

Wasted spend

Digital Transformation Is Not About Technology
Harvard Business Review, March 19, 2019
Behnam Tabrizi, Ed Lam, Kirk Girard, and Vernon Irvin



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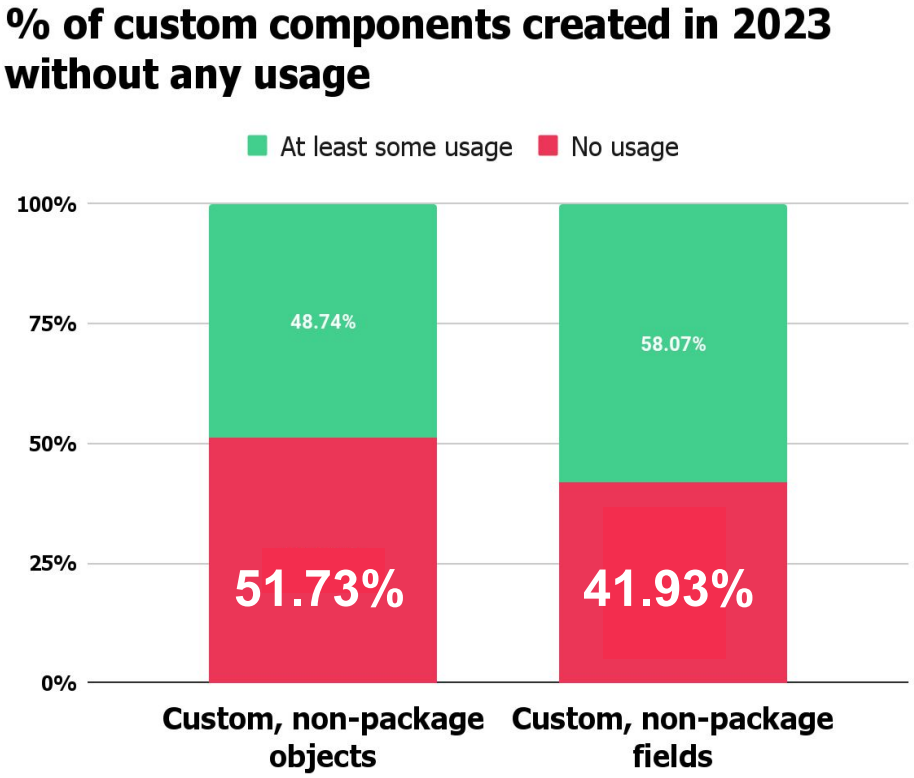
Quiet Waste



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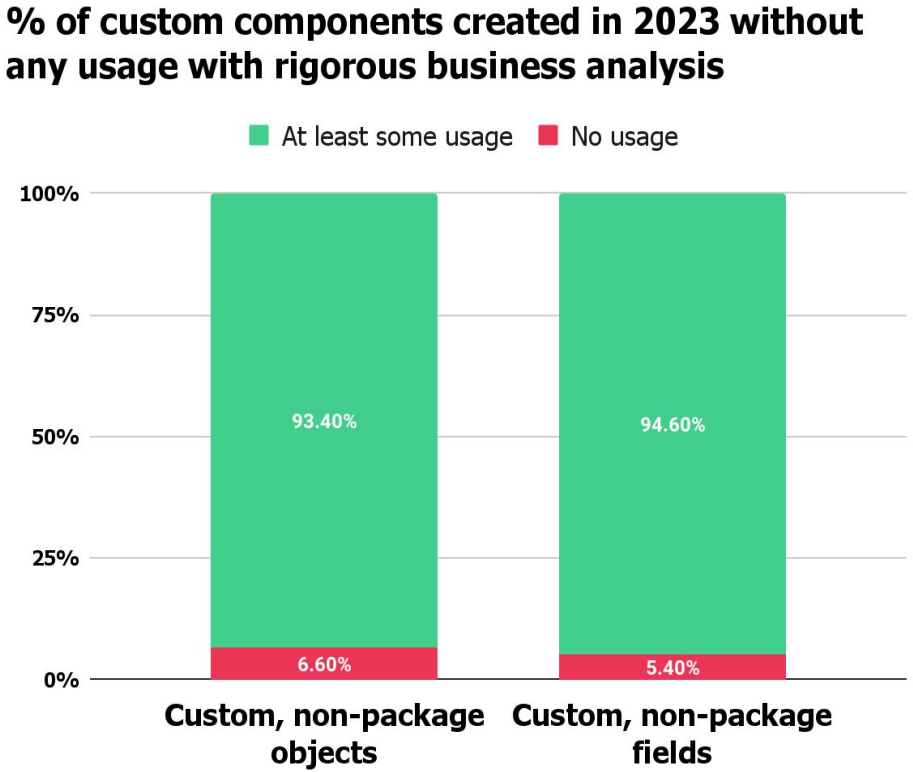
Quiet Waste (with Change Intelligence)



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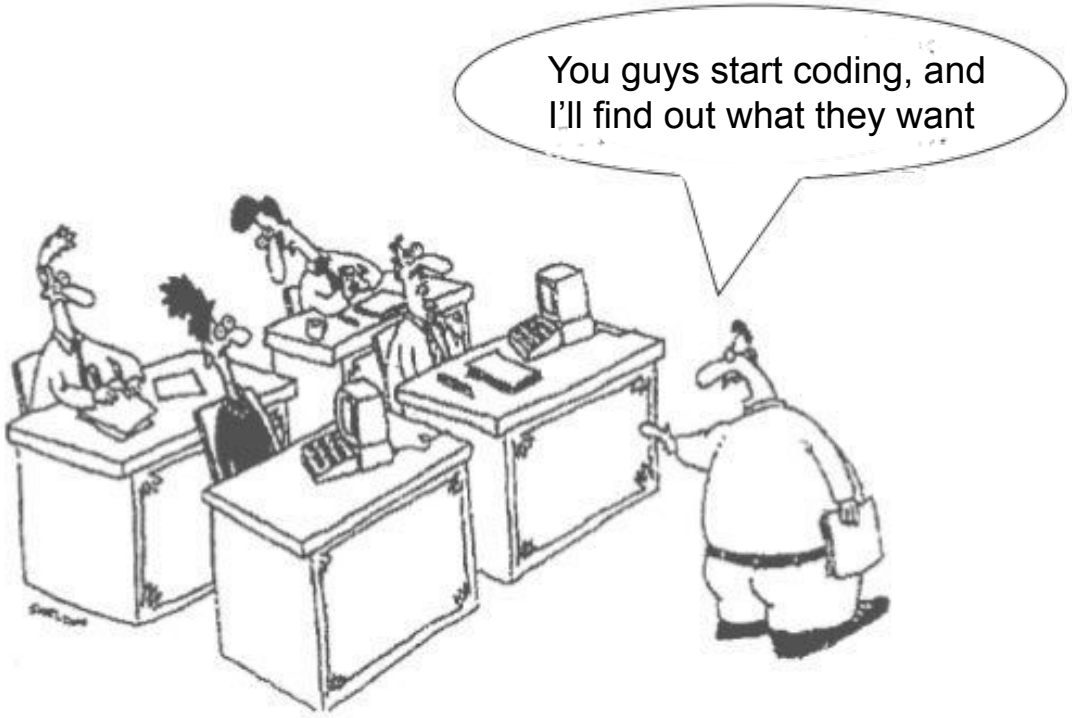
Why?



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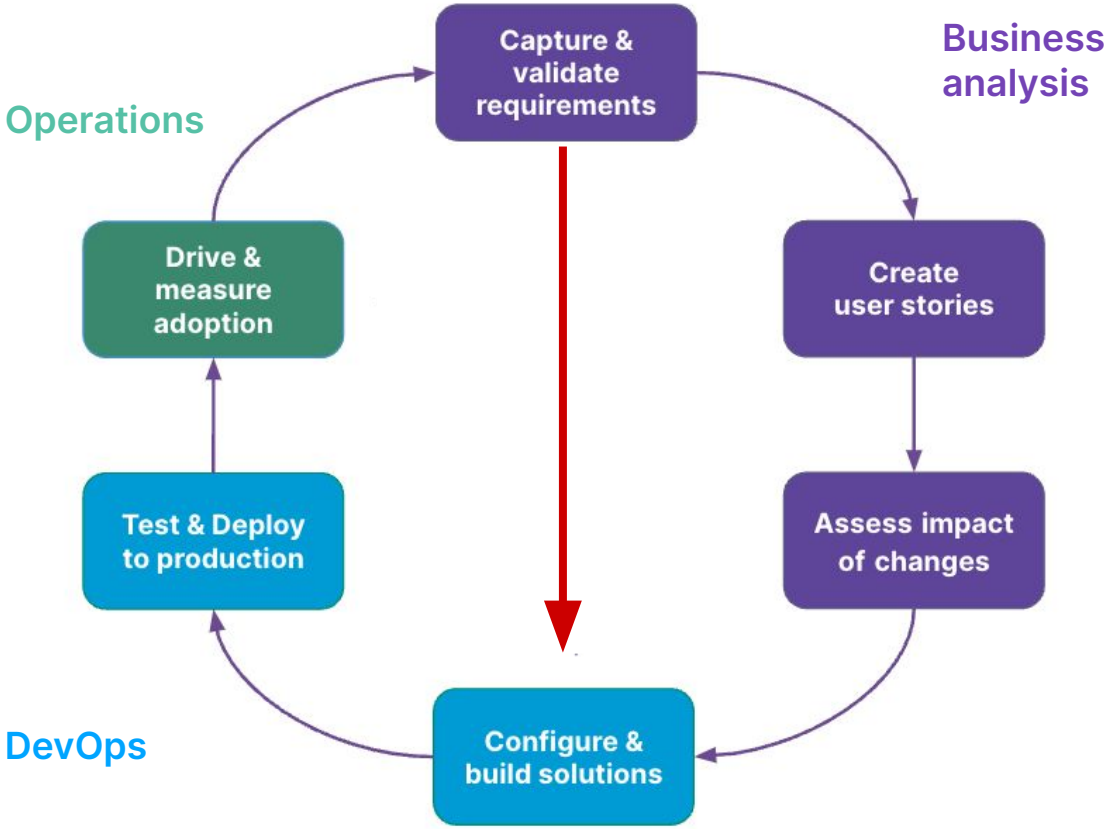
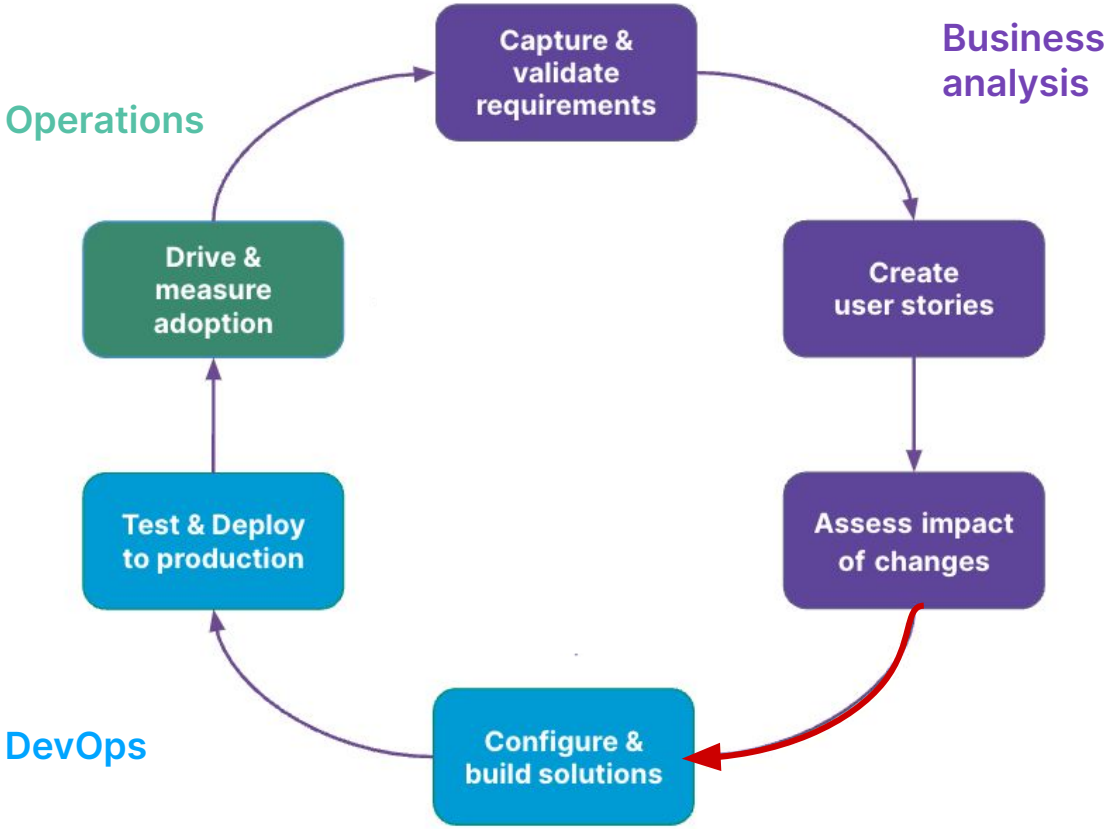
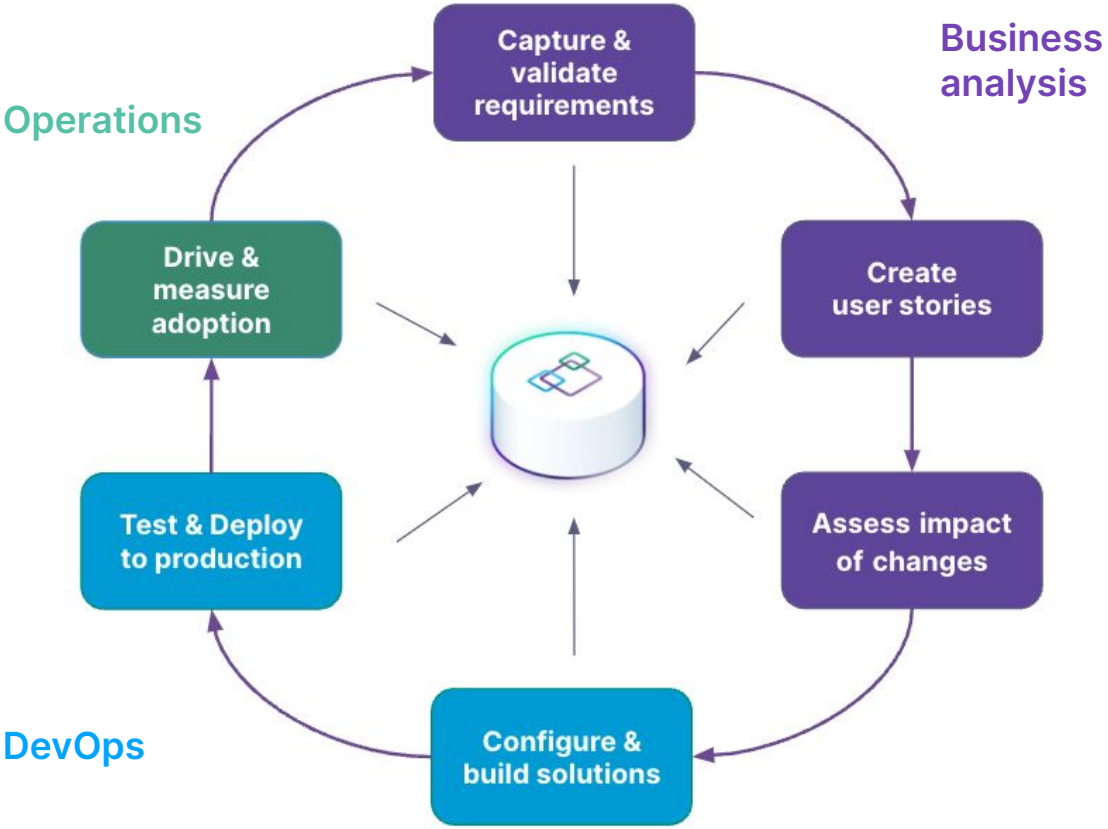
Handover


Capture & validate requirements
Business analysis
Operations
Drive & measure adoption
Create user stories
Test & Deploy to production
Assess impact of changes
DevOps
Configure & build solutions

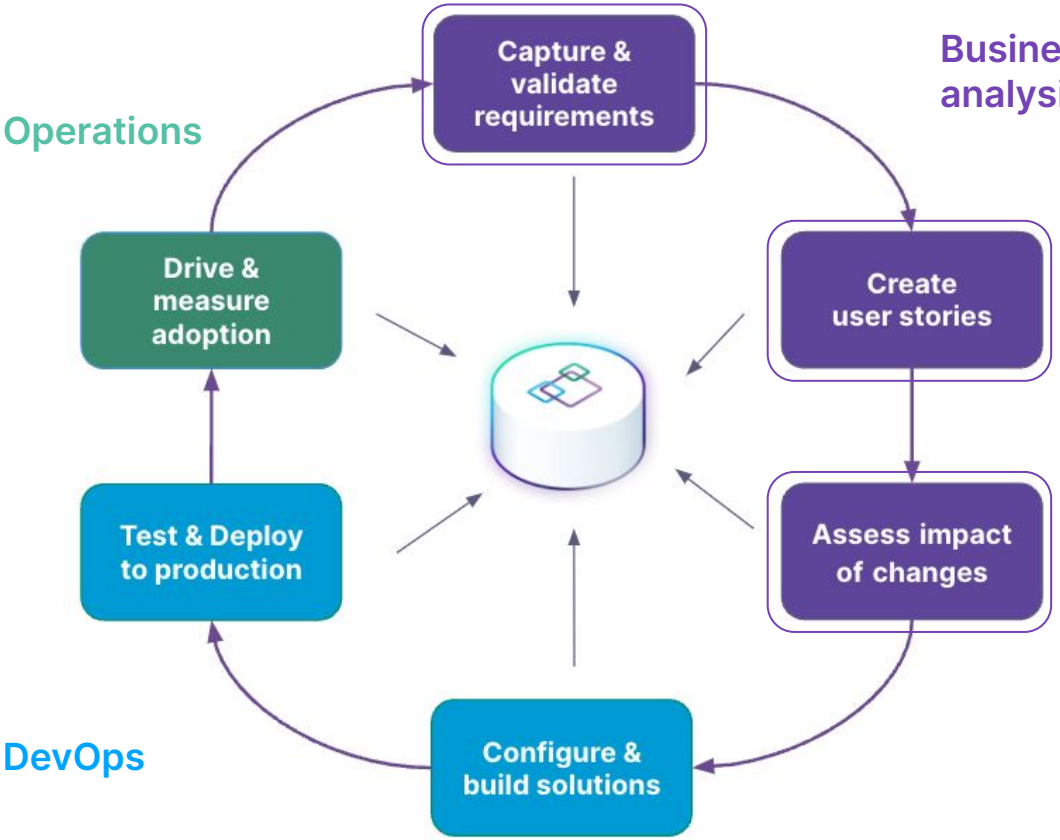
Handover: complete user story



Change Intelligence Platform



Change Intelligence Platform (accelerated by GPT)



Einstein 1

Now AI works for business & everyone can be an Einstein

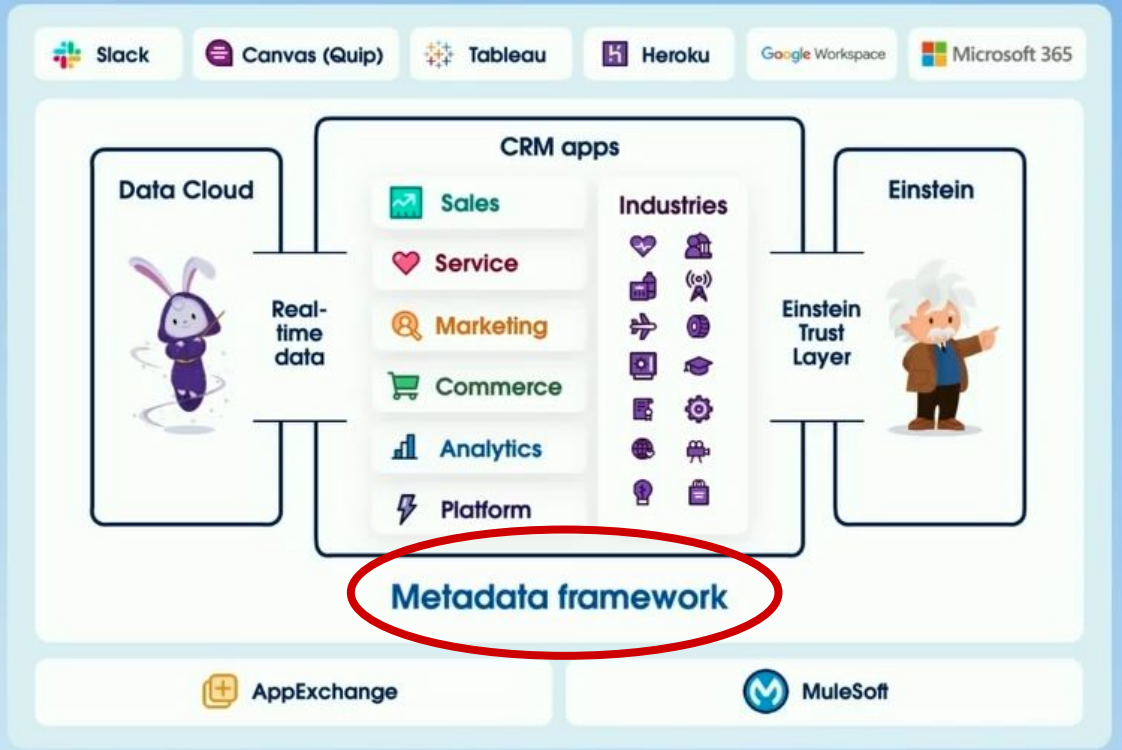
Integrated

Intelligent

Automated

Low code & pro code

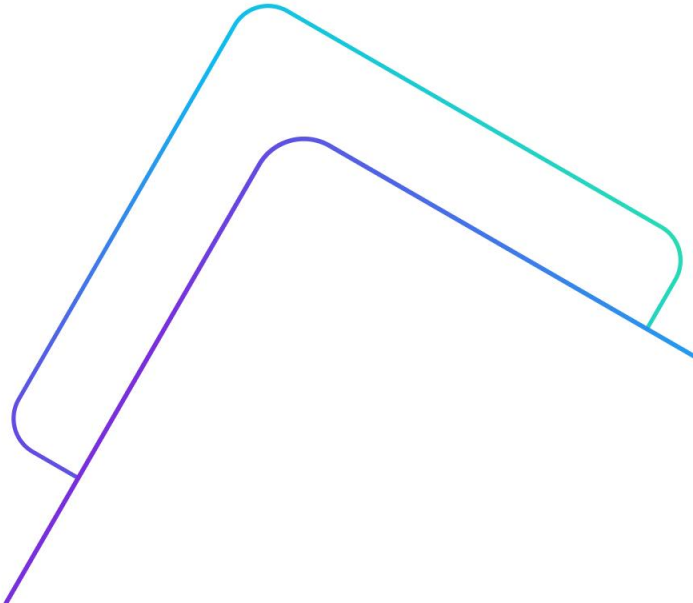
Open



Strategic vs Tactical

Accelerate time to value

- Salesforce agility and ROI lost
- Rework required to get user adoption
- Wasted effort building the wrong thing



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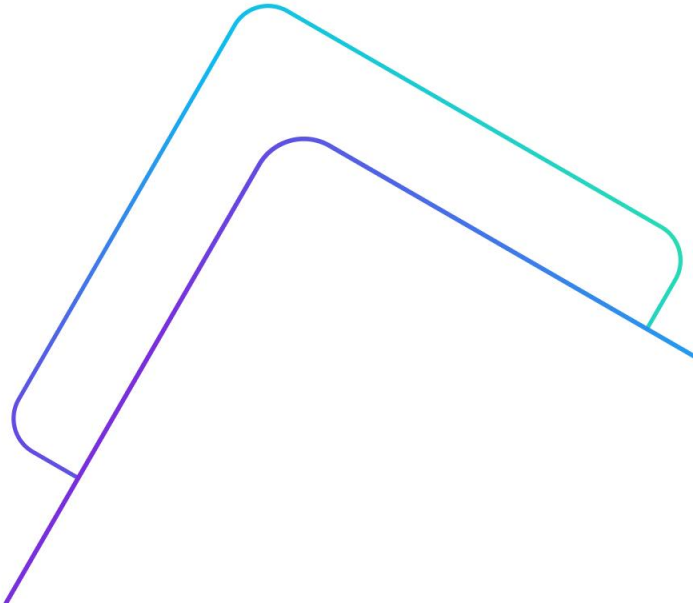
Strategic vs Tactical

Understand true requirements

- Lack of business and IT alignment
- Incomplete Business Analysis
- Incoherent user stories

Improve Salesforce agility

- Org complexity
- Technical debt
- Inadequate documentation



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