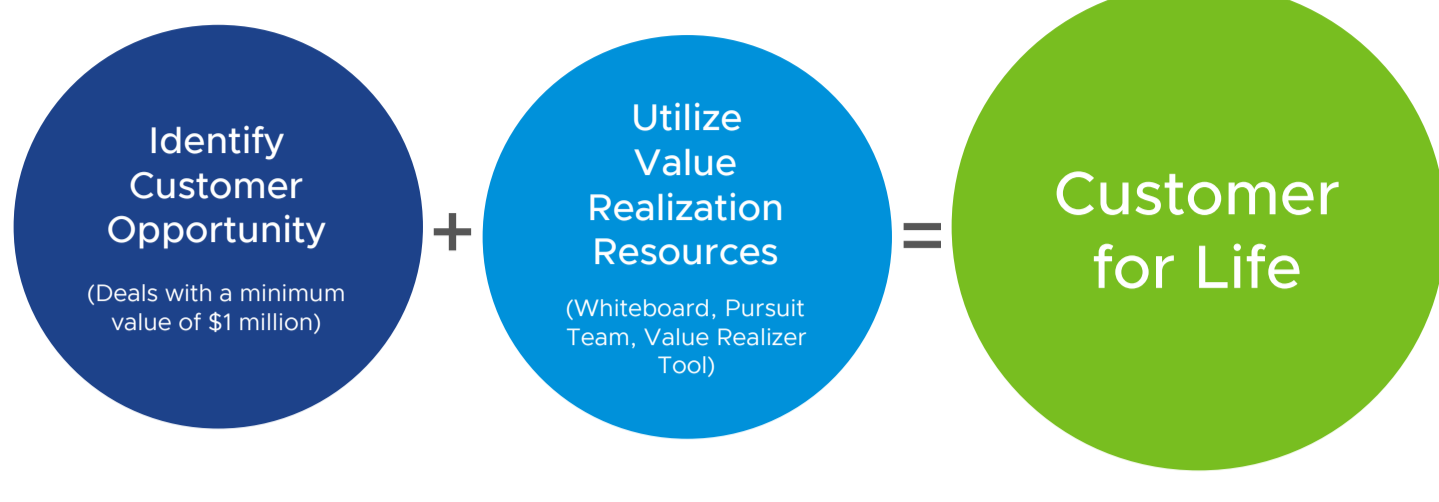


# Value Realization



## Every Customer Journey Is Different

For most organizations, the journey to the digital workspace involves up to four IT silos:

1. Identity and access management
2. Applications
3. Desktop
4. Mobile

Each silo has probably already taken some steps.

To complete the journey, these IT silos will need to align and converge.



## What We Look For

1. Customer pain points that indicate new or expanded use cases
2. Broader business initiatives that point to specific outcomes of digital workspace projects
3. Potential next steps for projects already underway

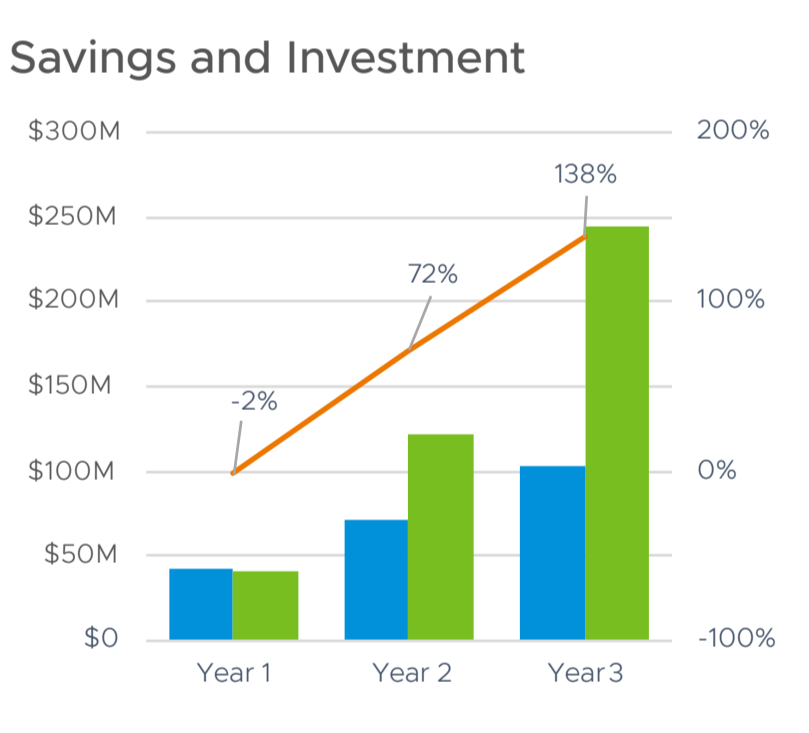
## Digital Workspace Pursuit Team and Value Realizer

Demonstrate the business value expressed in customer terms

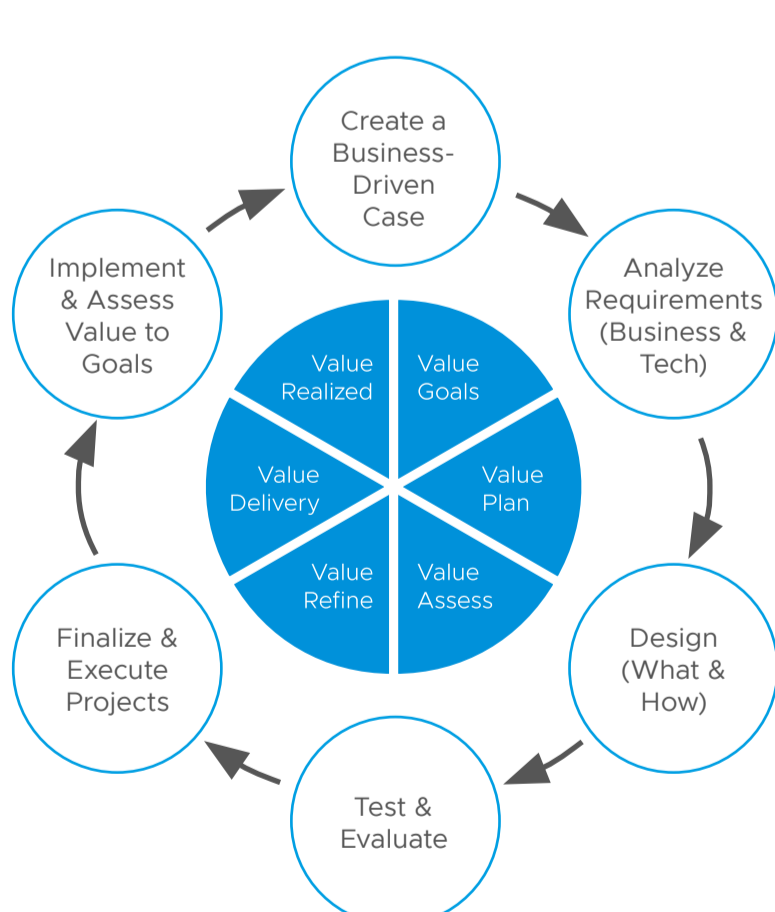
- **Economic benefits** realized and projected
- **Financial analysis** as detailed as required
- Customizable selection of productivity and soft benefits



### Economic Benefits Example\*



## End-User Computing Customer for Life: Customer's View



## Evolving Customer Engagement

- Perform ongoing research and planning
- Initiate the buying journey from the use case
- Plan for change management
- Evaluate and provide feedback on the value realized
- Build on the successful completion of a project when starting the next
- Deploy the right skill at the right time

## Top Three Things to Remember

1. Lead with discovery questions, not technology.
2. Propose only the benefits that map discreetly to your sponsor's priorities.
3. To win, you need the right tools and support at the right time.

Share your customer success story