

# DX WORKFLOW DOCUMENT

## STRATEGIC PARTNERSHIP & PROJECT EXECUTION

Prepared by: Natalie Beauchamp  
DX Research Associate

Approved by: Shiv Iyer  
Global Technology Head

## ABOUT MIK CONSULTIVO

MIK Consultivo is an emerging star in the digital transformation space specializing in offering solutions and services targeted mainly towards medium to large sized enterprises. MIK Consultivo helps companies with evaluation, selection, implementation and optimization of digital transformation solutions that multiply organizational effectiveness, boosts top line growth and bottom line profits, while minimizing overheads and business risks, all of which in turn lead to significant business growth and increase in organizational performance.

### Select Team of Visionaries

A select team of visionaries who are passionate about enhancing customer experience.

### 5-Year Young

We are a rising star in the DX space and a 5 year "young" company.

### International Talent

MIK CONSULTIVO consists of a team leveraging top talent spread across 5 countries now.

## INTRODUCTION

In today's rapidly evolving digital landscape, the success of any transformation initiative hinges not only on selecting the right technologies but also on forging strategic partnerships that bring together complementary expertise. At MIK Consultivo, we are dedicated to creating synergistic collaborations that drive meaningful results. Our unique approach combines deep industry knowledge, a rigorous project execution framework, and an unwavering commitment to your business objectives. By aligning with world-class partners and leveraging our bespoke consulting services, we ensure that every project we undertake is strategically sound, technically robust, and tailored to deliver sustained value.

Our workflow is meticulously designed to manage every aspect of the partnership and project lifecycle, from initial evaluation and advisory to seamless execution and ongoing support. This comprehensive approach ensures that all stakeholders—from C-suite executives to on-the-ground teams—are aligned, informed, and empowered to achieve project milestones efficiently and effectively. At MIK Consultivo, we don't just manage projects; we elevate them to new heights of success.

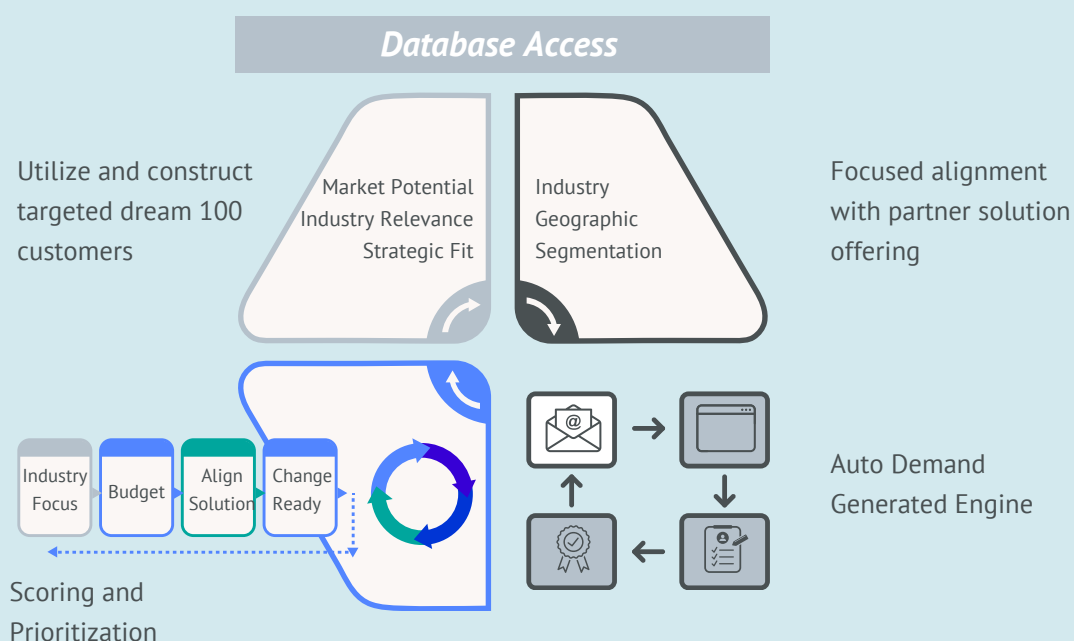
## 04

## WORKFLOW



## 05

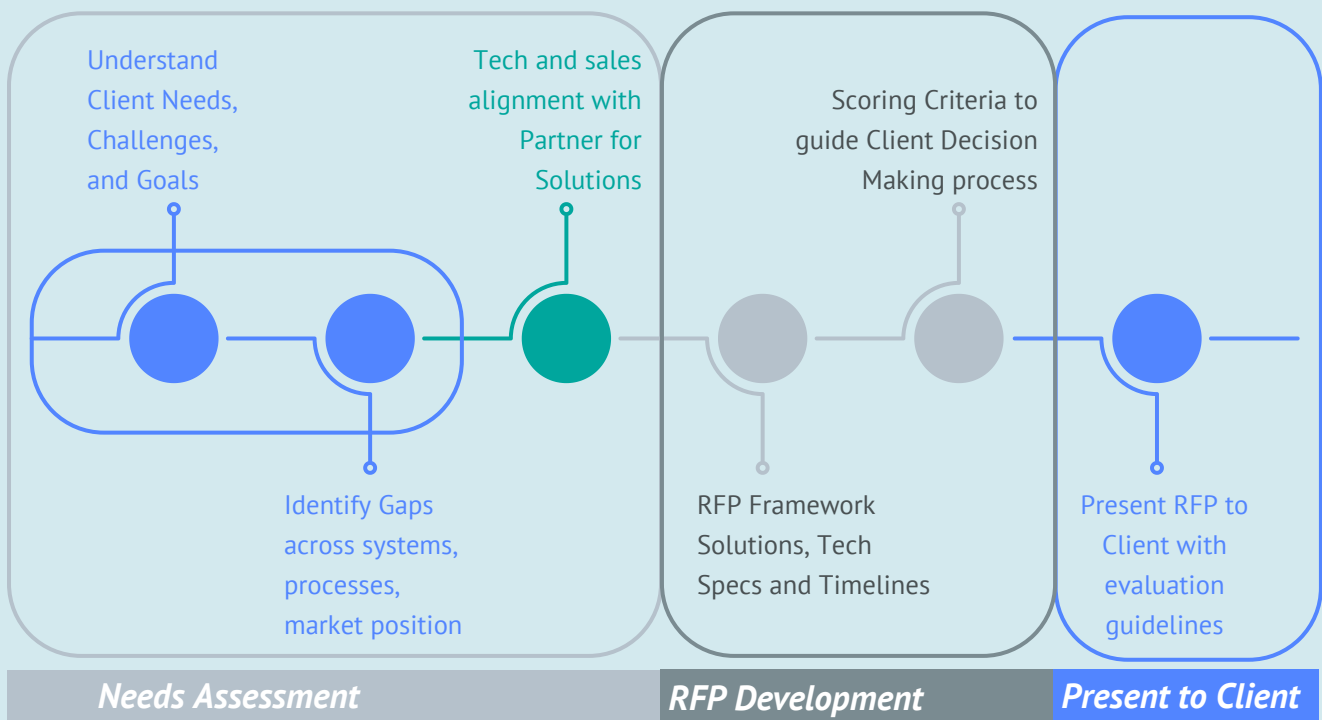
# 1. LEAD GENERATION & QUALIFICATION



- **Database Access:** Utilize our proprietary database of hundreds of medium and large companies in the Middle East to identify potential leads.
- **Dream 100 List:** Construct a targeted list of 100 high-value accounts based on market potential, industry relevance, and strategic fit.
- **Market Segmentation:** Focus on key industries such as finance, automotive, energy, and retail within UAE, KSA, and Qatar.
- **Initial Contact:** Reach out to potential partners via personalized email campaigns, offering access to our Partner Gateway.
- **Gateway Registration:** Capture partner information through registration on the gateway page, assessing their interest and fit.
- **Scoring & Prioritization:** Use a lead scoring system based on industry focus, budget potential, and readiness to engage.

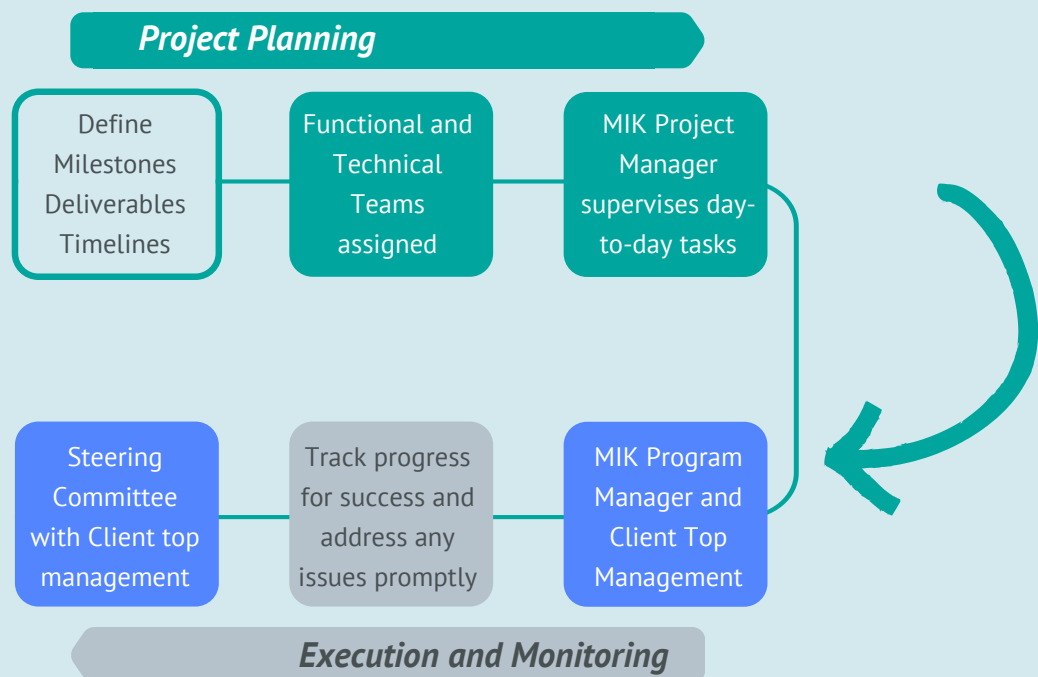
## 06

## 2. RFP FORMULATION & SCOPE DEFINITION



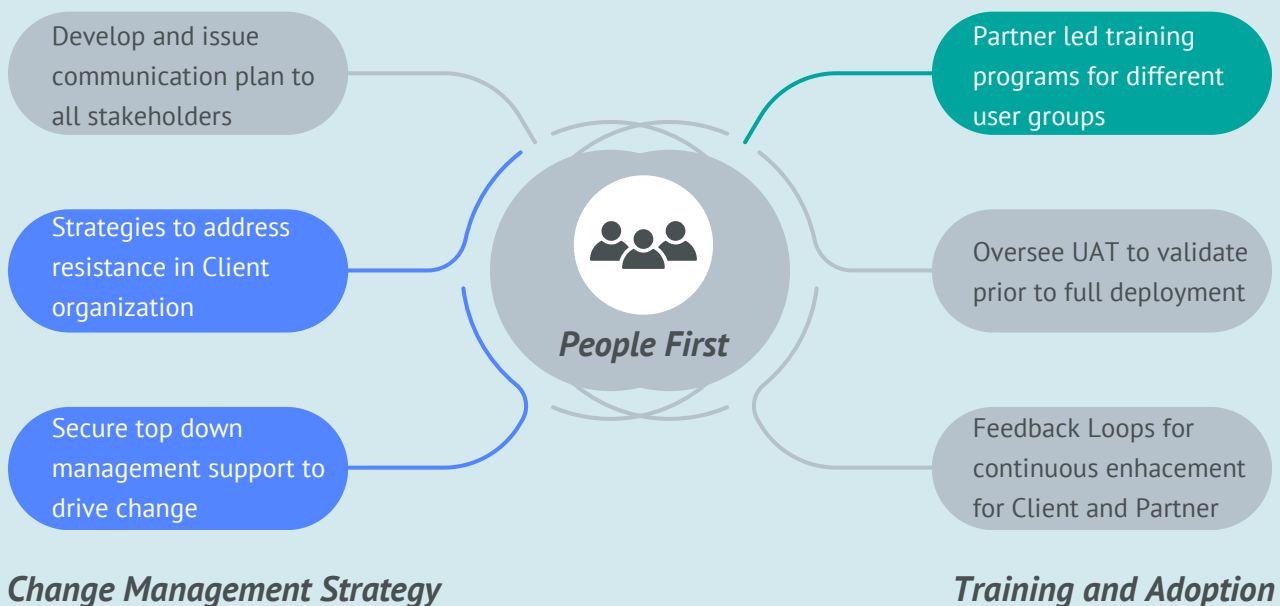
- **Client Consultation:** Conduct in-depth consultations with clients to understand their needs, challenges, and goals.
- **Business Analysis:** Analyze the client's current systems, processes, and market position to identify gaps and opportunities.
- **Partner Involvement:** Collaborate with the partner's technical and sales teams to align on solution offerings.
- **Framework Creation:** Develop a detailed RFP framework that includes solution requirements, technical specifications, and project timelines.
- **Scoring Criteria:** Establish scoring criteria for features, costs, industry focus, and implementation timelines to guide the client's decision-making process.
- **Client Presentation:** Present the RFP to the client, offering guidance on evaluating solutions while maintaining our consulting neutrality.

## 3. PROJECT MANAGEMENT & EXECUTION



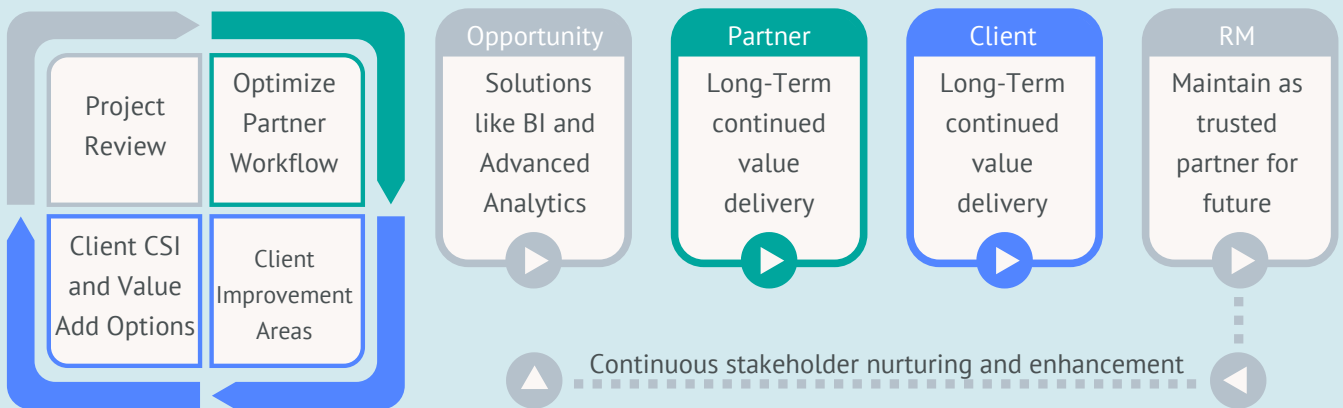
- **Milestone Definition:** Work with the partner to define key project milestones, deliverables, and timelines.
- **Resource Allocation:** Assign functional and technical teams, ensuring the right expertise is available for each phase.
- **Project Manager Role:** Our project manager supervises day-to-day tasks, while our program manager collaborates with the client's top management to keep the project on track.
- **Agile Methodology:** Implement agile practices with weekly sprints to ensure flexibility and swift adaptation to changes.
- **Progress Tracking:** Use high-level Gantt charts and detailed task lists to monitor progress and address any issues promptly.
- **Steering Committee:** Facilitate steering committee meetings every 15-20 days, involving key stakeholders (CIO, COO, etc.) to ensure alignment and buy-in.

## 4. CHANGE MANAGEMENT & USER ADOPTION



- **Resistance Identification:** Identify potential resistance points within the client organization and develop strategies to address them.
- **Stakeholder Engagement:** Engage with top management early to secure their support for change initiatives.
- **Communication Plan:** Develop a communication plan to keep all stakeholders informed and involved throughout the process.
- **Training Programs:** Organize and facilitate training sessions tailored to different user groups to ensure smooth adoption of new systems and processes.
- **User Acceptance Testing (UAT):** Oversee UAT to validate that the solution meets the client's needs before full deployment.
- **Feedback Loops:** Establish feedback mechanisms to continuously improve the change management process and ensure user satisfaction.

## 5. CONTINUOUS IMPROVEMENT & UPSELL OPPORTUNITIES



*Post Implementation Review*

*Client Side - Upsell and Cross-Sell*

**Key workflow metrics:**

- **Project Review:** Conduct a thorough post-implementation review with both the client and the partner to assess the success of the project and identify areas for improvement.
- **Client Feedback:** Gather client feedback to understand their satisfaction and areas where additional value can be provided.
- **Opportunity Identification:** Identify opportunities for upselling and cross-selling additional services or solutions, such as BI or advanced analytics.
- **Long-Term Planning:** Work with the client and partner to develop long-term plans for further collaboration and continued value delivery.
- **Relationship Management:** Maintain ongoing relationships with key stakeholders to position ourselves as a trusted partner for future projects.



## CONCLUSION

At MIK Consultivo, our expertise extends far beyond traditional digital transformation consulting. We distinguish ourselves by offering a holistic, end-to-end approach that not only meets but exceeds the expectations of our clients and partners. Our solution-focused and product-agnostic methodology ensures that we remain unbiased, prioritizing your business goals above all else. This positions us as a trusted advisor who can navigate the complexities of digital transformation with agility and precision.

What truly sets us apart is our ability to combine strategic foresight with hands-on execution, ensuring that every project not only stays on track but also drives measurable outcomes. We work closely with top-tier partners, leading initiatives that are not only innovative but also scalable and sustainable. By choosing MIK Consultivo, you are partnering with a firm that is committed to your success—one that delivers superior value through expert guidance, rigorous project management, and a deep understanding of your industry's unique challenges. With us, your digital transformation journey is not just a project; it's a pathway to lasting competitive advantage.

## WHAT MIK CONSULTIVO BRINGS TO SUCCESS

At MIK Consultivo, we excel in forming strategic partnerships that empower our partners to deliver world-class digital transformation solutions with enhanced precision and expertise. Our approach to partnership is designed to complement and amplify your capabilities, ensuring that together we drive impactful results for end clients.

### OUR PARTNERSHIP APPROACH

- **Synergistic Collaboration:** We work closely with our partners to develop customized strategies that align with both your business objectives and the needs of our mutual clients, ensuring seamless integration and enhanced value delivery.
- **Unbiased Expertise:** As a solution-focused, product-agnostic consultancy, we bring an objective perspective that enriches the partnership, allowing us to jointly navigate complex projects with agility and confidence.
- **End-to-End Support:** From client acquisition and project scoping to hands-on project management and post-implementation support, we provide comprehensive services that ensure each project is executed flawlessly, driving success for both our partner and our client.



By partnering with MIK Consultivo, you tap into a reservoir of expertise and strategic insight that not only complements your offerings but also elevates your ability to deliver transformative solutions. Together, we create a powerful alliance that drives sustained success, strengthens client relationships, and positions us both as leaders in the digital transformation landscape.

Empowering businesses to transform into future-ready powerhouses.



MIK Consultivo  
London  
[info@mikconsult.com](mailto:info@mikconsult.com)  
[www.mikconsult.com](http://www.mikconsult.com)