

# Prepare the Roadmap for ESA

## PLAN

- 1) Understand your **differentiation** through your customers' eyes
- 2) Map your **context** systems
- 3) Create a **dual roadmap** for Consolidation & Composition

## DRIVE

- 4) Sort out **master data**
- 5) **Prioritize** based on severity of event-cost clusters
- 6) Create a new **dictionary**
- 7) **Connect** the dots

## ORGANIZE

- 8) Create **skill** centers
- 9) Build an IT organization that looks at the **business as a whole**
- 10) Externalize and connect to your **network of partners**