

# Cutter Consortium

Enabling Digital Transformation

**Put the best minds to  
work helping you leverage  
disruptive new models that  
create customer value.**



Cutter Consortium is a unique global business technology strategy and advisory firm dedicated to helping organizations leverage emerging technologies and the latest business strategies to achieve competitive advantage and mission success. Through its consulting, research, training, and executive education, Cutter enables digital transformation.

## Why Cutter is Unique

- Cutter focuses not just on the emerging technologies, but also the business strategy and the management skills essential for successful digital transformation.
- Cutter approaches every consulting, onsite training, virtual training, and executive assignment as unique, requiring a tailor-made solution. We create a team for you that includes only our best-in-class experts.
- Cutter's consulting teams make knowledge transfer a priority, so you can leverage our work and move forward independently.
- Cutter's internationally recognized expert practitioners provide all of the research and analysis; your entire organization can tap into this brain trust, whose written words have been likened to a "consultancy in print."
- Without exception, every single Membership inquiry is fielded by a Cutter expert with hands-on experience in the area being addressed.
- With Cutter, you get cutting-edge thinking from multiple viewpoints so you can determine what's best for your unique circumstances.
- Emphasis is on strategies and processes, not just vendors; history shows that it's not the wrong choice of vendor, but poor strategy or faulty project/change/risk management that leads to failed outcomes.
- Cutter is unique in having no ties to vendors so you know the advice you receive is unbiased and solely in the best interest of your organization.



## What are Cutter's Areas of Expertise?

Cutter's guidance runs the full gamut of business technology and digital transformation issues, aligning teams of experts and products/services – memberships, consulting, training, research, and events – into four practices:

### **Agile Product Management & Software Engineering Excellence**

Make your software, systems, and software organization a source of sustainable competitive advantage in an era characterized by constant change.

### **Business & Enterprise Architecture**

Help your organization create and deploy business and enterprise architectures that improve organizational understanding, increase business opportunities, support agility, and deliver value.

### **Business Technology & Digital Transformation**

Get expert advice on transforming your business and learn from the successes and failures of other organizations, from

IT restructuring and governance for new digital operating models, to sustaining innovation; take-home lessons from business model disruption in specific industries, to strategic cloud procurement; improving digital customer experience, to cultural change management; enterprise risk management in the context of disruptive change, to emerging issues in sourcing; new paradigms for technology leadership, to new models for value creation.

### **Data Analytics & Digital Technologies**

Leverage the latest insights on emerging technologies, such as IoT, cognitive technologies, machine learning, big data analytics, trends in mobile/social, and more, from strategy all the way to back-end implementation.



# Cutter Consortium Products and Services

## Cutter Membership

Cutter Membership opens the door for you to interact with Cutter's experts and brainstorm and receive ongoing top-level guidance to ensure mission success. Membership includes unlimited access to Cutter's research, inquiry privileges with Cutter experts, strategy meetings for your team with a Cutter expert, virtual roundtables and peer-to-peer networking, free admission to events, and more.

## Research & Analysis

Everyone in your organization will gain a wealth of insight from Cutter's vast content library. You'll find information you can put to work immediately, from the latest information on business technology trends to best practices and cutting-edge technology management strategies.

## Consulting, Training, Executive Education

Cutter treats each assignment as unique, assembling a team custom-fit for your requirements, culture, budget, and business drivers. From digital transformation strategy development, to Agile Leadership training; leveraging data streams, to Business Architecture initiatives; expert facilitated Leadership retreats, to IT assessments and road-map development to achieve digital success, Cutter's experts deliver powerful solutions.

## Digital Transformation & Innovation Bootcamp

A standalone offering, or part of a Digital Transformation & Innovation Membership, the Bootcamp, led by Cutter Fellow and Harvard Business School Professor Karim Lakhani, kicks off with a dinner designed to get teams of 3–5 executives, from non-competing organizations thinking analytically and strategically about their strategy in the context of how their industry is changing. Since the changes underlying the disruption in business models for value creation and value capture are universal, the lessons learned from one industry are applicable and valuable to others. Moreover, ideas are vetted in real time by the other teams of executives participating, and by Professor Lakhani.

## Events

Cutter offers multiple avenues to engage with Cutter consultants, from webinars to Q&A sessions, peer-to-peer events, the Digital Transformation & Innovation Bootcamp, and the annual Summit conference.



## How Has Cutter Membership Helped?

### Inquiry Calls: Short-burst Guidance via Membership

**Understanding Trends in Customer Experience.** Cutter Fellow Steve Andriole advised a Member firm on trends in improving the customer experience, describing how firms in the company's industry use unstructured data, together with predictive analytics, to identify disgruntled customers and win loyalty. Dr. Andriole provided guidance on how to apply these approaches. He also examined how this firm makes use, or not, of external customer data, integrating it with internally-collected data, to generate a detailed, accurate assessment of customer mood.

**Creating a Center of Excellence for R&D and Innovation.** Cutter Fellow Lynne Ellyn, who, as a CIO, spearheaded innovation for the business teams she worked with, advised a CTO Member from a leading financial institution on what was needed to create a successful Center of Excellence to generate innovative solutions to help business partners boost revenue and compete more effectively.

### Strategy Sessions: Regularly Scheduled One-on-Ones

**CIO Strategic Support.** A *Fortune* 500 CIO leveraged Cutter Membership for regular calls with Cutter Fellow Rob Austin. The pair discussed the latest challenges IT was confronting due to the organization's rapidly changing and

mission-critical industry. Prof. Austin's advice helped the CIO focus on IT-enabled business initiatives designed to boost the firm's competitive edge.

**CIO Coaching.** Cutter Fellow Vince Kellen meets quarterly with the CIO of a major university, sharing his own team's award-winning work in applying agile data analytics to improve student outcomes, as well as other innovations. Dr. Kellen serves as a sounding board for technical and political roadblocks.

### Research & Analysis: A Foundation to Guide your Enterprise Transformation

A government agency modelled its enterprise architecture based on Cutter's Business & Enterprise Architecture *Executive Reports*.

A Cutter Consortium Member uses the templates published in a series of Business Technology & Digital Transformation Strategies *Executive Reports* by Senior Consultant Sara Cullen to draft its SLAs.

A Member recently developed its technology governance based on a template from one of Cutter's *Executive Updates*.

A Member published a custom "Agile Perspectives" paper, based upon the ideas in a Cutter Agile Product Management & Software Engineering Excellence *Executive Report*. The paper was distributed to the entire company.

# Cutter Membership

## The Ultimate Access to the Experts

Cutter Consortium Membership opens up multiple avenues to interact with Cutter's experts to brainstorm and gain guidance to transform your organization and boost success.

**Like everything business technology, one size does not fit all.**

That's why we encourage you to choose the Membership that's right for your organization. Whether you choose Digital Transformation & Innovation, Enterprise-wide, Practice-specific, or CIO Membership you'll see a strong return.

Contact us at +1 781 648 8700 or [sales@cutter.com](mailto:sales@cutter.com) to arrange a sample inquiry call with a Cutter expert and see for yourself how quickly your return on Membership can be realized.

### What Do You Get from Cutter Membership?

- Get guidance in leveraging new strategies, emerging technologies, and business management practices to enable digital transformation and boost competitive advantage
- Learn how to mine data to create new products and services and improve customer experience
- Get input on how to reduce expenses through more cost-effective strategies
- Gain insights and get ideas on achieving sustainable innovation, successful change management, and prudent risk management
- Get coaching and insights on leadership and team-building practices that boost productivity
- Discover vendor-agnostic advice to ensure unbiased purchasing decisions





## How Does Cutter Membership Deliver Benefits?

- Get answers to your specific questions by taking advantage of **inquiry privileges**.
- Ensure your organization is on the right path with **regular strategy meetings for your team with a Cutter expert**.
- Move your entire organization up the learning curve with “seat for everyone” **unlimited access to Cutter’s research**.
- Discuss cutting-edge strategies with your peers and Cutter’s experts during **virtual roundtables** and **online peer-to-peer events**.
- Immerse yourself in new ideas and bounce concerns off Cutter’s experts with **a complimentary seat at the Cutter Summit**. Train your entire team: take advantage of **additional discounted seats**.
- Get guidance in digitally transforming your business, learn new leadership skills, navigate organizational change, and more with **add-on consulting, training, and exec ed**.



# Test Drive Cutter Today

Have a question? A challenge you're trying to overcome?  
Have you reached a bottleneck and need some expert advice?  
Find out for yourself how valuable Cutter Membership can be —  
request a sample inquiry with a Cutter expert now.

Call +1 781 648 8700 or email [sales@cutter.com](mailto:sales@cutter.com).

## CUTTER CONSORTIUM

●●● Access to the Experts

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"I have personally been able to leverage Cutter's services since 1999. Among the attributes that differentiate Cutter from other firms, two remain at the top of my list: **Thought Leadership and Real Value.** Thought Leadership is driven by Cutter's experts. Real Value, driven by 'Access to the experts,' pushes us beyond just understanding the options. We can develop relationships with the experts, and tailor the options they present so that they can be quickly and practically executed within our organization, enabling our Business Technology team to continually improve, engage, and contribute to business growth."

— Doug Mikaelian,  
VP Business Technology,  
Dairy Farmers of America

"The Information Technology revolution continues to change how businesses work and how people work in and with them. Today's demands on software to provide useful, usable, secure, and scalable services stress all aspects of systems development. These include architecture, technology selection, product development and lifecycle management. Cutter provides comprehensive coverage for these crucial topics—through research reports and customized virtual training delivered globally—helping us to understand needs and solutions that span traditional silos."

— Eric Schoen  
Director of Engineering, i2k Connect LLC;-  
Former Chief Software Architect,  
Schlumberger

"Thanks to Cutter's experts, in a short time we have been able to:

- Improve our capabilities, using the contract scorecard for outsourcing
- Gain key insights and practical strategies for responding to challenges we face in building trust and partnerships within the organization and outside our institutional borders.
- Improve our methods for working with people and anticipating the challenges of cultural transformation within our organization.
- Have immediate access to key 'experts' at critical times, who spend quality time with our teams, provide state-of-the-art orientation, and help us implement projects.
- Implement agile, effective and articulated innovation around a common vision for achieving quality education in Mexico."

— Arturo Cervantes  
Director General of Information Systems  
for Evaluation Results, National Institute for  
Educational Evaluation, Mexico