

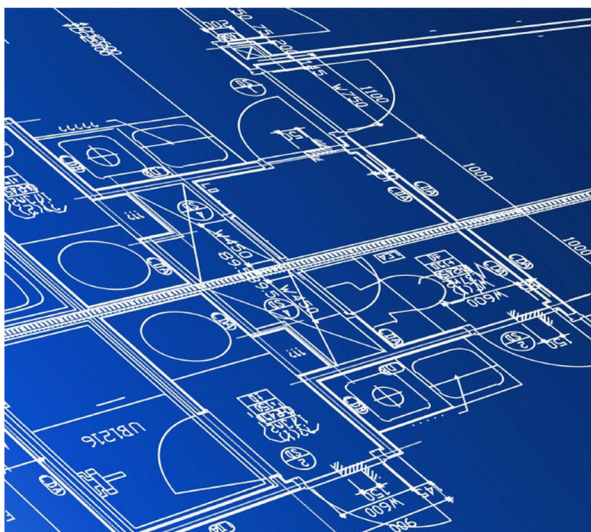


OUR MISSION

Mission Statement: "To safeguard the digital transformation of Kenyan SMEs through unbiased expertise and rigorous business analysis, ensuring every IT investment is built on a foundation of strategic alignment and seamless execution.

OUR PROFESSIONAL RIGOR:

All engagements are governed by the Business Analysis Body of Knowledge (BABOK®) framework—the global gold standard for bridging the gap between business needs and technology solutions.



WHY PARTNER WITH US?

We don't guess; we follow the Business Analysis Body of Knowledge. This means your project is handled with the same rigor used by global Fortune 500 Companies, tailored for the Kenyan SME context.

We operate on a Value-Based Fixed Fee Model

No Open Cheques: You know the total cost upfront.

- **Predictability:** No hourly billing surprises
- **Expertise:** You pay for international aligned excellence and measurable business outcomes



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STOP DIGITIZING CHAOS

We refine your business DNA before you write the check for the tech.



www.deftinsightconsult.com

Service 3:

Value Realization & Performance Oversight

"Your eyes and ears for the finish line. Ensuring the software actually moves the needle."

KEY DELIVERABLES:

A Solution Performance Dashboard:

Post-launch tracking of success metrics to verify if efficiency goals and ROI are actually being met.

B Holistic Limitation Assessment:

A 360-degree audit identifying Technical Gaps and Cultural/Skill Gaps that may be throttling your software ROI.

C Value Realization Roadmap:

A post-implementation "Optimization Guide" for the first 180 days to ensure the investment scales effectively.



Service 2:

Independent Solution Blueprinting & Selection

"Avoid Developer Drift. Get a blueprint for your digital house and an unbiased jury to pick the materials."

KEY DELIVERABLES:

A Integrated Requirements Architecture:

A unified "Source of Truth" merging BPMN 2.0 Process Models with requirements to ensure vendors cannot claim "out of scope" later.

B Weighted Vendor Scoring Matrix:

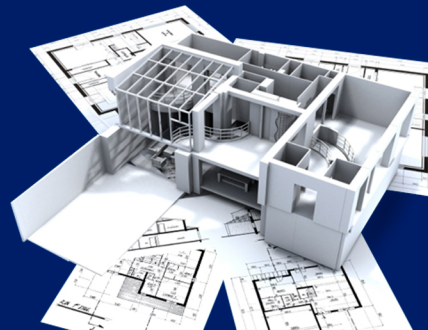
A data-driven comparison of potential software options to strip away marketing bias and find the perfect fit.

B TCO & Risk Forecast:

A 3-year financial model covering total cost of ownership, hidden fees, local API costs, and transition risks.

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THE "POWER 3" SPREAD

Service 1:

Strategic Enterprise Architecture & Alignment

"Stop digitizing chaos. We refine your business DNA before you write the check for the tech."

KEY DELIVERABLES:

A Business Capability Heat

A visual diagnostic identifying "Strategic Priority" areas versus "Low Maturity" gaps to focus resources where they impact

B Future State Blueprint (To-Be):

A roadmap utilizing the Business Model Canvas to visualize exactly how digital shifts will evolve your value proposition.

C Strategic Alignment Matrix:

A tool linking every proposed IT shilling directly to a documented business KPI to ensure zero wasted

