



BrandEnvoy™ Program

- ▶ Managed Program/ Business Planning
- ▶ Project Management
- ▶ Design & Development
- ▶ Technical

The LogicBay BrandEnvoy™ Program is an adaptive model for planning, building, and delivering performance improvement technology and services. We integrate communications, motivation, development and measurement tools into one platform to improve organizational performance.

PLANNING

Performance Analysis and Business Planning

- ▶ Identify business objectives
- ▶ Interview representative sample of the target audience
- ▶ Analyze best practices of elite performers vs. practices of core performers
- ▶ Project planning
- ▶ Resource planning
- ▶ Identify stakeholders
- ▶ Develop business model

Deliverables

- Performance Analysis Findings
- Strategic Recommendations
- Executive Summary and Presentation
- Detailed Project Plan
- Statement of Work

EXECUTION

SITE

Design

- ▶ Determine audience and campus requirements
- ▶ Determine site structure and taxonomy
- ▶ Determine feature requirements and design
- ▶ Integrate branding standards into design
- ▶ Define system integration requirements and methodology
- ▶ Identify content components
- ▶ Develop Test Plan

Development and Configuration

- ▶ Content aggregation and development
- ▶ Develop user interface
- ▶ Develop data migration interfaces
- ▶ Develop features and customizations
- ▶ Create Integration Plan
- ▶ Configure Performance Center in accordance with feature requirements and design
- ▶ Execute Test Plan
- ▶ Develop First Release

Implementation

- ▶ Application configuration in hosting environment
- ▶ Install and configure Performance Center
- ▶ Integrate content
- ▶ Integrate user, organization, and training data
- ▶ Execute test plan
- ▶ Perform user acceptance testing
- ▶ Promote Performance Center to production environment
- ▶ Go live

PROGRAM

Design

- ▶ Develop Success Measures Plan
- ▶ Develop Motivation Plan

Development

- ▶ Develop Governance Plan
- ▶ Develop Marketing and Communications Plan

Implementation

- ▶ Implement Marketing and Communications Plan

Deliverables

- Success Measures Plan
- Motivation Plan
- Functional Specification
- Information (Content)
- Design Specification
- User Interface/Branding Mock-ups
- Test Plan
- Performance Center Development Site
- Governance Plan
- Marketing and Communications Plan

DEPLOYMENT

From Pilot . . .

- ▶ Execute Rollout Plan
- ▶ Ongoing Marketing and Communications Plan
- ▶ Implement Program Governance Plan
- ▶ Administer Performance Center
- ▶ Provide customer support
- ▶ Collect user feedback through surveys and checkpoint meetings

. . . to Full Rollout

- ▶ Implement updates per pilot feedback as appropriate
- ▶ Ongoing delivery of deployment services per the above

Deliverables

- Governance Reviews
- Performance Center Administration
- Customer support