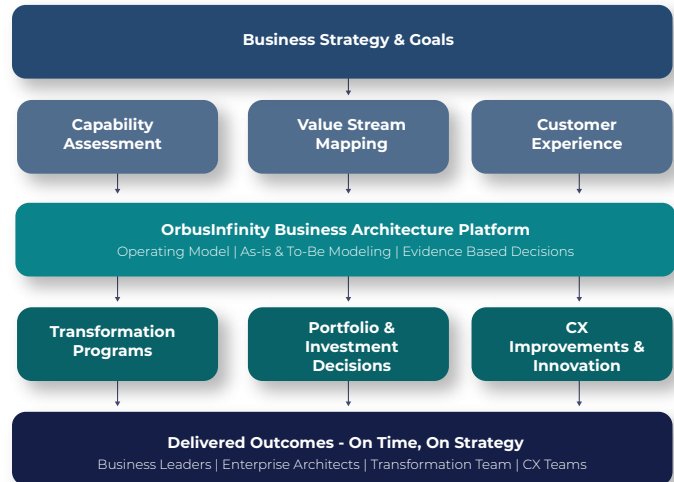


ORBUSINFINITY BUSINESS ARCHITECTURE

# Strategy. Capability. Delivered.

Build the business foundation your transformation programs deserve.

OrbusInfinity® Business Architecture provides a dynamic and comprehensive view of your organization’s operating model, linking critical business assets such as value delivery flows to people, processes, technologies, and strategy, so organizations can expose vulnerabilities, eliminate waste, and manage change.



Connect strategic objectives to capabilities, roadmaps, and investments.



**Business Architecture**  
VALUE AND CAPABILITIES



**Customer Experience**  
PERSONAS AND JOURNEYS



**Strategy Execution**  
MODELING AND ROADMAPS



**Portfolio Planning**  
IDEATION AND PLANNING

## Every Challenge. One Platform.

Business architecture problems are interconnected. OrbusInfinity treats them that way.

Clear Value Drivers	Evidence-Based Decisions	Customer Experience Clarity	Business / IT Alignment
Link people, processes, and technology. Assess capability maturity and model As-Is and To-Be states across your entire operating model.	Trace end-to-end value delivery. Identify changes with the greatest impact on value creation and surface constraints and redundancies.	Build persona-based journey maps. Compare emotional sentiment across personas and anchor every journey to a value proposition.	Map customer journey stages and service blueprints. Expose where your delivery model supports or fails, the stakeholder experience.

THE WORLD’S LEADING ORGANIZATIONS RELY ON ORBUS





WHY ORBUSINFINITY BUSINESS ARCHITECTURE

# Deep Business Architecture Capabilities for True Transformation

<p><b>A total BA solution</b></p> <p>Built for business architecture, not a BA reporting tool bolted on to an EA environment.</p>	<p><b>Rich CX capabilities</b></p> <p>Model complete personas, customer journeys, and service blueprints. Pinpoint friction points and trace them to root causes.</p>	<p><b>Strategy to delivery</b></p> <p>Drill down to understand how technology assets affect business capabilities and outcomes. Connect strategy to execution.</p>	<p><b>Built-in depth</b></p> <p>From capability maturity assessment to value stream analysis, the depth goes beyond what any EA-first platform can offer.</p>
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## Real Outcomes. Higher Accuracy.

### Drive transformation success

Transformation programs stay connected to business goals from design to delivery, landing on time and meeting desired outcomes.

### Accelerate market innovation

New products and services reach market faster because capability gaps blocking them are visible and resolved early.

### Improve customer experiences

CX investment goes to the right place because friction is traced to its root cause, not treated at the symptom.

### Make evidence-based decisions

Tie technology decisions directly to value creation, customer experience, and strategy, nothing gets lost in translation.

### Invest in improvements that drive business value

Trace every decision from strategy to capability to delivery. Surface the right fix, at the right level, every time.



We now have an executable roadmap managed and led by EA to coach the architects and leaders on their architecture practice.

**Managing Director, Food & Beverage, \$10Bn+**

## Built for Every Team in the Room

Gain a clear, evidence-based view of how your business operates and where transformation investment will have the greatest impact.



**Business Leaders**

Capture the full operating model, including capabilities, processes, technology, and strategy, and pinpoint changes that deliver the most value.



**Business Architect**

Keep programs anchored to business goals from design to delivery. Spot misalignment before it becomes a missed deadline.



**Transformation Teams**

Trace customer friction to its root cause. Prioritize investments that have the greatest impact on customer experience and value creation.



**CX Teams**



**Transformation Programs Fail Without a Clear Blueprint. Yours Doesn't Have To.**  
Book a session and walk away with a clear picture of how Business Architecture closes the gap between strategy and delivery.

[Talk to an Expert](#)