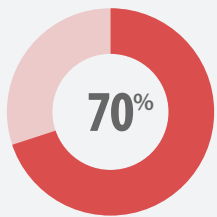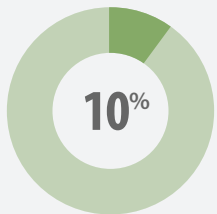# BRIDGING THE GAP BETWEEN **STRATEGY** AND **EXECUTION**

We deliver a reusable set of assets — in a commonly understood language — that enables your company to visualize the end-state of its business strategy before the plan is implemented. We work with you to understand where your business really is, where it wants to go, and what it truly takes to get there — without the costly risk of trial-by-error.

BEAT THE NUMBERS

The STA Business Architecture Practice gives your company a distinct competitive advantage over your business rivals.

70%

FAILURE RATE corporate change management initiatives.

10%

SUCCESS RATE companies that execute on their business vision.

Dive into our exclusive "What is Business Architecture?" infographic to discover the benefits that Business Architecture can deliver: bit.ly/BusArchInfo.

IS THERE **MISALIGNMENT** IN YOUR ORGANIZATION?

Every business has a strategic direction. Every business believes it is following that direction. Yet, not every business is successful due to inconsistent execution of the vision and business objectives.

Frequently, a chasm exists between a company's strategic vision and its ability to execute that vision consistently. This gap can stifle a company's ability to realize its goals. The disparity can result in unclear objectives and poorly understood impacts of these objectives that force a delicate and painful compromise between the defined goals and the need to ensure the business is not adversely affected. The result is often a "mutually agreed upon" hybrid solution that is inefficient, non-integrated, or worse entirely misses the company's intended target.

WHAT'S UNIQUE ABOUT STA?

STA's business driven, holistic approach unifies the business and IT leadership by bringing them together to design the future collaboratively. Our experience is second to none. Our approach is real — not theoretical. We integrate deeply into your organization to address all dimensions of your challenges and identify the best path to resolution and subsequent realization of strategic goals.

STA DELIVERS RESULTS

STA Group's Business Architecture approach delivers:

- Focused and aligned strategy
- Improved decision making
- Increased operational efficiency and capacity for growth
- Agility in your business and IT execution