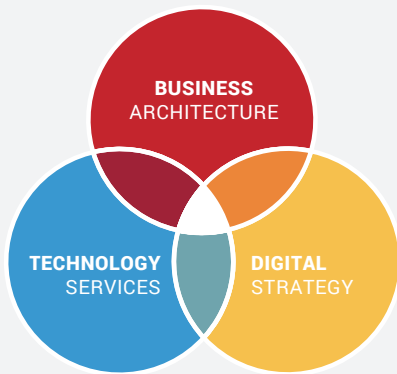# STRATEGIES FOR BUSINESS **TRANSFORMATION**

STA Group offers end-to-end business, technology and digital strategy for today's leading businesses. We deliver sustainable, reusable frameworks and processes that improve the alignment of corporate objectives, drive cost reduction and deliver compelling customer experiences.

READ OUR WHITE PAPER

Read *Five Core Principles of Successful Business Architecture* to learn about the foundational principles and insights on Business Architecture.

This work is compiled from the authors' 10 plus years of experience working on Business Architecture programs.

Download: bit.ly/BusArch5.

WHO WE ARE

STA Group, LLC is an established, trusted name in business, technology and digital strategy consulting. We provide industry-leading results to leaders in the Insurance, Healthcare and Financial Services. Founded in 2002, we currently employ over 260 experienced consultants, which includes 100 Business Architects, the largest active number of professionals in the industry, who lead the way in successful business and technology transformations.

WHAT WE DO

Maintaining a competitive edge is daunting in today's competitive landscape. Let STA Group's professional consultants transform your business. Our services include:

BUSINESS ARCHITECTURE — Translate strategic direction into business designs. STA Group's industry-leading Business Architecture Practice delivers results with our proven, business-centric approach and deeply experienced team. We leverage our skills, solutions and holistic view of your organization to bridge the gap between strategy and execution.

TECHNOLOGY SERVICES — We bring depth and breadth to IT consulting. Our consultants deliver repeatable successes to global Fortune 50 enterprises by positioning our clients for sustainable, competitive advantage by supporting strategic business objectives though well-designed and effective technology.

DIGITAL STRATEGY — We design unique digital strategies. Simply put, a digital strategy is a framework to define, execute, measure, manage and grow your corporate digital communication initiatives. We help you build a comprehensive digital strategy that provides guidelines and best practices to align your digital efforts and channels for the greatest success.

SEE THE VALUE OF STA

Visit www.stagrp.com or contact us today to learn how STA Group delivers outstanding business, technology and digital solutions that propel your business to the next level.