

8 WEST IMPACT ENGAGEMENTS

Business-Technology Alignment Assessment

ALIGNING TECHNOLOGY DECISIONS WITH BUSINESS APTITUDES

5 Days | 6–12 Participants | Virtual or On-Site
Fixed-Fee Engagement [\$15,000]



Workshop Overview

The Business–Technology Alignment Assessment is a structured, data-driven engagement designed to help leadership teams make clear, defensible technology decisions that directly support business strategy.

Technology choices - platforms, architectures, vendors, operating models -fundamentally shape how easily a business can **innovate, scale, adapt, and sustain itself**. Yet many organisations make these decisions based on intuition, vendor pressure, or fragmented perspectives across business and technology teams.

This engagement introduces a **shared language and scoring framework** that connects **business goals to concrete technology implications**, enabling objective, collaborative decision-making across leadership, product, and engineering.

The outcome is not just insight - **it is alignment:**

- Alignment between executives and technical leaders
- Alignment between strategy and delivery
- Alignment between ambition and feasibility



Core Concept: Business Aptitudes

At the heart of the assessment is a set of Business Aptitudes - the fundamental ways a business must perform in order to succeed.

We assess how well current (or proposed) technology choices support the organisation's ability to:



- **Innovate** – Create genuinely new value for customers and markets
- **Scale Up** – Serve larger markets with growing load, complexity, and enterprise requirements.
- **Scale Down** – Operate economically and efficiently at a small scale with minimal overhead and low barrier to entry.
- **Produce** – Achieve business goals quickly and economically
- **Secure** – Operate within acceptable risk and compliance boundaries
- **Change** – Adapt direction as conditions evolve
- **Predict** – Accurately estimate time, cost, and effort
- **Observe** – Gain visibility into operations and troubleshoot issues effectively.
- **Grow** – Attract customers, talent, and partners
- **Sustain** – Operate the business model effectively over time

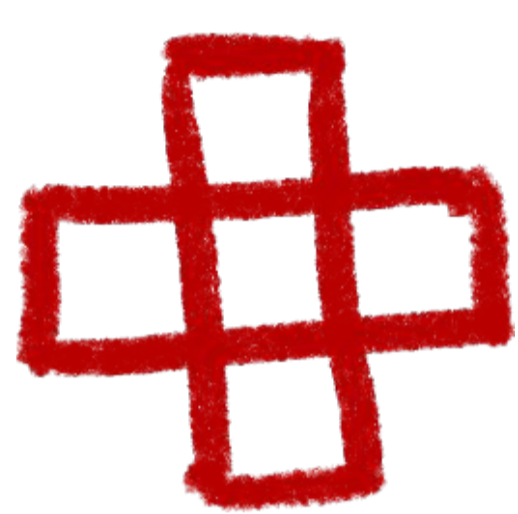
Each aptitude is defined in business terms, then evaluated through a technology lens, creating a shared, non-technical conversation that still produces concrete technical insight.

Workshop Outcomes



BUSINESS–TECHNOLOGY ALIGNMENT SCORECARD

A clear, visual assessment of how well current or proposed technology choices support each business aptitude.



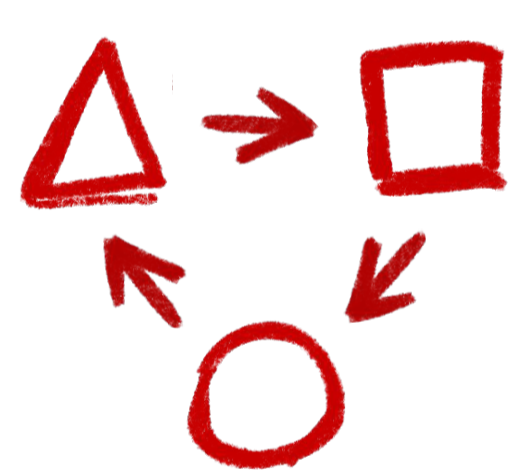
WEIGHTED DECISION FRAMEWORK

Custom weighting of aptitudes based on strategic priorities (e.g. scale vs. innovation, speed vs. risk), making trade-offs explicit and intentional.



CROSS-FUNCTIONAL CONSENSUS

Structured workshops that align executive, product, and technical perspectives into a single, agreed view of strengths, gaps, and risks.



STRATEGIC TRADE-OFF VISIBILITY

Explicit identification of where technology choices enable certain outcomes while constraining others - no silver bullets, no surprises.



DECISION-READY RECOMMENDATIONS

Clear guidance on:

- Adopt / invest / modernise
- Hold / stabilise
- Avoid / exit

...mapped directly to business impact.



EXECUTIVE READ-OUT

A business-ready narrative suitable for board, leadership, or investor discussions — grounded in evidence, not opinion.

The Architecture Bridge

THE INPUT

Two perspectives,
One language.

Technical Scoring

Architects evaluate technologies across 10 dimensions based on technical reality and justifications.



Business Context Weight

Leadership assigns relative importance [0–100%] to each Aptitude based on specific strategic goals.

THE ‘EASE’ META - FRAMEWORK

Every Aptitude is defined by “The ease with which the business can [Aptitude].”

+ Innovate / Produce

Create novel solutions / Achieve goals quickly and economically.

+ Scale Up / Down

Handle growing enterprise load / Operate efficiently at small scale.

+ Change / Sustain

Pivot strategic direction / Maintain operations indefinitely without complexity.

+ Secure / Observe

Manage risk transparently / Gain visibility into operations.

+ Predict / Grow

Forecast time and cost / Attract customers, staff, and partners.

THE OUTCOME

Quantified decision making

Aptitude Score



Context Weight



Context Fit Score

- ✓ Reduced Conflict
- ✓ No ‘black box’ decisions
- ✓ Architectural significance

Who Should Be Involved

ROLE	WHY THEY'RE CRITICAL
CEO / COO / Business Unit Leaders	Define strategic priorities and success criteria.
CIO / CTO	Translate business ambition into technology capability.
Product Leadership	Represent customer value, roadmap pressure, and delivery reality.
Enterprise / Solution Architects	Assess architectural implications and constraints.
Engineering Leadership	Validate feasibility, cost, and delivery risk.
Finance / Strategy Partners	Ground decisions in investment and sustainability.

Engagement Structure & Agenda

PRE-ENGAGEMENT ALIGNMENT

Brief executive and key stakeholder kick-off to align on outcomes, success criteria, expectations, and communication plan before Day 1.

DAY 1 KICK-OFF & STRATEGIC ALIGNMENT

FOCUS	Shared framing and success definition
KEY ACTIVITIES	Confirm business objectives, strategic pressures, and decision drivers Review current technology landscape and known constraints Introduce the Business Aptitudes framework and scoring approach Define success criteria and key questions the assessment must answer
SUGGESTED ATTENDEES	Executive leadership CIO / CTO Product and technology leads

Engagement Structure & Agenda Continued...

DAY 2 TECHNOLOGY DEEP DIVE

FOCUS

Technology reality and constraints

This session is designed for **technical leadership** and establishes a clear, evidence-based view of what the current (or proposed) technology landscape can realistically support.

KEY ACTIVITIES

Review architecture, platforms, operating model, and delivery constraints

Identify systemic strengths, bottlenecks, and technical debt

Assess how technology choices influence speed, risk, scalability, and change

Capture assumptions, dependencies, and non-obvious constraints

SUGGESTED ATTENDEES

CTO / Chief Architect

Engineering leadership

Platform, DevOps, Security, and Data leads

OUTPUT

Technology capability baseline

Documented constraints, enablers, and risks

Technology inputs into Business Aptitude scoring

Engagement Structure & Agenda Continued...

DAY 3 BUSINESS APTITUDE DEEP DIVE

FOCUS	Strategic priorities and trade-offs This session is led with business leadership and framed explicitly around strategic context , not technology detail.
KEY ACTIVITIES	Define one or more strategic contexts (e.g. growth, efficiency, regulation, innovation) Weight Business Aptitudes based on business priorities Evaluate relative importance and non-negotiables Make trade-offs explicit and intentional
SUGGESTED ATTENDEES	CEO / COO / Business unit leaders Product and commercial leadership Finance / strategy partners
OUTPUT	Weighted Business Aptitude models per context Clear articulation of strategic priorities and trade-offs

Engagement Structure & Agenda Continued...

DAY 4 ALIGNMENT & TRADE-OFF ANALYSIS

FOCUS	Business–technology convergence
KEY ACTIVITIES	Combine technology findings with business-weighted aptitudes Calculate alignment scores under each strategic context Identify areas of strong alignment, tension, and risk Explore “what-if” scenarios to stress-test decisions
SUGGESTED ATTENDEES	CIO / CTO Selected business and product leaders

DAY 5 ANALYSIS, EXECUTIVE READ-OUT & NEXT STEPS

FOCUS	Decision enablement This final day combines consultant synthesis with a leadership-ready playback, ensuring decisions are informed and momentum is maintained.
KEY ACTIVITIES	Finalise alignment scorecards and visualisations Present findings, trade-offs, and recommendations to leadership Validate conclusions and agree on decisions or next steps Define ownership, timelines, and follow-on engagement options
SUGGESTED ATTENDEES	Executive leadership CIO / CTO
KEY ACTIVITIES	Business–Technology Alignment Scorecard Executive summary and read-out deck Clear recommendations and action paths

Engagement Model & Pricing



FIXED FEE

Clear scope, clear outcomes, no surprises.



VALUE-FOCUSED

Clients consistently report improved confidence, faster decision-making, and reduced friction between business and technology teams.



LOW-RISK ENTRY POINT

Ideal as a precursor to:

- Architecture modernisation
- Platform selection or migration
- Organisational or operating-model change
- Large-scale investment decisions

Why 8 West

8 West specialises in bridging the gap between strategy and execution.

We bring:

- Deep technical credibility across cloud, architecture, and engineering
- Executive-level facilitation and storytelling
- A pragmatic, evidence-based approach to complex decisions

This Impact Engagement is not about prescribing a single “right” technology - it’s about making the consequences of decisions visible, explicit, and aligned with what the business truly values.

Ready to Proceed?

Schedule a short discovery call to confirm scope and strategic focus. We typically begin within 2–4 weeks of approval.



8 WEST CONSULTING

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