



Driving efficiencies, knowledge, and revenue for the extended enterprise via interactive media solutions.

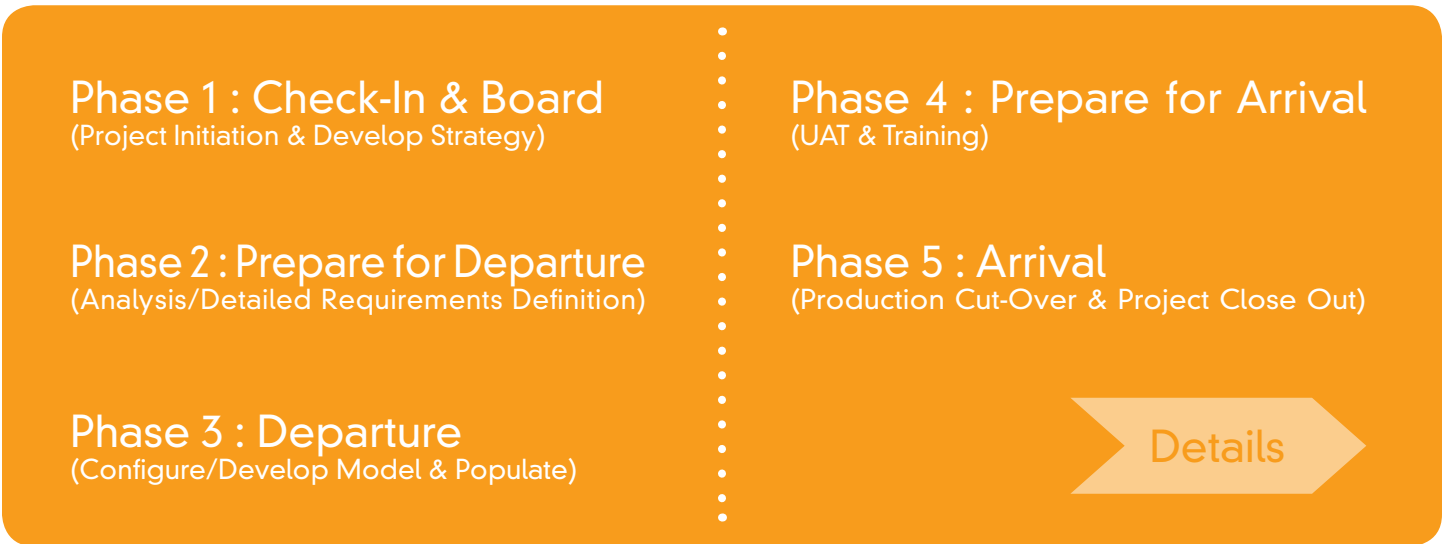
neotive™  
GATEWAY SOLUTIONS

## Neotive Gateway Solutions' Interactive Media Gateway Methodology™

"New media encompasses emerging digital, computerized, or networked information & communication technologies."  
[ Source: New Media Institute ]

### How can Neotive Gateway Solutions help me with my new media strategy?

We provide a comprehensive framework called "Interactive Media Gateway Methodology" that covers the complete journey identifying how new media can help your business or organization. The process begins with check-in, which assesses your needs prior to preparing for departure which identifies the requirements and launches the process. "Interactive Media Gateway Methodology" allows organizations to clearly see and take advantage of the benefits of interactive media throughout the various departments within an organization.



## Phase 1 : Check-In & Board (Project Initiation & Develop Strategy)

We identify the business needs of the organization and define the most appropriate interactive media model prior to initiating the project. Phase 1 has six (6) steps:

### Steps:

- Client Engagement
- Project Initiation
- Strategy Data Collection
- Solution Mapping
- Strategy Development
- Strategy Review & Sign-Off

### Deliverables:

- License Agreement
- SOW (Statement of Work)
- PSA (Professional Services Agreement)
- SLA (Support Level Agreement)
- Project Scope Document
- Project File Structure
- Project Team Allocation
- Project Management Tool Population
- Strategy Document

## Phase 2 : Prepare for Departure (Analysis/Detailed Requirements Definition)

Once the interactive media model has been identified, the analysis phase starts where we define the detailed business requirements. Additionally the project control mechanisms and change management approach are defined. Phase 2 has seven (7) steps:

### Steps:

- Business Requirements Analysis
- Technical Requirements Analysis
- Support Requirements Analysis
- Establish KPI Measures Framework
- Develop Project Frameworks
- Develop Change Mgmt Strategy
- Obtain Corporate Approval

### Deliverables:

- Business Requirements Definitions Doc
- KPI Framework Document
- Change Management Document
- Governance Document
- Communications Document
- Client Phase Sign-Off

## Phase 3 : Departure (Configure/Develop Model & Populate)

With the organization engaged, barriers removed, plans defined, communicated, understood & bought into, it is time to start the new media journey. Phase 3 has four (4) steps:

### Steps:

- Establish Development Environment
- Build Conceptual Model
- Develop Data Population Strategy
- Undertake Development Testing

### Deliverables:

- Build Conceptual Model
- Conceptual Model Sign-Off
- Data Migration Strategy Document
- Employee Buy-in Measurement and Adjustment
- Client Phase Sign-Off

## Phase 4 : Prepare for Arrival (UAT & Training)

To ensure a smooth transition the organization needs to prepare for the interactive media arrival. This is achieved through knowledge transfer, system testing & where required, project pilots. There are four (4) steps in Phase 4:

### Steps:

- Client Training
- User Acceptance Testing
- Run System Pilot (Optional)
- Obtain Go-Live Authorization

### Deliverables:

- Develop UAT Test Plans
- Develop Training Materials
- Training
- Production Cut-Over Strategy Doc
- Pilot (Optional)
- Validation of Asset Plan
- Employee Buy-in Measurement and Adjustment
- Client Phase Sign-Off

## Phase 5 : Arrival (Production Cut-Over & Project Close Out)

The interactive media solution is embedded into the organization in Phase 5. Phase 5 has four (4) steps:

### Steps:

- Production Cutover
- Support Handover
- Post Implementation Review
- Project Close-Out

### Deliverables:

- Employee Buy-in Measurement and Adjustment
- Project Portfolio Materials
- Support & Maintenance
- Client Phase Sign-Off
- Client Project Sign-Off