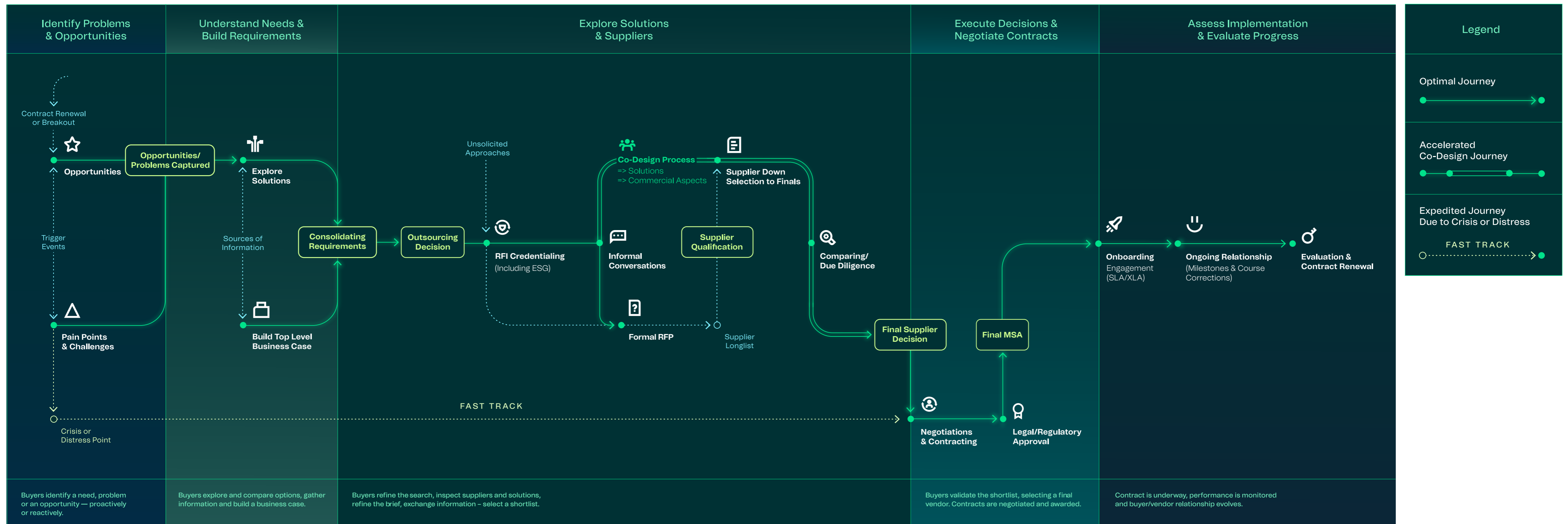


Buyer's Journey Quick Reference Guide to optimizing supplier & solution selection

We take the complexity out of the buying process for technology services, allowing you to focus on what matters most.

Our buyer's guide provides you with clear guidance on the buyer's journey, powered by Unisys accelerators — our unique activities and services that help take your business to the next level.



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	Identify Problems & Opportunities	Understand Needs & Build Requirements	Explore Solutions & Suppliers	Execute Decisions & Negotiate Contracts	Assess Implementation & Evaluate Progress
Buyer Tasks & Phase Description	<ul style="list-style-type: none"> Identify compelling problems/opportunities to make informed decisions. Set internal priorities for prioritization. Assess the marketplace and glean competitive insights. 	<ul style="list-style-type: none"> Build a case for change around values and outcomes. Gather information on build requirements. Explore solutions and options. Determine ROI/cost-benefit. Finalize business case sign off. 	<ul style="list-style-type: none"> Determine the best solution approach. Explore solution options from suppliers. Schedule demos to better understand the offering. Build a buying group to make informed decisions. Agree on expectations from the vendor. Define cultural fit and assess. Conduct vendor reference checks. 	<ul style="list-style-type: none"> Agree on final scope and vendor. Review the business case to understand holistic view and details. Finalize executive approval and begin executing on decision. 	<ul style="list-style-type: none"> Integrate the solution into operations to begin implementation and assessment. Maintain quality of service and monitor progress. Resolve issues quickly and effectively. Build trust and evolve the supplier/buyer collaborative relationship.
Buyer Challenges	Buyers are overloaded with information on existing problems and future opportunities, resulting in a lack of clarity on needs or a lack of vision on what the result looks like.	Buyers may have difficulty prioritizing internal requirements and may struggle to see the full picture.	Buyers must be confident in identifying vendor differentiators but face difficulty comparing vendors side by side. Once decisions are made, buyers may also struggle to build consensus and support stakeholder management.	Buyers need to negotiate the contract and ensure it fits budget expectations.	Buyers face challenges with solutions that do not measure progress or meet timelines, leading to unexpected delays and uncertain results.
Buyer Questions	<ul style="list-style-type: none"> What is the problem we need to solve? Are others struggling with this? Are there processes that are broken? What are the implications of action or nonaction? What are the trends happening in our industry or competitor actions that we need to consider? Who are the innovators? 	<ul style="list-style-type: none"> What are the problems to solve/opportunities we can go after? What are the business outcomes we are looking for (technology, strategic, financial goals)? Have we engaged the right internal decision-makers and end users? Who can help/guide us in developing our business case? How do we balance cost, value and risks? Can we benchmark others who are doing this well? 	<ul style="list-style-type: none"> Have we agreed on expectations (will it be delivered on time/within budget?) Have we committed the relevant team, resources and attention to the process? Have we involved the right decision-makers to drive success? How will we/the supplier manage transition risks? Can we work with them? Is there a cultural fit? Do they understand my company, my industry and my geography? 	<ul style="list-style-type: none"> Does their price fit our budget? What are the risks and compliance considerations (technology, business and governance) in going with this supplier? Will the supplier add value? Is there benchmarking data to validate the solution? What is the expected timeline for final contracts? Are there templates we should follow? Have they allocated adequate resources against solutions, legal and finance? 	<ul style="list-style-type: none"> Is my vendor proactively delivering the value we expected? Do both sides have the right team in place? Do we need new skills, new people or new approaches to implement successfully? Do we have ongoing customer support and resources? Do we have to escalate issues to get action? Have we met all our responsibilities under the statement of work (SOW)? Given our experience so far, would we consider doing more work with this supplier?
Unisys Accelerators	<ul style="list-style-type: none"> Thought leadership: to provide insightful counsel on issues and growth areas Consulting assessments: to identify transition and/or sourcing readiness Consulting workshops: to identify problem areas and service gaps 	<ul style="list-style-type: none"> Co-design services: to collaboratively design your business case with you Consulting assessments: to help assess readiness and fit of new services Organizational change management (OCM) workshops: to guide changes accompanying new technology or service adoption 	<ul style="list-style-type: none"> Co-design services: to collaborate on sourcing, solutions and risk management Transition consulting: to help develop a transition and transformation plan to minimize disruption OCM workshops: to help manage change with user groups and stakeholders 	<ul style="list-style-type: none"> Contract & negotiation FAQs: to provide guidance on typical mutually acceptable contractual terms and to facilitate open dialogue in negotiations Decision templates: to enable rapid due diligence to highlight must-have requirements and volume metrics 	<ul style="list-style-type: none"> Continuous Service Improvement Process (CSIP): to identify ongoing improvement opportunities Unisys eXperience Management Office (XMO): to manage and improve end-user experiences OCM workshops: to help address the human side of any changes Unisys Service Management Office (SMO): to manage delivery and support of new services