

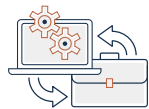


The Outcome



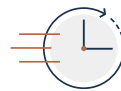
ALIGNED OBJECTIVES

Shifted technology from a reactive support function into a proactive driver of business success.



STRENGTHENED CUSTOMER PARTNERSHIPS

Established a demand management process that drives shared accountability and ownership, improves collaboration, prioritizes high-impact initiatives, and builds trust with business partners.



INCREASED EFFICIENCY

Defined clear responsibilities and streamlined workflows to enhance coordination and ensure seamless technology delivery.

BRIDGING THE GAP:

Establishing a High-Impact Business-Technology Organization

THE OPPORTUNITY

In many organizations, business and technology operate in silos—leading to misaligned priorities, inefficiencies, and missed opportunities for innovation. A leading domestic airline recognized the need to bridge this gap and align its technology capabilities with business objectives to drive operational excellence.

The client engaged Two Roads to create a strategic business-technology organization that optimized workflows, clarified roles, and implemented a value stream framework to enhance efficiency and deliver measurable impact.

THE APPROACH

To set up this new organization, we first needed a deep understanding of how initiatives currently moved through the technology organization—identifying pain points, inefficiencies, and areas for improvement. Our approach included:

- **Discovery & Gap Analysis** – Conducted in-depth discovery sessions and surveys to assess the current state of people, processes, and technology, identifying inefficiencies and opportunities for optimization.
- **Value Stream Mapping** – Collaborated with cross-functional teams to analyze seams, streamline workflows, and define optimized processes that enhance collaboration between business and technology.
- **Role Clarity & Governance** – Developed role descriptions, RACI charts, process flows, and training materials to clarify responsibilities and decision-making authority.
- **Strategic Roadmap for Maturity** – Defined a long-term roadmap to evolve the operating model, ensuring sustained alignment between technology and business objectives.

By aligning resources, goals, and workflows, this transformation redefined the client's approach to technology—shifting it from a support function to a core business enabler that drives measurable impact.

INDUSTRY

Transportation

SERVICES

Operating Model Optimization
Strategy & Planning