



Welcome to a special edition of our newsletter. We wanted to share how we're rebranding Leveraging Technology to better communicate what our company has evolved into. When we were founded, the emphasis was on being "Effective Immediately" through knowledgeable implementation and integration. Our roles have expanded and deepened in recent years to include business architecture and enterprise architecture, creating the "Strategic by Design" mindset that has become our new tagline.

This gives us a chance to brief you on where our leadership and the market - which is you, our current and prospective customers - are taking the company. To stay current with the many ways in which we can help you, please visit our new website www.leveragingtechnology.com and follow us on [LinkedIn!](#)

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Why Did We Rebrand?

The business world is in constant motion: clients' needs evolve, new competitors emerge, regulators rewrite rules -- and technology changes everything. Professional services firms [like Leveraging Technology] need to periodically step back, reassess themselves and the landscape, and adjust to the new reality.* The visionary leaders at Leveraging have done just that, and knew it was time to recalibrate and reenergize our brand to reflect the company we are today.

Key Reasons Leading Us Here:

- We have introduced significant new services with our Business Architecture and Information Architecture practices including Strategy-to-Initiative planning and Big Data platform processing.
- We continue to develop new solutions and techniques, such as pattern-based learning and repeatable methodologies, like MSI Aware™).
- We believe our practical and pragmatic approach to IT challenges makes us unique among business consultants. We apply a design mentality to all integration and Enterprise Architecture engagements to better achieve simplicity and innovation, guided by the client's goals and business performance.
- While we've accumulated extensive experience with health care payers and banking, we've expanded our domain expertise to new industries with multiple clients in retail grocery and food services, manufacturing and fuel pipeline management.
- We saw an opportunity to update our graphic look to reflect the kind of energy and design sense that we bring to customer engagements.

So how did we rebrand ourselves?

A basic rebranding effort starts with research to understand the company and employees, customers, target prospects and competition, then development of positioning, messaging, logo, tagline and website that differentiate us and create the desired impression and perception in the minds of our targets. Brand style guidelines and templates for various assets build out the visual identity and expression of the new brand. You'll be seeing these components in future communications from us as we roll out the new branding.

*From Rebranding: The Essential Guide for Professional Services Firms

What Does it Mean to be Strategic by Design?

By **Mike Cardillo**, Partner, Enterprise Architect

I have to admit that I was very reluctant to let go of the company's "effective immediately" tagline. It's very memorable and it's just plain cool! But in the end I had to ask myself - does it tell our customers anything about us as a company? Does it help identify what we do today? Does it contribute to our brand? Probably not.

At our core, Leveraging Technology is a design company. Our differentiator has traditionally been that we focus on lasting and cost effective design. We tend to put good design at the top of the list when it comes to setting priorities. Good design is in our DNA and that can't be said of everyone in the IT profession!

Thomas Watson Jr. (second president and long-term IBM CEO during its period of most explosive growth, and brought the company from mechanical tabulators to computers) said:

"Good design is good business." We at Leveraging Technology firmly agree.

[Read more](#)

Start with Simplification

By **Jim Cantin**, President, Leveraging Technology



Our Mission: Simplify, Innovate, Enable

The effects of change are cumulative and the result is greater and greater complexity. Change also requires us to reevaluate and refocus in order to determine what has now become most important and to reprioritize, or eliminate things.

Assessments are a great way to refocus. Properly structured, they provide a way to step away from day-to-day distractions and to identify the gaps and redundancies within some aspect of a business.

Leveraging Technology has all of the same challenges. So as part of rebranding our company, we made use of a self-assessment process. The result is a redefined mission for our company and set of goals for our customers. They are:

Simplification, Innovation, and Enablement.

There is tremendous power that comes from simplification. The benefits of having less complexity can take the form of: greater efficiency, responsiveness, and quality. These benefits in turn set the stage for effectively moving forward, and justifying the next set of the most appropriate capabilities.

It takes a talented, creative team to drive simplification and to deliver the benefits. It takes time and a variety of experiences to understand all the options available and to know what works in different situations. Our ultimate goal is to enable your company with capability and your people with the knowledge they need to be successful.

What We Do: Enterprise Architecture and Integration

By **Scott Azwell**, Lead Consultant

As we also strive to simplify our message to clients and prospects, we can say that Leveraging Technology does two things: Enterprise Architecture and Integration. Our extensive list of services, capabilities and offerings (which you'll find on our new [website](#)) rolls up under these two overarching disciplines:

- **Enterprise Architecture:** Enabling agility, flexibility and acceleration by building the linkages between your business and your technical delivery team, through a practical approach to Program/Portfolio Management, Business Architecture, Information Architecture, Application Architecture and Infrastructure Architecture.
- **Integration:** Over the last 16 years we have utilized our proprietary Integration Framework and Managed Services delivery team and our new industry-leading MSI-Aware™ platform monitoring and management solution to enable agility, flexibility and acceleration in our clients' increasingly complex systems environments.

[Read More](#)

Managed Services Insight: Introducing MSI-Aware™

What it is:

Technical, administration and production support for IBM middleware technologies. These technologies are used in the most critical applications and must meet established Service Levels. Our unique MSI-Aware™ solution provides insight to our consultants allowing them to efficiently support today's challenging, distributed applications.

How it works:

Complex business solutions are a web of connections facilitated by the use of middleware services. MSI-Aware™ raises awareness to what's actually happening on running systems by providing visibility to important data at moments in time. Using minimally invasive techniques, data is collected from source systems and staged for analysis. The applied knowledge and experience of middleware consultants, along with statistically derived associations, brings greater clarity to overall solution health and provides insight during the problem determination process.



The Benefits:

MSI-Aware™ gives our experts access to real-time data so they can apply their years of accumulated knowledge to improve system performance and value. The tool provides point-and-click isolation of the most important transactional elements. In the case of IBM's Message Broker, we can:

- Isolate flows
- Isolate services and specific operations
- Isolate Nodes within flows
- Ad hoc associations

Watch our website for more details on MSI-Aware™ monitoring options; or contact [Jim Cantin](#) to discuss your immediate needs.

A Flexible Engagement Model: Our Capability Partnership™

Being strategic also means that we look holistically at a client organization and not just the technologies in place. We partner with clients in unique ways to help them align people, processes and technology to build the capabilities needed to generate near-term value and longer-term agility and efficiency

Leveraging Technology's **Capability Partnership™** operating model:

Architect in Residence	Establish Roadmap and Align Supporting Capabilities <ul style="list-style-type: none">• Experienced architect works with your internal team to assess competencies, weaknesses or gaps• Develop and align platform roadmap to business strategies• Execute roadmap to achieve capability maturity goals	
Resource Partnership	Expand and Enable Your Team <ul style="list-style-type: none">• Accelerating skill development may be part of roadmap; we will cross-train internal staff or assist in hiring new talent• Roadmap ensures alignment to platform program and operating model• Training and mentoring approach ensures capabilities developed will be successfully sustained	
Managed Services	Service Level Management and Sourcing Options <ul style="list-style-type: none">• Solidify platform support with a predictable budget• Partnering allows internal staff to focus on higher value activities• Rely on our mature operating model and team of experts• Scale on demand	

Case Study: Need to Build Program Consensus? Try Applying Data.

By Andy Guthrie, Integration Specialist

Back in the heyday of Total Quality Management, we often heard, "How can you manage if you don't measure?" TQM may have retired as a buzzword, but my experience on a recent program was a reminder of just how valuable the collection and sharing of metrics can be.

In this case, our job was to implement an automated deployment process for a health care payer. This was important for several reasons. The SOA development team was under intense pressure to work ever faster to address regulatory and business changes. However, the System Administrator was spending 90 percent of his time "fixing" their code and programming applications in the deployment phase. The fact was, both parties were hampered by a broken process. (See [Case Study](#) for more details.)

[Read More](#)

What's in a Logo?

After selecting our new positioning and tagline, we decided the old company logo didn't represent the current and future Leveraging Technology. Our new logo was the outcome of a thoughtful process with various concepts evaluated against our goals.

What we wanted to achieve:

1. Look like a company of architects and designers. Design firm logos are:
 - o Simple and elegant
 - o Black and white or one color
 - o Very basic graphic element if any
 - o Name may be dominant element in a unique font or arrangement
2. Use a dimensional graphic element that is simple, but portrays:
 - o Movement, energy
 - o Custom-designed, not a stock image or one-size-fits-all solution
 - o Ours resembles an aperture, reflecting broad or narrower focus, and our EK origins
3. Provide color and continuity
 - o Red for warmth, power and energy to balance the sharpness of technology

Old:



New:



Breaking News at Leveraging Technology

Mark Haeger, Information Architecture Practice Leader, will be at the **IBM Insight** conference Oct. 26-30. The week-long event on big data and analytics focuses on how organizations are using data for competitive advantage. At Insight, attendees will discover how the data has transformed business analytics, information management and enterprise content management, and explore the latest developments in cloud, mobile, security, social and Watson.

Mark would like to connect with other attendees to discuss the topics before, during or after Insight, and how they can be applied to solve your business challenges. Contact [Mark Haeger](tel:585.454.4250) at [585.454.4250 x132](tel:585.454.4250) or follow him on [LinkedIn](#).

New Certifications

Congratulations to the Leveraging Technology employees who earned new IBM technical certifications:

- Brian Moran: IBM PureData System for Analytics v7.0
 - Nick Murn: IBM Certified Solution Architect, Cloud Computing Infrastructure V1
 - Devin Richards: IBM Certified Solution Advisor, Cloud Computing Architecture V3; IBM Certified Solution Architect, Cloud Computing Infrastructure V1
 - Steve Vaughn: IBM Certified BPM Analyst, Blueworks Live; IBM Business Process Manager Express or Standard Edition V8.0, IBM Certified BPM Application Developer - Business Process Manager Express or Standard Edition V8.0
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What Does it Mean to be Strategic by Design? - Continued

Adding the idea of strategy to design immediately gets to alignment, which is what Enterprise Architecture is all about. What are you trying to achieve and how do you plan to get there? The essence of strategy is to identify where you want to go and then identify the tactics that will get you there. Companies have to envision the future state that they want to achieve, set the pathway to success and then ensure that the implemented solutions deliver the vision - these activities are also about design. At Leveraging Technology we now help our customers across that full spectrum. We help them build and clarify business strategy, road map a path to the future and design aligned solutions that will get them there and keep them there.

"Strategy is design. And design is strategy." Leland Maschmeyer (executive creative director and founding partner of Collins).

"Effectively immediately" was both memorable and cool. "Strategic by Design" is memorable, cool and aligned with who we are and what we do. It not only contributes to our brand, it is the essence of our brand.

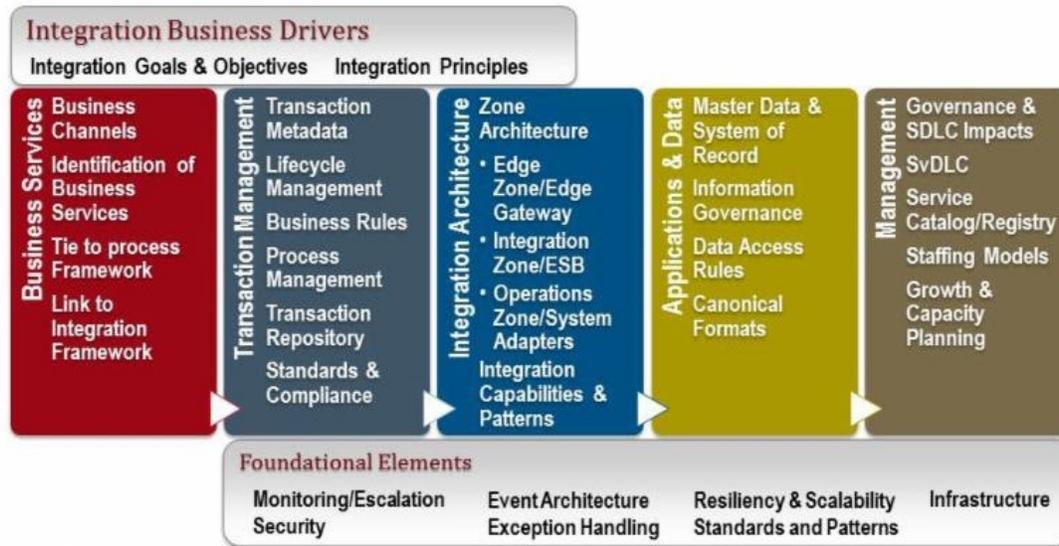
I'd love to hear your thoughts and reactions. - [Mike 585.454.4250 x122](tel:585.454.4250)

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What We Do: Enterprise Architecture and Integration - Continued

Leveraging Technology was started because we saw a need for expertise in the Integration space. We believed strongly in a philosophy based on loose coupling, and our experience showed that a component-based integration design philosophy could be standardized into a set of repeatable templates and patterns that acted as both an enabler, and accelerator, for our clients. Over the years, our design philosophy has been rigorously tested in hundreds of client environments, and has grown into our industry-best-practice Integration Framework.

The Integration Architecture Framework



Through those same years, we also grew to understand that the successful execution of an Integration Framework was not the only goal. To truly enable our clients to achieve their goals of simplification, innovation, acceleration and enablement, a good Integration Framework needed to be supported by a solid Enterprise Architecture. Every company practices Enterprise Architecture, whether or not they have a formal program.

The idea is simple; a practical approach to Enterprise Architecture helps to:

1. Make the right investments at the right time to achieve business objectives.
2. Align those investments to future state goals and objectives.
3. Measure the results of those investments and the resulting organization to continually adjust our strategy and approach.

We Focus on All Aspects of EA



Our expert Architects, Designers and Technologists all have one goal, and that is to help our clients achieve theirs. We are Strategic by Design.

Integration: *Our Design Philosophy*

As a design company, we believe that good design is essential in today's increasingly complex system environment.

- In the integration space we value agility and flexibility
 - Point-to-point solutions are brittle and create complexity
 - Loose coupling enables greater flexibility
 - Files are typically collections of transactions – we design for real-time enablement
- An Enterprise Service Bus within a robust Integration Architecture is an excellent way to reduce complexity, drive reuse and increase agility
- Viewing EDI as part of this overall architecture adds business value



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Case Study: Need to Build Program Consensus? Try Applying Data. - Continued

Bridging the communication and cultural gaps.

There were enough structural problems to go around. The development team was doing the best they could with requirements and very little understanding of how their code worked on the systems. Their goal was to get things done. Hence the high non-administrative workload on the SA, whose goal was to make things work on the systems. The "production versus quality" conflicts ratcheted up the tension between the two functions.

In order to design an automated deployment solution that would work, I first needed to find and communicate the process problems. My response was to monitor deployment data, analyze it and use it to educate the customers about where the problems were. This fact-based approach to problem analysis defused the usual finger pointing. We were able to build a level of mutual trust. My customer and I could justify our suggestions with evidence that the actions we proposed led in the best direction for everyone involved.

Improvement built on agreement.

In the end, we agreed on the changes that we needed to take, including better requirements documentation and server access that lets developers test on the actual systems. The SOA group can do its job more successfully; higher quality coding means the automated deployment system can do its job without constant hiccups; and the combination of better quality and automation allows the SA to focus on actually administering the customer's systems.

If you find yourself in this sort of situation, my advice is to keep things factual. By sticking to objective data, you can mitigate defensive attitudes and put more energy into effecting true process improvement. To learn more, read the related [Case Study](#).

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