

# Excelsa API Program Establish

Lay the foundation for transformation through an API strategy that encompasses the whole organisation

Every API program should address 4 key stages answering the 'why, what, how and who' questions across the organisation. Each stage represents a collection of critical business and technology activities that will ensure the success of your organisation in implementing APIs.

With Excelsa's unique Advisory packages we help you to address and execute these 4 key stages within a Minimum Viable Program approach to meet the needs of the organisation at a speed they are comfortable with and the **Establish** package is a critical component that provides the foundation for your digital strategy and organisational structure.



**“Any organization that designs a system will produce a design whose structure is a copy of the organization’s communication structure.”**

Mel Conway, Conway’s Law

Without a validated, well-publicised, and executive endorsed strategy it will be almost impossible to drive successful implementation. Using real life examples of best practices and Excelsa’s proprietary methods to identify key elements including Business Outcomes and an initial API catalogue across a well-defined

Value Network, the **Establish** package not only provides advice on how to deliver the strategy but crucially addresses the effectiveness of API Prog from the perspectives of

- **People:** existing and potential roles, skill set availability across the business etc,
- **Practices:** existing and required processes and methodologies and crucially how to measure success of the program through organisation wide KPIs and
- **Culture:** especially looking at how APIs will affect current behaviours.

## Strategic Advisory Services

Excelsa’s advisors are with you to guide successful delivery of your digital transformation initiatives using an API Program approach.

Excelsa will work closely with you and your teams to understand your outcomes, to ensure effective collaboration and deliver knowledge transfer to enable self-sufficiency using the most appropriate service offerings.

## Establish Package

### Key Objectives

- Align stakeholders across the issues, opportunities, competencies, and organisational values
- Identify key business outcomes
- Definition of an API catalogue
- Definition of high-level operating model focused on product centric approach
- Creation of a prioritised roadmap

### Example Deliverables

- Stakeholder map and organizational domains
- Initial API Catalogue
- Prioritized Delivery Roadmap
- Defined Business Outcomes and cross-organization KPIs
- API Ecosystem and Digital Connect Framework

## About Excelsa

- Excelsa was founded in 2020 with headquarters in Adelaide and Sydney
- Founded by two industry experts with experience across Asia Pacific and EMEA
- Industry expertise across FINS, Telco, Government and Utilities