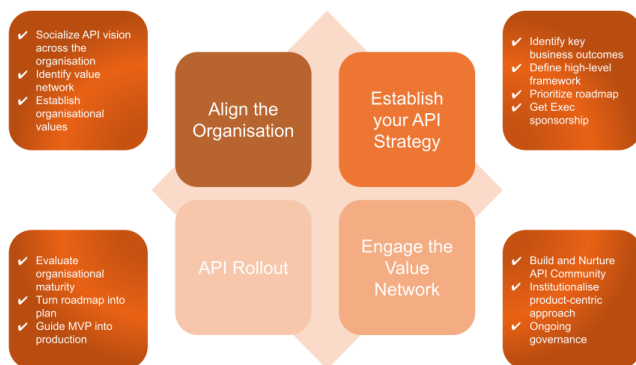# Excelsa Advisory Offerings

Deliver effective organisational transformation across your business via an API Program

As more organisations look to APIs as the foundation for digital transformation strategies, whether through legislation requirements for Consumer Rights such as Open Banking or through commercial pressure to keep pace with digital first enterprise, there is an increasing need for thought leadership to ensure successful business outcomes.

At Excelsa, we have seen that to over-deliver on internal, customer and partner expectations requires more than just making technology decisions and deploying as many APIs as rapidly as possible and as such have developed a unique API Program approach to enable continuing success and an associated set of Advisory Services to assist organisations in their digital journey.

We saw an inherent need in the market for API Programs as typically an API strategy focuses purely on the technology outcomes and components up to the point of choosing products or coding languages. This is part of the 'what' and the 'how' of the journey and generally only takes the initial deployment requirements into consideration. An API Program includes these components of the API strategy as they are important but crucially extends the scope to ensure wider organisational requirements (the 'why') are met and a wider ecosystem is engaged for success (the 'who').

The API Program approach is pragmatically broken down into four distinct stages effectively answering the why, what, how and who questions across the organisation. Each stage represents a collection of critical business and technology fundamentals easily tackled by committed organisations that have the necessary executive backing and long-game patience.

A full program approach should be viewed as a set of recurring activities, not just a one-time event done in sequence, thereby effecting change through iteration within a Minimum Viable Program paradigm – consider a broad horizon but without boiling the ocean and start small and iterate so you are continually learning and feeding back into the program.

Strategic Advisory Services

Excelsa's advisors are with you to guide successful delivery of your digital transformation initiatives using an API Program approach. Our API Program approach is there to ensure cross-organisational success in the initial roll-out but importantly we will be there to ensure continuing success.

Excelsa will work closely with you and your wider teams to understand your aims, outcomes, and organisational goals. This offering ensures effective collaboration and knowledge transfer to enable self-sufficiency using the most appropriate service offerings.

Service Packages

- **Establish**: This package lays the bedrock for your digital strategy and organisational structure.

- **Mobilise**: Our advisors will work side by side with your transformation/delivery teams to help shape and guide the mobilisation of the digital strategy

- **Optimise**: Ongoing support for the drive forward and successful execution of the strategy whilst holding the business and technology teams to account

About Excelsa

- Excelsa was founded in 2020 with headquarters in Adelaide and Sydney

- Founded by industry experts with experience across Asia Pacific and EMEA

- Industry expertise across FINS, Telco, Government and Utilities

Excelsa's vision is to enable organisations to bridge the technology and business functions through a unique, proven approach of an API program that is both effective but simple to enact to deliver organisational transformation. Organizations of all types use Excelsa to innovate faster and deliver creative customer outcomes.