Implementing a CTESA within Your Organization

There are six primary steps leading to the implementation of a Correlation Technology-based Enterprise Software Application (CTESA) in an enterprise.

1. ACTIONABLE INSIGHT that comes from:

   a. Recognizing a need within your organization that is not being met by existing software solutions.

      i. EX: Organizations suffering from Big Data challenges such as over-abundance of data, noisy data, and ineffective transfer of information into usable and actionable business intelligence.

   b. Recognizing a need that cannot be met by manual processes alone.

      i. EX: Slow and inefficient enterprise operations are highly susceptible to human error and cognitive bias.

   c. Recognizing a need that is not being met at all, and can be solved using Correlation Technology.

      i. EX: Organizations that perform high levels of qualitative analysis that cannot be done with any existing industry software and have no manual processes.

   d. Correlation Technology addresses the root cause of enterprise challenges to provide a comprehensive solution. Existing software solutions, such as the following, work around the problem because they have well-understood limitations in how data can be handled:

      1. Massive semantic infrastructures,
      2. Subjective statistical methodologies,
      3. Brute force computing,
      4. Neural networks.

2. DETERMINING THE CRITICAL ELEMENTS FOR SUCCESS

   a. Identifying the critical metric and other critical elements that represent the total benchmarks for success.

      i. Identifying the correct driver (metric) for an industry or industry segment

         1. EX: The need for a more efficient and effective means to perform search and retrieve operations from massive amounts of information was the primary driver for Google's success in the search engine industry

   b. Gauging organizational readiness for implementation

        i. Perform a due diligence exercise that determines organizational readiness across corporate, operational and technical tiers
        ii. Define implementation strategy
        iii. Identify stakeholders
        iv. Assess impact of strategy on stakeholders and organization

    c. Conceptualize your CTESA in conjunction with MSI Developers

        i. Decide what function is wanted
        ii. Decide what data needs to be collected to support that function
        iii. Integrate the critical metric
        iv. Integrate all appropriate analytics
        v. Identify human or machine end-users

            1. If the target end user is human, conceptualize and diagram how the outputs will be viewed (Graphical User Interface)

3. GATHER EXECUTIVE SUPPORT AND SPONSORS FOR IMPLEMENTATION

    a. OBTAIN EXECUTIVE APPROVAL FOR IMPLEMENTATION

4. CREATING A PROOF-OF-CONCEPT (POC)

    a. MSI will develop specialized API extensions to the CTP to enable Client Company Programmers to complete the POC.

    b. A successful POC will provide the foundational underpinnings for the development of a complete CTESA.

    c. File for Intellectual Property to protect competitive advantage

5. COMPLETE THE DEVELOPMENT OF A FULLY-FUNCTIONAL CTESA

    a. The CTESA should encompass all metrics and critical elements, as well as industry and organization-specific preferences to maximize acceptance and realization of benefits.

    b. Any further issues with the API or the any other aspect of the CTP can be handled by MSI via contract.

        i. MSI can also train Client Company Developers in Correlation Technology and CTP coding as part of the development process as part of a support package.

        ii. This employee/employees will become the Technical Lead for the Client Company.

6. INITIATE THE CTESA PROJECT IMPLEMENTATION STRATEGY