COMPLEXITY MANAGEMENT

Complex IT landscapes and organizational structures prevent companies from making fast and solution-oriented decisions. Our objective is to offer a modern and effective solution platform orchestrating business, IT and people to meet your long-term strategic goals.

marenas   Dr. Bernd Geier | Dr. Sinan Perin   November 2019

Getting to the forefront of your industry. IT landscapes must withstand ever increasing complexity and new challenges in the face of a digitalized and global environment. The IT infrastructure became a pivotal point in the value creation of every company while customer expectations change with higher frequencies. Meeting these needs requires a swift implementation due to dynamic competition, but oftentimes these changes have fundamental consequences for a business.

In some organizations, however, the IT infrastructure has not undergone a single change in decades. In others, only parts have been adapted or sudden and big changes were made without considering long-term business goals. This is when steering of business, IT and employees needs to be carried out holistically across departments and with regards to all external stakeholders.

Tackle your IT challenges with our methods kit. We adept our solutions according to your goals, challenges and problems, derive well-founded answers for your questions and create effective solutions for your individual problems.
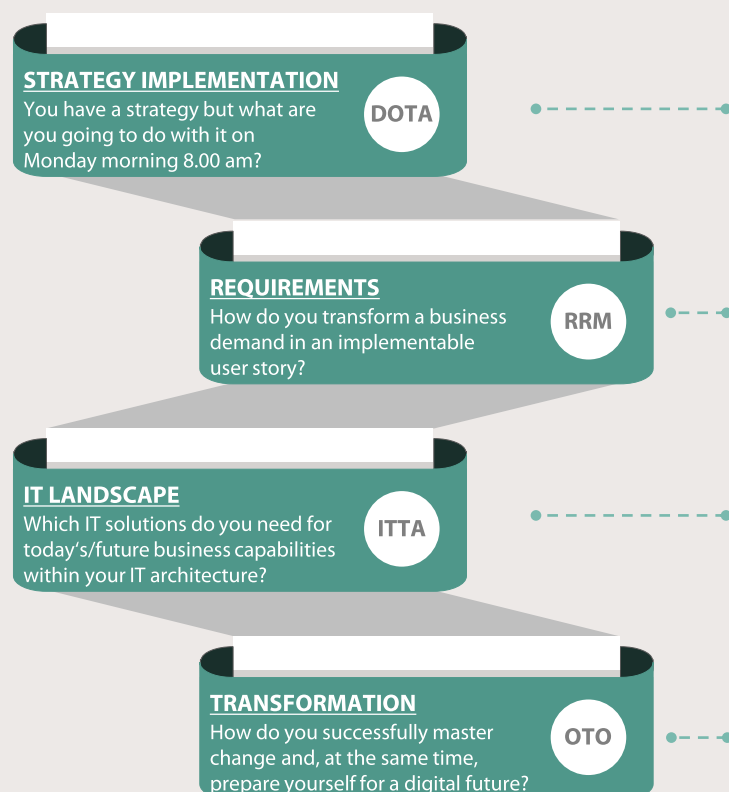
[?] **How do you establish decision and steering processes in line with your strategy?**

[?] **How do you manage a transformation successfully in your organization?**

[?] **Which (agile/hybrid) model do you use?**

[?] **How do you prioritize strategically and operationally and allocate scarce resources efficiently?**

[?] **How do „business", „IT" and „third parties" work together in your industry?**

[?] **How can you assure your future IT organization will attract employees?**

Being responsible for a company in a digitalized and constantly changing environment, you are most likely facing a set of different challenges. We will not only address issues within your current organizational and structural environment but help you manage business demands and improve your IT landscape in an agile and efficient manner while making sure your business keeps running.

Orchestrating business, IT and people

Our clients' problems do not arise one at a time. Instead they occur simultaneously, in dependence of one another and not in a prioritized order. Additionally, they are being restrained by resource scarcity, high market pressure or negligence of digitalization. Complexity management is the ability to successfully link several co-dependent and target-oriented services and, with their help, master complex challenges successfully:

STRATEGY IMPLEMENTATION
You have a strategy but what are you going to do with it on Monday morning 8.00 am?

DOTA

REQUIREMENTS
How do you transform a business demand in an implementable user story?

RRM

IT LANDSCAPE
Which IT solutions do you need for today's/future business capabilities within your IT architecture?

ITTA

TRANSFORMATION
How do you successfully master change and, at the same time, prepare yourself for a digital future?

OTO

Demand Oriented Transformation Architecture
DOTA coordinates the implementation of the company's strategy on all levels, links business and IT capabilities, and lays the foundation for a validated investment decision in your IT architecture and future capabilities.

Release & Requirements Management
RRM ensures the quality of requirements derived from the company's strategy. It governs the entire process of building digital capabilities as well as the necessary governance structure. Requirements are developed and managed holistically.

IT Transformation Architecture
ITTA provides you with assistance in all essential aspects of the implementation of the company's digital strategy. From identifying suitable software to building a product-oriented IT architecture and IT organization.

Orchestrated Transformation of Organizations
OTO orchestrates the transformation of your organization between hard and soft factors – from E2E responsibility to process and governance structures and a new agile mindset for a sustainable adaptability and a shorter reaction time to changes in the market.

Our diverse project portfolio is a testimony to our consulting competence.

Clients from large corporations and internationally operating medium-sized companies trust our consulting expertise. Whether in a smaller or larger context, they face similar challenges but with different resource endowments and capabilities to overcome them. For many years we have worked together with our clients in a partnership at both CxO level and other implementation levels and have celebrated many success stories together.

Auto-motive OEMs
Integrated product data management in procurement, production, sales and development

B2B Commerce Corporations
Sustainable and controllable IT in retail, reduction of vendor products

Medical Products Manufacturer
Global HR business and governance model; global process harmonization

Health Insurance Associations
Development of telemedicine in tandem with disease management programs

Heating and AC Technology Manufacturer
Development and implementation of digital business and IT trans-formation programs

marenas stands for a systemic consulting and solution approach. Most of our employees come from leading consulting companies from areas such as strategy, IT, organiza-tion and management consulting. Our methodological and strategic approach allows us to orchestrate organizations, IT, people and digital transformation. We use the components of complexity management for the development of marenas as well – from a capability-based organizational structure and a data-based reporting system, to our employees „living" their responsibilities every day. **„We walk our talk".**

Founded in 2008
Managing directors:
Dr. Bernd Geier
Dr. Sinan Perin

Employees: 50
Team
gender diversity
(m/f): 45/55%
12 cultures

Clients
Globally operating corporations
International mid-sized companies

Total Project Volume
In 2018/19 steered IT projects:
€ 1.65 bn

Project Locations
in 2018/19
AUT, ESP, FRA, GER, ITA, JPN, KWT, POR, RUS, SUI, SVK, SWE, TZA, USA

Industries
Automotive, Insurances, Life Sciences, Travel Transport Logistics, Construction Materials, Commerce

SYSTEMIC CONSULTING APPROACH
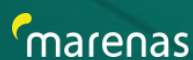Orchestrating business, IT and people in complex environments.

OUR TEAM
Highly-qualified engineers, computer scientists, MBAs, cultural and natural scientists as well as psychologists, trainers and coaches.

CONSULTING EXPERIENCE
Passionate consultants with internal careers and from top consulting companies (McKinsey, Accenture, Capgemini, IMB, Q_Perior, PwC and Arthur D. Little), experienced partners from a CIO background and, most of all, our practitioners with many years of experience in the management of leading large and medium-sized companies.

PARTNERS
We draw from the expertise of our extensive partner and cooperation network and thus cover various industries.

marenas

As management consultants we are active internationally in different industries to develop sustainable IT-based solutions with our clients and partners in highly complex environments. marenas was founded 2008 in Munich and today works with large globally operating corporations and medium-sized companies.

For additional information on methods, projects, clients and the marenas team: www.marenas-consulting.com

Contact us to discuss your next steps!

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