

Etumos Solution Design and Delivery Framework

Marketing teams need Marketing-fluent, dev-savvy solution architects to get the most from their growing tech stacks.

Our lightweight RAPID[3] framework helps keep everyone involved in your project mindful of the fast time-to-value outcomes you expect. It's a modular framework that scales with the complexity of your strategic projects without overcomplicating them, while also adapting seamlessly to suit the simplicity of smaller projects or more tactical needs, allowing for delivery in as little as 1.5 - 2 weeks.

| What | Why | How | Timeline |
|-------------------------|--|--|-----------------|
| Reveal | Uncovers optimization, automation, and integration opportunities | Interview key stakeholders at leadership and practitioner levels in the organization to prospect for problems and surface opportunities. Create an updated diagram of the current martech stack with appropriate dependency detail, documenting opportunities for automation and optimization that could benefit the organization. | 1 hr - 2 weeks |
| Assess | Clarifies effort, feasibility, and delivery options | Evaluate opportunities based on cost, benefit, feasibility, and organizational readiness. Create a quadrant map to visualize project value vs. effort. | |
| Prioritize | Helps stakeholders visualize how progress will unfold | Identify quick wins (high value, low-mid effort) to help establish a foundation for continued investment by key stakeholders. Create a sequence of delivery that matches organizational objectives and initiatives. | |
| Design | Frames the solution in technical terms so that implementers can deliver accurately | Author just-in-time, just-right (JTJR) design documentation for each priority as it is taken up from the roadmap. Create a simplified visual to help business stakeholders understand the solution without becoming overly technical. Document technical requirements ONLY to a level of detail that would allow developers to produce the most rapid results. | 1 day - 1 week |
| Develop & QA | Build what is needed and ensure proper function. | Use Agile development practices to break down and prioritize blocks of work into chunks that deliver a constant stream of functional, demonstrable progress to key stakeholders. Use a "commitment backlog" to facilitate developer focus and to manage and overcome blockers. | 1 week - varies |
| Deliver | Ensures that the newly engineered "product" or "outcome" is set for success. | Set expectations for the "Definition of Done" at the outset of each project, including non-dev tasks such as documentation, training, change management, etc. Final delivery is contingent on the completion of all such items to ensure that newly engineered components are fully functional, understood, and supportable by Marketing and Operations teams. | 1 day - 2 weeks |