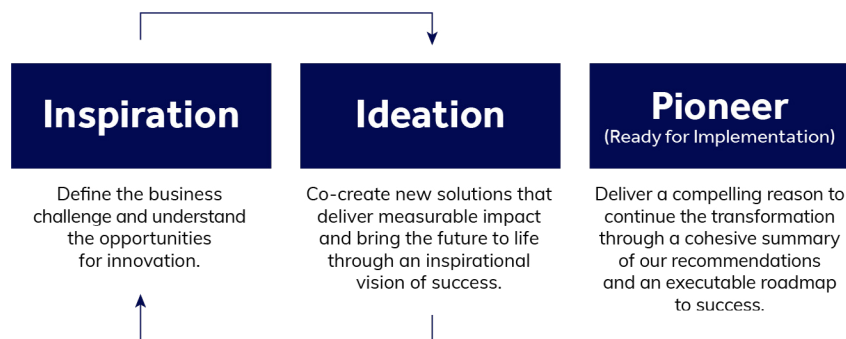# appian

Appian Spark

What is Appian Spark?

Appian Spark is an interactive workshop-style engagement. During Appian Spark, Appian Customer Success works closely with customers to diagnose a critical business challenge and co-create a compelling vision for an Appian transformation to address the challenge. Appian Spark is based on design thinking and typically lasts four to six weeks. At the end of the engagement, the customer will have a vision and an executable plan to ensure the vision becomes a reality.

Why Appian Spark?

Appian Spark enables real transformation. And real transformation requires alignment with company strategy—it requires compelling financials, inspiration and innovation, motivation, clear direction, and broad support.

Inspiration	Ideation	Pioneer (Ready for Implementation)
Define the business challenge and understand the opportunities for innovation.	Co-create new solutions that deliver measurable impact and bring the future to life through an inspirational vision of success.	Deliver a compelling reason to continue the transformation through a cohesive summary of our recommendations and an executable roadmap to success.

Real transformation requires a significant investment in influencing and directing change. In order for a transformation to get started and achieve remarkable outcomes, a transformation team must be able to answer "yes" to the following questions:

- Have we established confidence in the promise of financial return?
- Have we inspired stakeholders with a compelling and exciting vision?
- Have we won broad support?
- Do we have alignment and buy-in from various stakeholder organizations (e.g., IT and business)?
- Have we provided direction on how to achieve the transformative vision and navigate a big change?
- Have we established confidence the initiative will be successful through early testing and adjustments?

Appian Spark demonstrates how Appian will solve a critical business problem and deliver on a strategic opportunity.

Appian Spark uses a critical business challenge or strategic opportunity as a starting point.

Examples of good starting points include the following:

- A large mortgage company must grow revenue for their wholesale lending channel by 3x in two years.
- An industry-leading insurer must overhaul claims management to improve member experience and achieve a five-minute claim settlement time in order to become the number one insurer.
- A top 10 US retailer must take out $80M in annual costs from the supply chain within the next 12 months.
- A top five asset manager needs to reduce time-to-funding by 30% for institutions by the end of their fiscal year.
- A national utility and energy generator forecasts a 30% reduction in staff based on baby boomer retirements; they will not backfill a single role but need to maintain the same level of production.

Appian Spark provides transformation teams with an approach to affirmatively answer all these questions. Spark's key deliverables are intentionally designed to address each of the questions itemized above.

Appian Spark will increase confidence in an Appian transformation and will ensure success. Appian Spark deliverables are founded on strategy and focused on fundamental needs, and as such, they have longevity. They have lasting value as a polestar and help customers maintain direction.

Appian Spark deliverables.

Spark achieves the outcomes above through the creation of a number of artifacts and prototypes and the discussions these activities engender. The engagement culminates with the delivery of the five key Spark deliverables:

- The **business case** articulates the measurable and verifiable financial benefits the transformation will deliver.

- The **experience story** provides a user-centric vision of the future.

- The solution architecture defines how the Appian solution will work with the customer's existing and/or future state IT architecture.

- The **roadmap** explains how to execute the initiative by breaking it down into sequenced releases organized around themes, objectives, and/or feature sets.

- The **risk management plan** explains how to mitigate risks identified through Appian Spark to ensure full benefits realization in implementation.

How do I get started with Appian Spark?

Contact success@appian.com or your account representative to learn more about how Appian Spark can extend your investment in Appian.

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Appian helps organizations build apps and workflows rapidly, with a low-code automation platform. Combining people, technologies, and data in a single workflow, Appian can help companies maximize their resources and improve business results. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance. For more information visit **appian.com**.