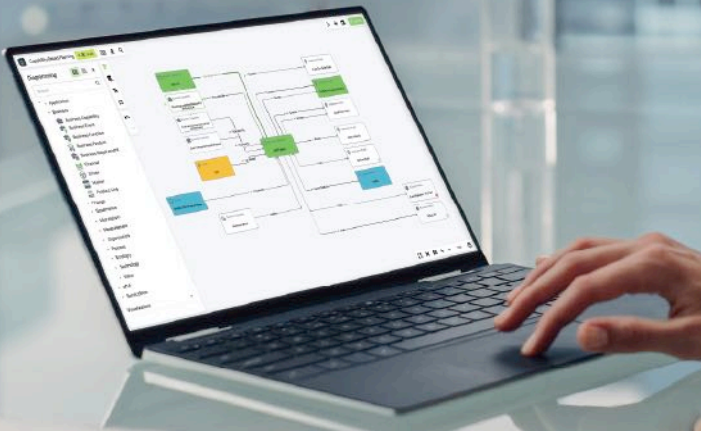



# ins·pi

YouDesign Your Transformation.



## YouDesign®





*Today, we stand at an exciting milestone—celebrating **10 years of innovation** and the journey of a remarkable company built by a passionate and dedicated team—our ins-pi La Familia.*

*Our success has been shaped by unwavering commitment to our core values: **teamwork, trust, honesty, achievement, transparency, and respect.***

*These values serve as the foundation guiding our company's identity and shaping how we collaborate with our valued customers and partners.*

**Klaus Isenbecker**  
Co-Founder

*Since our inception in 2015, we have continuously pushed the boundaries of innovation, earning a place among the **TOP 100 innovators** and, today, being recognized as a **Visionary in the Gartner Magic Quadrant**—a testament to our relentless pursuit of excellence and groundbreaking solutions.*

*Our journey is driven by a passion for redefining the future of enterprise architecture and transformation.*

*This is our purpose, our commitment. As we celebrate a decade of impact, let's continue shaping the future together.”*



**Kadir Özbayram**  
Co-Founder

# Introducing YouDesign

Welcome to the future of enterprise transformation with YouDesign, our groundbreaking solution designed to revolutionize how organizations visualize, plan, and execute their transformation initiatives. Created by ins-pi and seamlessly embedded into the ServiceNow platform, YouDesign offers an intuitive, powerful canvas for innovation.

With YouDesign, you're not just creating ideas—you're bringing them to life. Whether you're collaborating across teams, visualizing complex data models, or executing large-scale transformation projects, YouDesign empowers you to turn vision into action with unparalleled precision and ease.



## YouDesign<sup>®</sup>



Realtime  
Collaboration



Interactive  
Visualizations



Live Data  
Editing



Infinite  
Boards



Configurable  
Teamspaces

## servicenow<sup>®</sup>



Cloud



Workflows



Surveys &  
Assessments



Artificial  
Intelligence



Common  
Data Model

# Transforming Your Enterprise

In today's fast-paced business environment, the ability to see the bigger picture is crucial. YouDesign redefines how organizations access and utilize their enterprise data by transforming complex interdependencies into actionable insights through interactive, dynamic diagrams, models, and visualizations.

Experience a solution that's not just a tool but a partner in your transformation journey. 100% natively built on ServiceNow, YouDesign enables informed decision-making and helps you navigate the future of enterprise transformation with confidence.

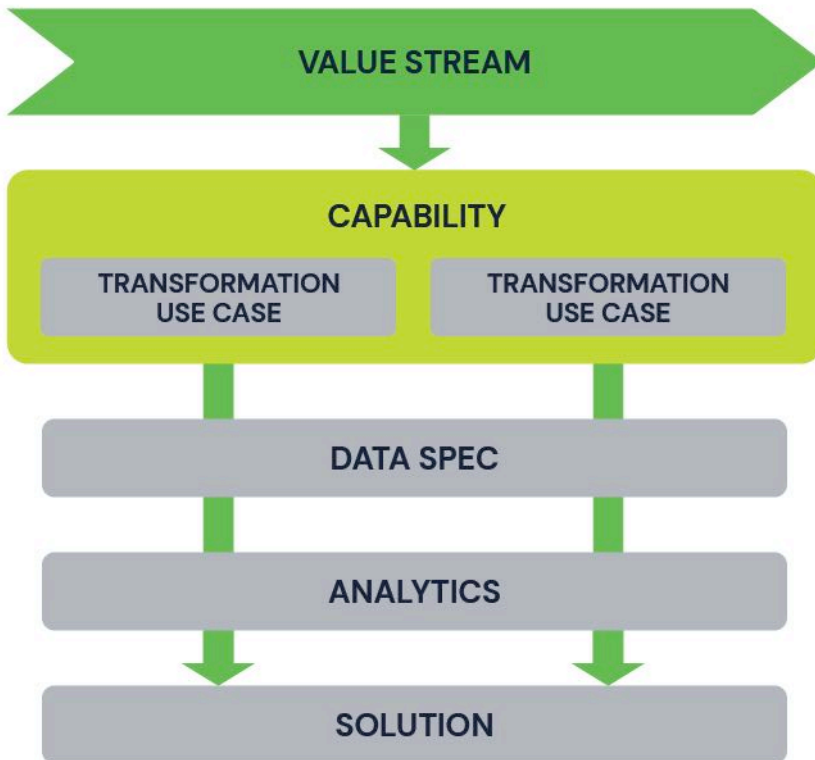




## Plan & Execute Objectives

The **ins-pi Transformation Framework** is a robust and comprehensive model, specifically designed to streamline and accelerate the scoping, planning, and implementation of architecture and portfolio management use cases.

With over **60 predefined capabilities** and **150 transformation use cases**, this framework ensures that every aspect of your transformation initiative is thoroughly addressed, leading to sustainable change.

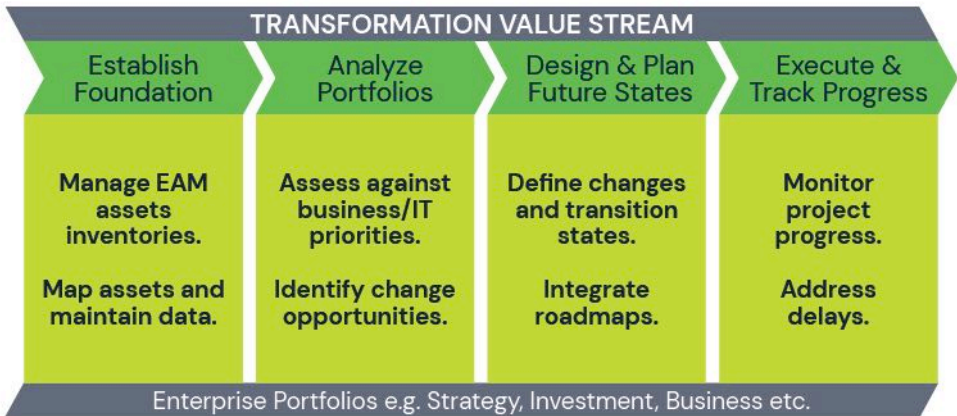


This powerful and comprehensive model is designed to enable organizations to plan and execute their transformation objectives with precision and agility. The framework equips enterprises with the tools and methodologies needed to navigate the complexities of transformation, ensuring that every initiative is strategically aligned and effectively implemented.



## EAM/Transformation Journey

The Transformation Journey is designed to guide customers from the initial strategic planning phase to the execution of their transformation objectives. By assessing business and IT priorities, identifying change opportunities, defining transition states, and integrating roadmaps, the framework helps organizations monitor progress, address delays, and manage enterprise assets effectively.



**Accelerate Value /w**

**Agile Execution of Top Priorities**



## TRANSFORMATION

### Establish Foundation

### Analyze Portfolios

Goals & Strategies Mapping

Strategy Impact Assessment

Strategic Investment Alignment Assessment

Initiatives & Projects Portfolio Mapping

Investment Impact Assessment

Investment Scenario Assessment

Business Capability Mapping

Value Stream Mapping

Capability Maturity & Health Assessment

Value Stream Assessment

Operations Mapping

Process Mapping

Customer Journey Mapping

Product Architecture Mapping

Information Portfolio Mapping

Data Architecture Modeling

Data Consistency Assessment

Data Protection Assessment

AI Portfolio Mapping

AI Architecture Modeling

AI Business Value Assessment

AI Redundancy Assessment

Application Portfolio Mapping

Application Integration Mapping

Application Business Value Assessment

Application Redundancy Assessment

Application Technical Health Assessment

Application Operational Health Assessment

Deployed Technology Inventory

Architecture Pattern Mapping

Standards Compliance Assessment

Pattern Deployment Assessment

Technology Standards Catalog

Technical Debt Assessment

Technology Asset Assessment

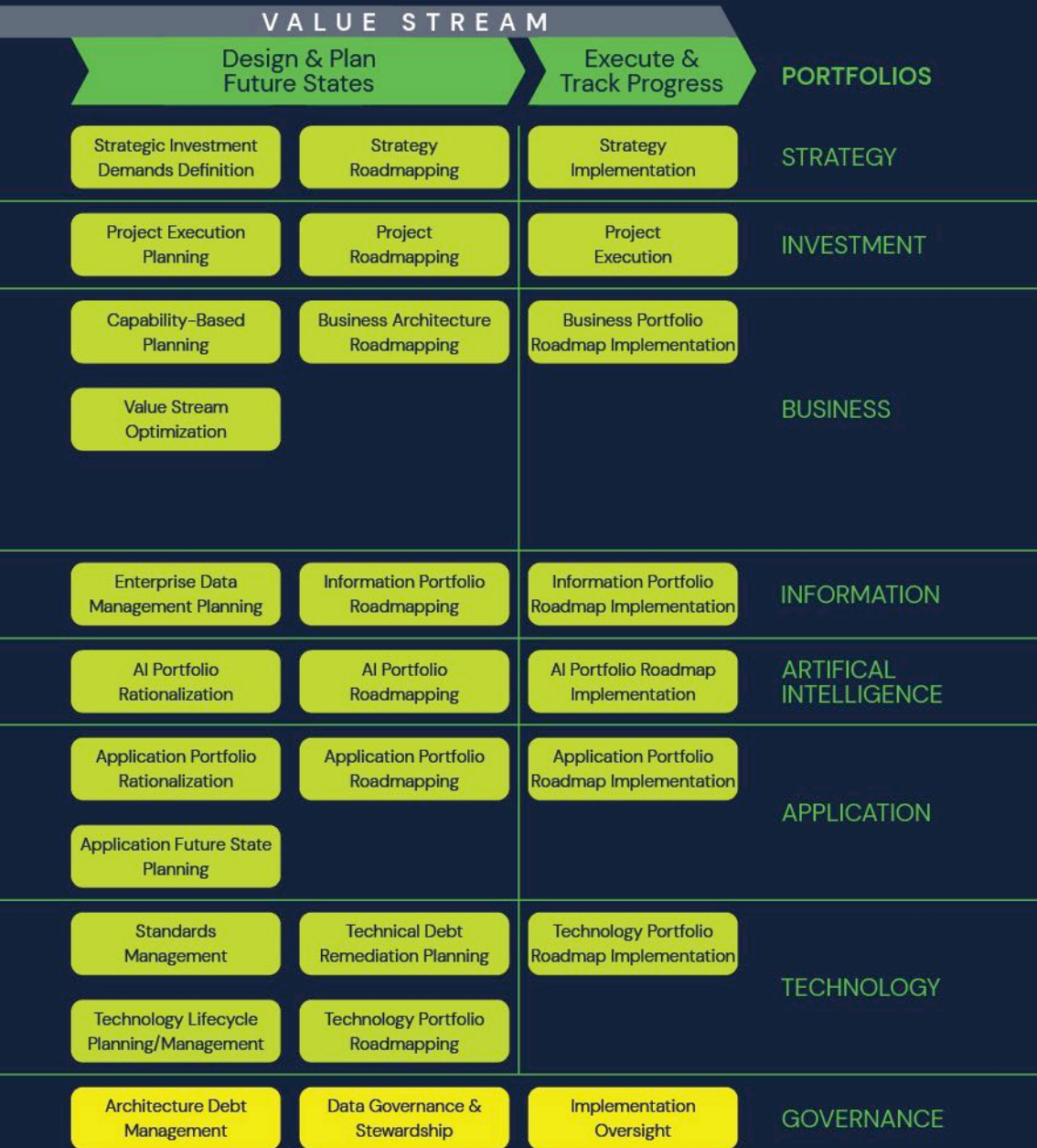
Architecture Policies & Principles

Architecture Partitioning

Architecture Review & Approval



The Transformation Capability Map is a visual representation of the comprehensive range of capabilities within the ins-pi Transformation Framework. It outlines the essential steps needed to operationalize strategies and transform an enterprise. The recent inclusion of AI Portfolio Management underscores our commitment to innovation, ensuring that our clients remain at the forefront of technological advancements.



## The Future of Enterprise Business

In the next 25 years, AI will fundamentally transform the enterprise landscape, becoming a cornerstone of business strategy. By 2025, AI will automate routine tasks and enhance decision-making in core business functions. As AI advances, it will evolve from real-time optimization and predictive analytics in 2030 to fully autonomous processes by 2035.

By 2040, AI will serve as a strategic driver, focusing on continuous process improvement and innovation. By 2045, AI will be the foundation for business leadership, guiding long-term planning and fostering a culture of innovation and operational excellence.

Year	2025	2030	2035	2040	2045
Role of AI	Initial AI	Advanced AI	Autonomous AI	Core AI Strategy	AI as Core
BPM	Task automation	Real-time optimization	Proactive resolution	Process improvement	Continuous improvement
APM	Performance analytics	Predictive maintenance	Streamlined processes	Strategic innovation	Innovation focus
TPM	AI investment decisions	Lifecycle management	Risk forecasting	AI-driven planning	Future AI planning
EAM	AI-enhanced tasks, alignment	Predictive modeling, monitoring	Autonomous processes, innovation	AI-first architecture, improvement	Leadership, advanced AI

**YouDesign** and **UPMX** are essential partners on this journey, offering powerful tools to help organizations manage their AI assets and models effectively. YouDesign's solutions provide the structure to design, implement, and optimize AI-driven processes, while **UPMX** enables seamless management of AI portfolios, ensuring that enterprises can leverage AI insights to remain competitive and future-ready.

With these solutions, organizations will navigate the complexities of AI adoption, from initial integration to strategic optimization, driving value and innovation at every step.

## Why start with AiPM now?

Organizations are quickly adopting AI technologies across various functions. Without proper management, this rapid growth can lead to misalignment with business goals. The AI landscape is becoming more complex, with diverse models, data sources, and integration points. AiPM provides a structured approach to managing this complexity, ensuring measurable results, regulatory compliance, competitive advantage, and effective risk management. Early adopters of AiPM are already driving innovation, efficiency, and customer satisfaction. Now is the time to embrace this opportunity and stay ahead of the competition.

### Definition

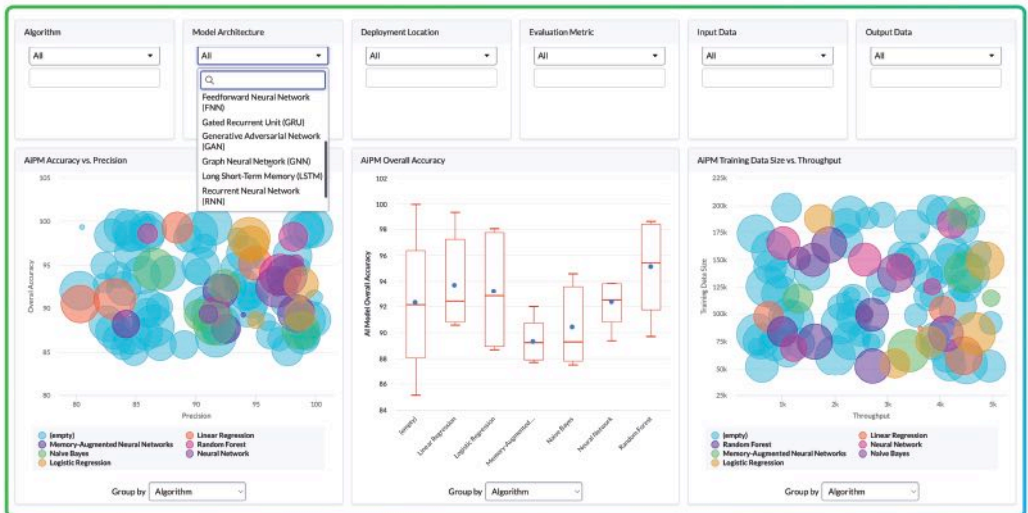
AiPM is a structured approach to managing and optimizing AI assets within an organization.

### Importance

AiPM aligns and scales AI initiatives, helping businesses adapt and thrive in a fast-changing landscape.

### Value

AiPM boosts decision-making, efficiency, and outcomes through optimized AI management.

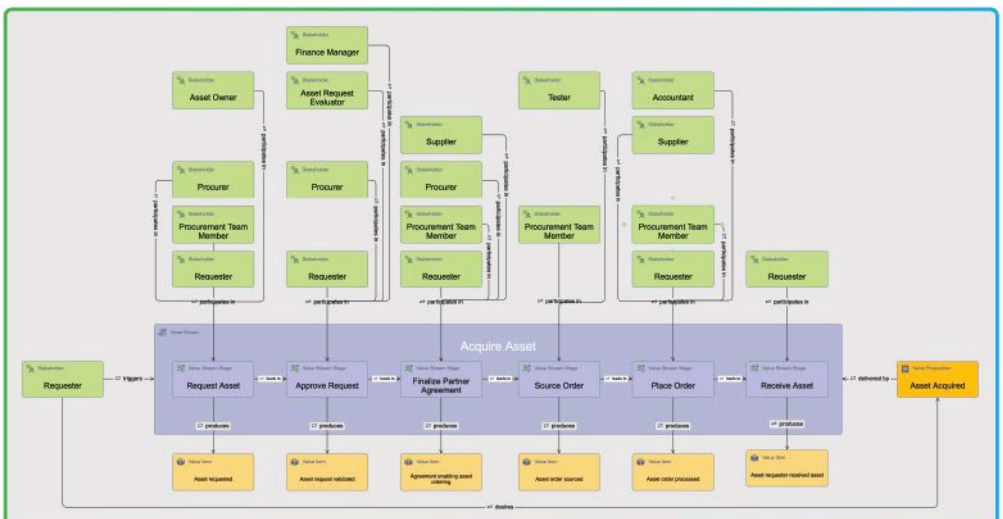


## Aligning Strategy & Execution

At ins-pi, we are thrilled to announce our inclusion in the prestigious Business Architecture Guild® Vendor Program! This collaboration marks a significant milestone as we continue to align our robust enterprise architecture meta-model with the Business Architecture Guild standards.

With ins-pi's comprehensive business architecture modeling and management capabilities natively available on ServiceNow®, we stand out as the only solution provider offering this seamless embedded solution.

This alignment allows organizations to leverage the valuable IT operational and technology portfolio data within their CMDB and contextualize it at the higher layers of enterprise architecture. The result? A clearer understanding of business needs, along with enhanced visibility into impacts, interdependencies, and risks across both IT and business domains.

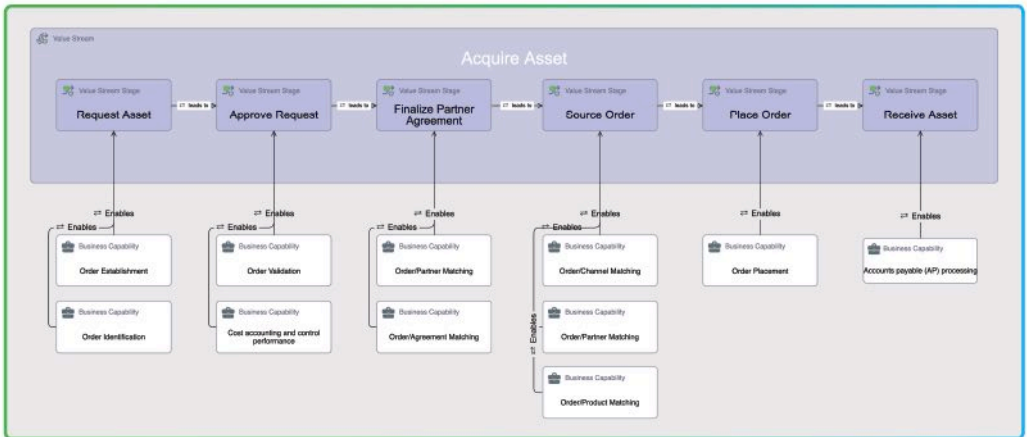




## A Universally Recognized Framework

One of the standout advantages of our solution is that all this valuable data remains within your single ServiceNow® repository. No more costly, complex integrations between your architecture/portfolio/planning solution and your CMDB/ITSM system. This streamlined setup not only reduces frustration but also empowers you to focus on what matters—strategic alignment and business transformation.

Whether or not you're utilizing the Guild's BIZBOK® Guide (the authoritative framework for business architecture practitioners), ins-pi's ServiceNow® based solution can now serve as your primary business architecture modeling and management tool.



## About the BIZBOK® Guide

The Business Architecture Body of Knowledge (BIZBOK® Guide) is the go-to resource for business architecture practitioners, offering a comprehensive framework for building and managing business architecture. It equips organizations with the tools and methodologies to align business strategy with operational execution, ensuring all parts of the enterprise work harmoniously towards shared objectives.

For more information about the Business Architecture Guild®, including details on the Vendor Program, visit [www.businessarchitectureguild.org](http://www.businessarchitectureguild.org)

Capability-based planning (CBP) and capability mapping are two related but distinct concepts in enterprise architecture and fully supported by ins-pi YouDesign.

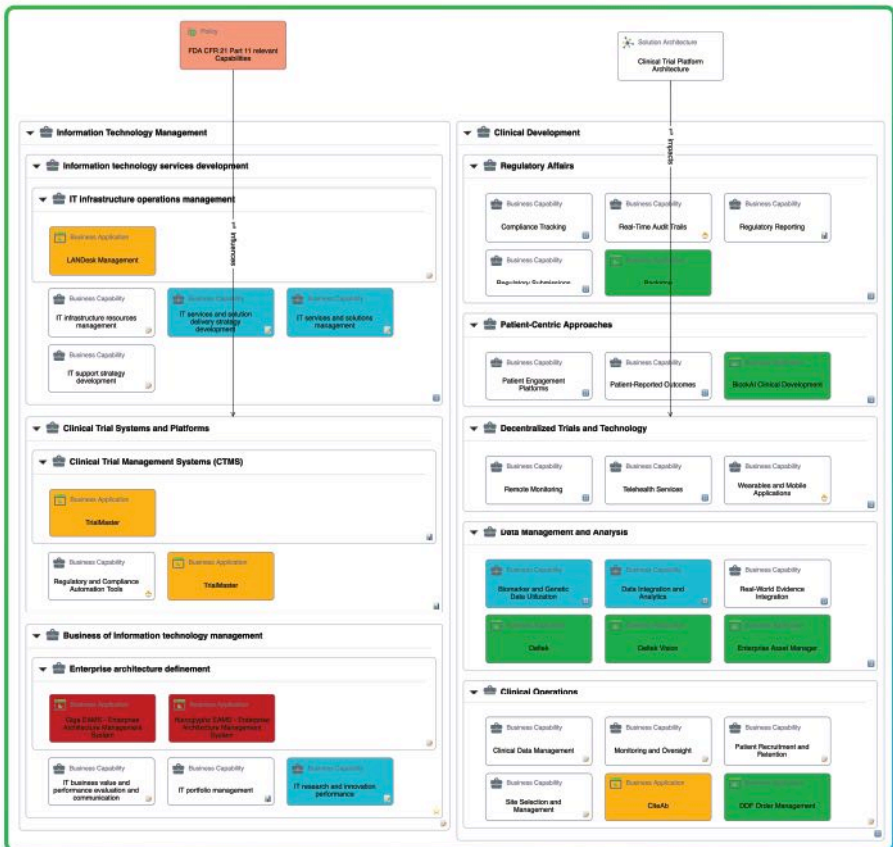
**Capability-based planning (CBP)** is a strategic planning approach that focuses on an organization's capabilities as the primary driver of its goals and objectives. The process involves identifying the core capabilities that an organization possesses or needs to acquire in order to achieve its strategic goals, and then developing plans to improve or acquire those capabilities over time. The goal of CBP is to align an organization's capabilities with its strategic objectives, thereby increasing its competitiveness and agility.



# Capability-based Planning & Mapping

**Capability mapping**, on the other hand, is a more tactical process that involves creating a visual representation of an organization's capabilities, typically in the form of a capability map. The map provides a high-level view of an organization's capabilities, showing how they are connected and how they support the organization's mission and goals. Capability mapping is often used to identify gaps in an organization's capabilities, as well as to identify opportunities for improvement and optimization.

Overall, ins-pi YouDesign empowers organizations to visualize capabilities in their preferred layout, align them with strategic objectives and technologies, and improve competitiveness and agility. Its real-time indicators color-code visualizations of any object type, enabling better decision-making processes.



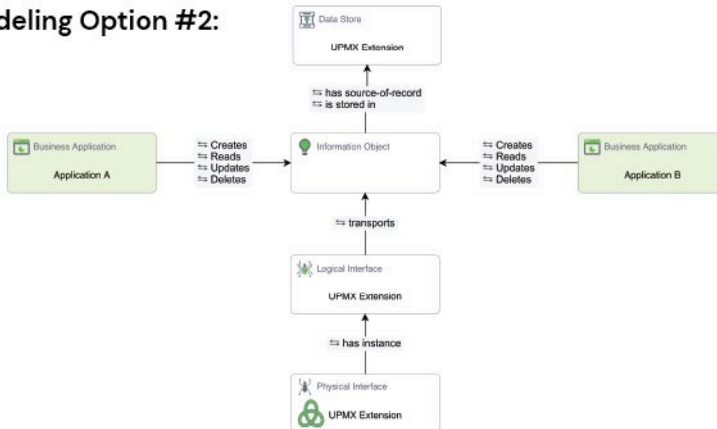
Understanding data lineage is critical from an enterprise perspective because it helps organizations track the flow of data from its origin to its final destination. This knowledge is essential for ensuring data accuracy, compliance with regulations, and effective decision-making.

By visualizing data lineage, stakeholders can identify potential issues or inefficiencies in data processes and make informed decisions about how to optimize them. Additionally, data lineage can help organizations trace the impact of data changes or errors, enabling them to quickly identify and correct issues. Overall, a comprehensive understanding of data lineage is essential for building a strong data architecture that supports business goals and objectives.

## Data Modeling Option #1:



## Data Modeling Option #2:



## Improving the standard:

The combination of ServiceNow, YouDesign, and UPMX offers a powerful approach to understanding data origins and impact end-to-end, with just one click. Unlike other limited approaches, this comprehensive solution enables users to track data flow across an organization's systems and applications, allowing them to quickly identify potential issues or inefficiencies in data processes.

The ins-pi approach covers two different maturity models and use-cases based on the needs of the organization.

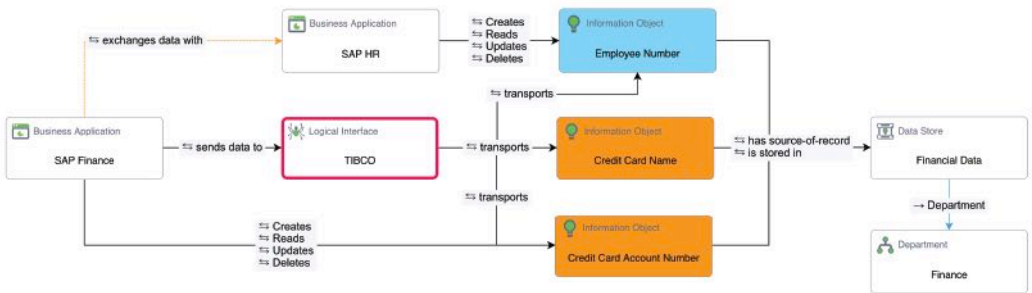




# Understanding Data Origins & Impact

**HOP — Navigate Your Relationships with Ease:** YouDesign's HOP feature provides a powerful solution to the challenge of multi-dimensional data lineage. By bringing together all the required data into a single navigable view, HOP enables users to easily track the flow of data across their organization's systems and applications.

Enriched with real-time indicators, the diagram content highlights potential risks and issues, empowering users to quickly identify and address potential problems. Moreover, since the diagram content is always in sync with the ServiceNow backend data, users do not have to worry about manually updating their diagrams.



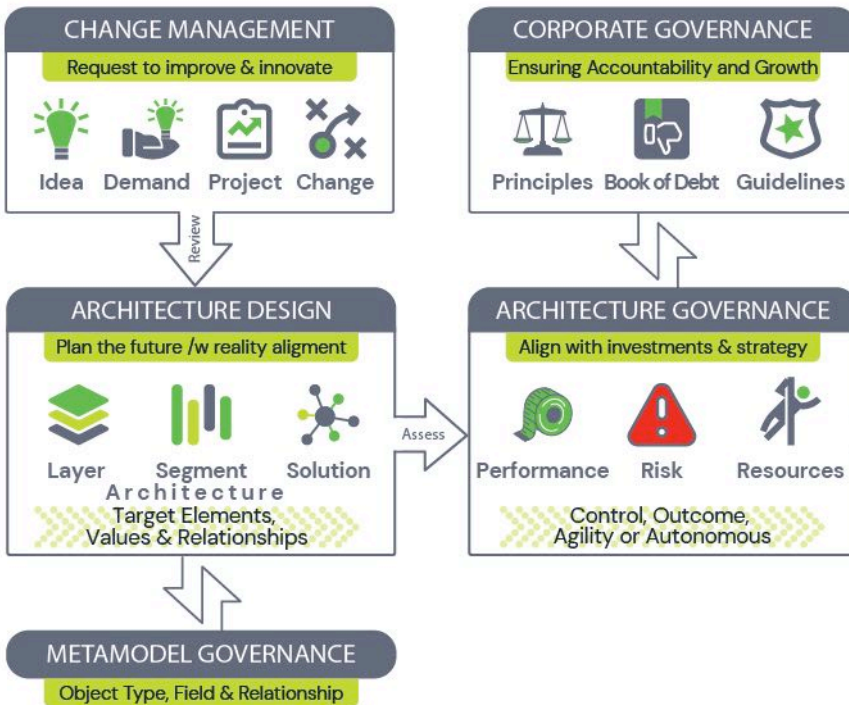
**Extensibility:** ServiceNow's low-code platform enables users to easily add new object types, relationships, and fields to the metamodel without requiring customization or worrying about compatibility with future updates. YouDesign seamlessly recognizes customer configurations and extensions, enabling users to define and map new object types using existing or by creating their own shapes.

With YouDesign's real-time indicators, users can also define colors for field values, providing a visual representation of data that is constantly updated as changes are made. This makes it easy to track data flow and identify potential issues, enabling organizations to make informed decisions and optimize their data processes.



# Extension Packs

Elevate the already impressive capabilities of YouDesign through the introduction of meticulously crafted Extension Packs. These packs introduce a wealth of specialized industry intellectual property, effectively propelling YouDesign beyond its current boundaries and unlocking new frontiers of achievement.



## Architecture-Driven Transformation

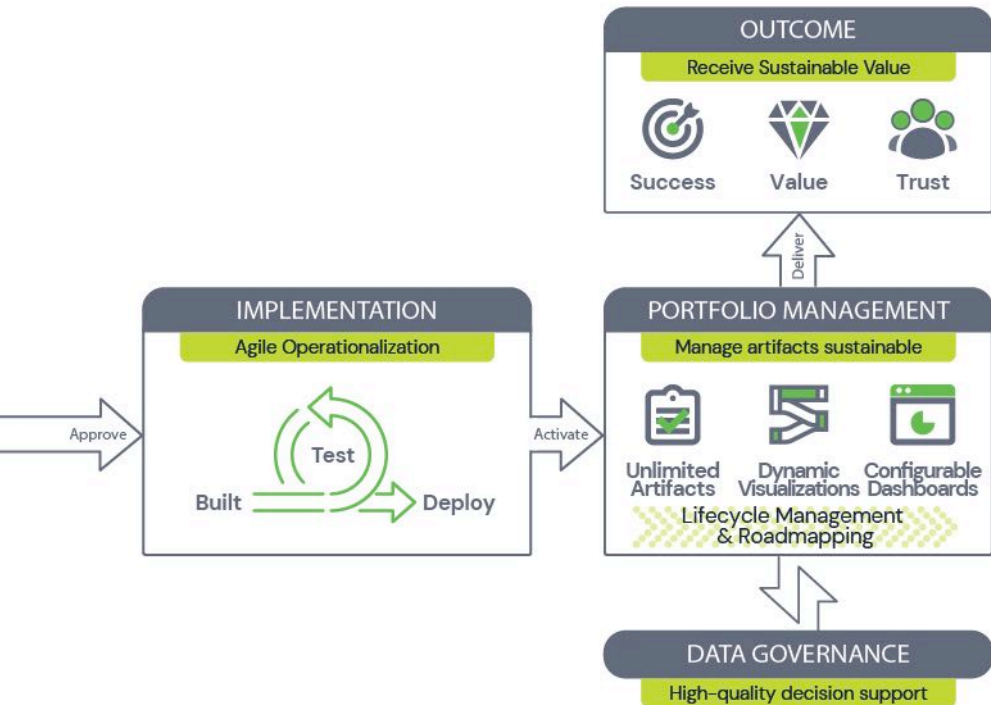
UPMX extends ServiceNow's architecture, metamodel, and data governance capabilities, driving comprehensive transformation processes across your organization. Explore how UPMX empowers Enterprise Architects to enhance portfolio management, creating a seamless experience across current and future architectures.



# EXTENSION PACK

## UPMX

UPMX embeds Enterprise Architecture into your organization's DNA through architecture governance, metamodel governance, data governance, and portfolio management on the ServiceNow platform. Elevate your ServiceNow CSDM with industry-aligned object types and relationships, enabling seamless integration with frameworks like Business Architecture Guild® BIZBOK® and TOGAF®.



### Architecture Governance

Seamlessly approve architecture changes with embedded workflows, ensuring governance and support for future architecture planning.



### Metamodel Governance

Plan new tables, fields, and relationships following the ServiceNow change processes and visualize your data model using YouDesign.



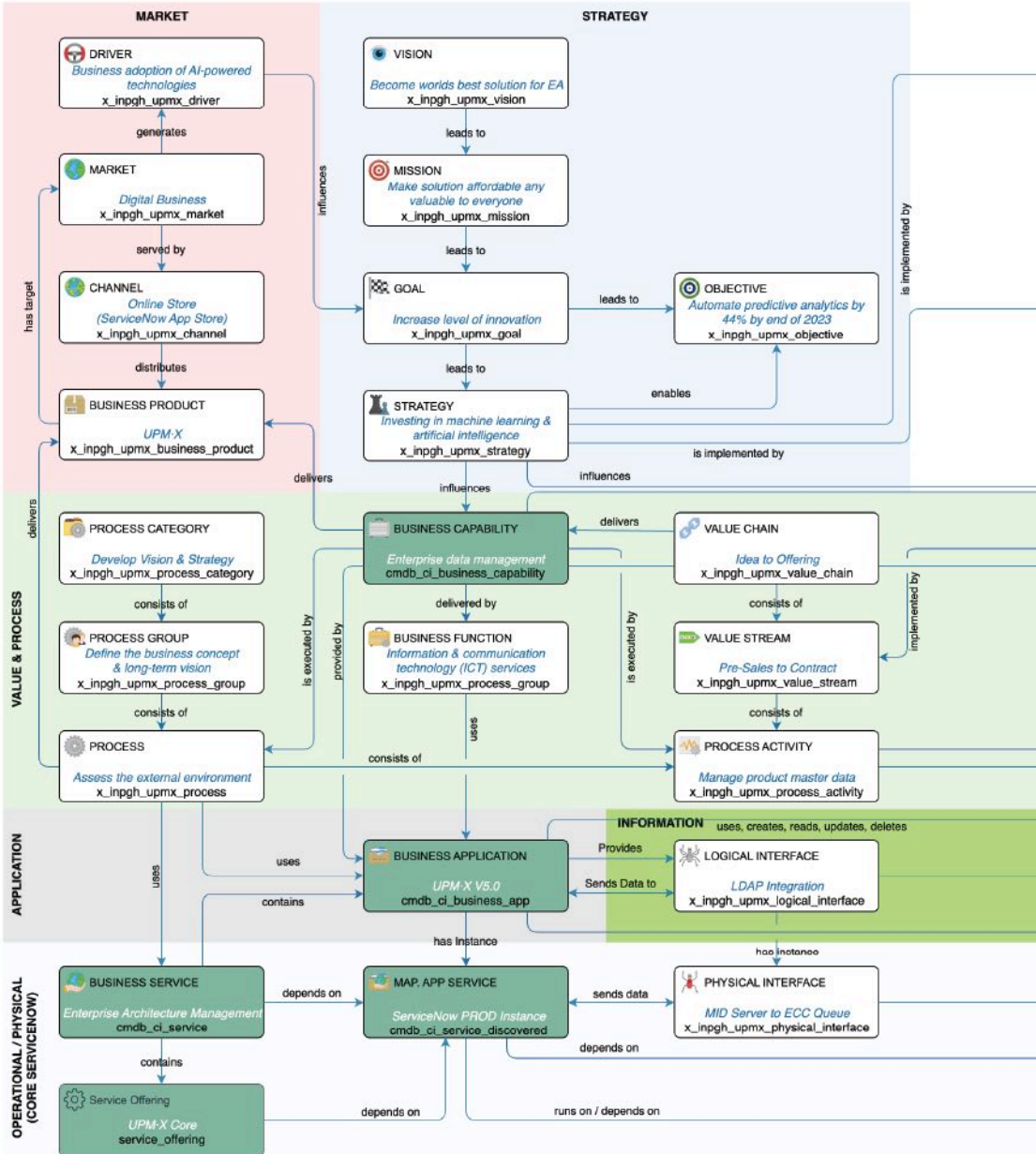
### Data Governance

Ensure mandatory data is current, complete, and correct while motivating your federated stewards worldwide to verify data regularly.



# UPMX Metamodel

UPMX enhances ServiceNow's CSDM/CMDB base tables by offering both complementary and native functionalities. The Portfolio Element class serves as the foundational superclass for all other UPMX classes.



## LEGEND

UPMX Table Label

*Example*

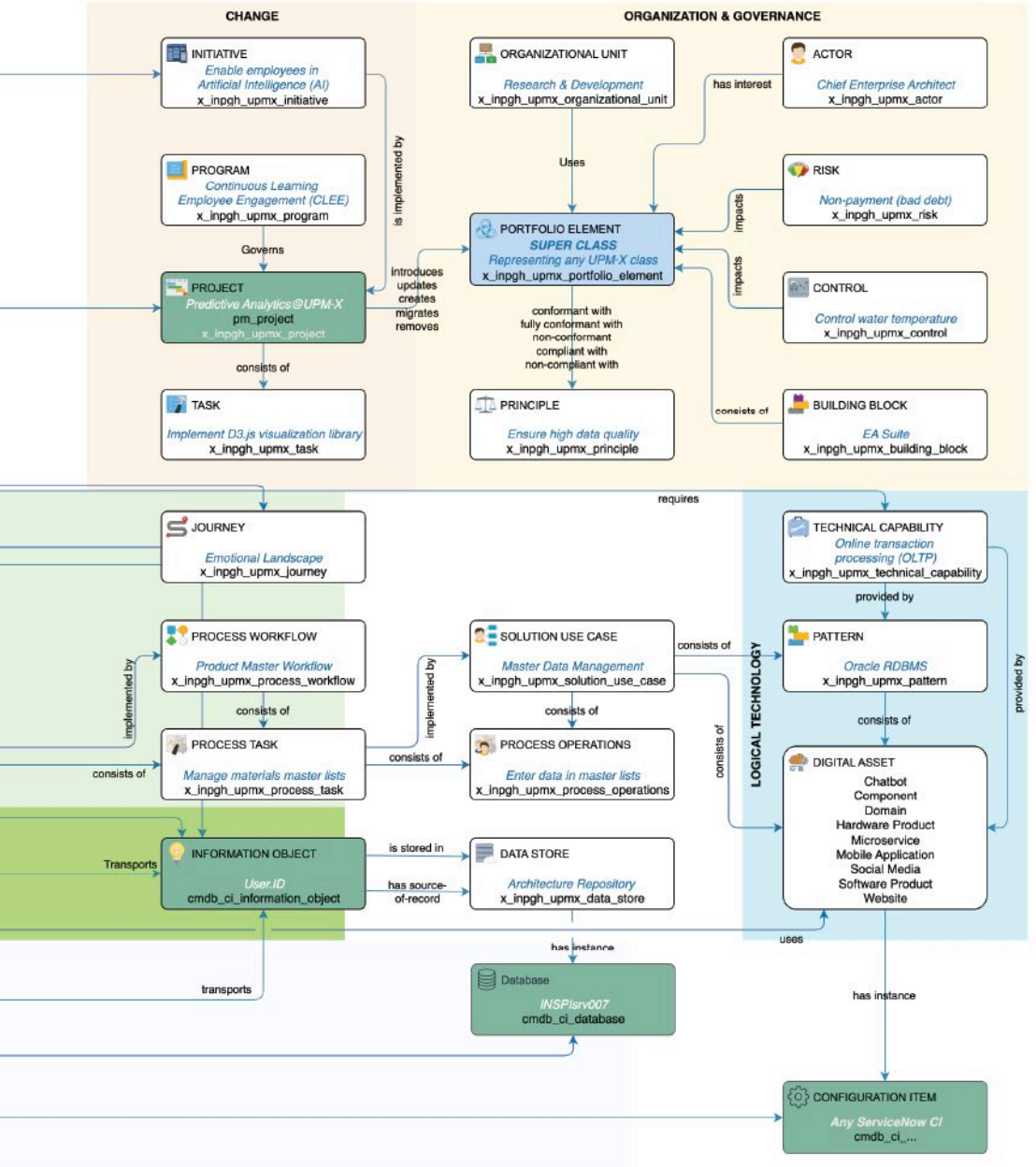
Table name

ServiceNow Table Label

*Example*

Table name

All tables within UPMX support hierarchy and can be linked to users, departments, locations, and various other entities. There may be alternative tables in existence owing to historical factors, plugin availability, or dependencies on the ServiceNow version. It's important to keep in mind that not all tables and relationships are visibly represented.





# Extension Packs

Unlock the potential of comprehensive Business Process Management with meticulously crafted BPMN shapes and an extended CSDM framework. Seamlessly model, analyze, and optimize processes to drive efficiency and innovation.

YouDesign BPM expands the ServiceNow data model into a comprehensive business model encompassing.

## BPMN Modeling

YouDesign BPM offers comprehensive support for BPMN notation and shapes, enabling you to accurately document your enterprise processes.

## Seamless Access to CSDM

YouDesign BPM stands out as the only solution in the market that provides direct access to ServiceNow data, allowing you to seamlessly include and connect various data elements, such as Business Applications and Projects.

## Extended Metamodel

The BPM Extension Pack enhances the ServiceNow data model, enabling the direct storage of gateway and event data within the ServiceNow platform.

## Effortless Impact Analysis

Experience effortless impact analysis with YouDesign BPM. Any alterations made to ServiceNow or process data are instantly visualized through the YouDesign Realtime Indicators, providing real-time insights into factors like cost, risk, and other parameters without the need for manual updates to your process diagrams.

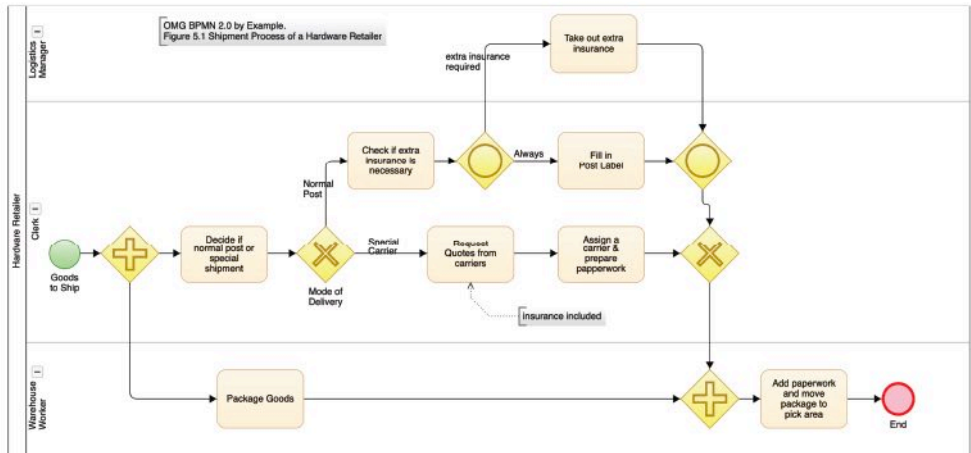
## Synchronized with Governance Risk Compliance (GRC)

For ServiceNow GRC users, YouDesign BPM offers additional value. It enables seamless access and visualization of crucial information and interconnections, empowering users to make well-informed decisions regarding compliance and risk management directly from the ServiceNow GRC module.



# EXTENSION PACK BPM

This extension pack empowers businesses to centralize, optimize, and connect their processes to various data sources within ServiceNow, including projects, capabilities, applications, services, and infrastructure. By doing so, it revolutionizes the way processes are managed, leading to improved efficiency, automation, and real-time visibility.






# Key Features



## Modern User Interface

Every aspect of the user interface has been intricately designed to elevate your experience. Immerse yourself in a seamless journey of efficiency and intuition, while keeping unnecessary interactions to a minimum. 



MANAGE



EDIT

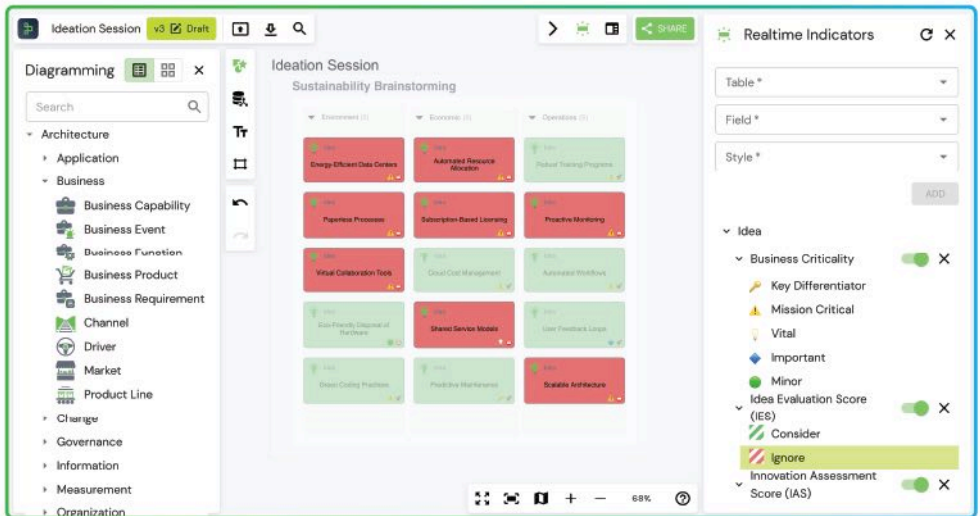


PRESENT

Comprehensive overview to search teamspace, folders, and boards, considering access rights.

Collaborative, infinite canvas with quick access to ServiceNow data for modeling current & future states.

Read-only presentation mode with real-time updates of changes and interactive drill-down feature.





YouDesign delivers a personalized experience that perfectly aligns with your goals, streamlining both your workflow and communication. Enter a space where innovation meets sophistication, transforming the way you create, visualize, and interact with your designs and models.

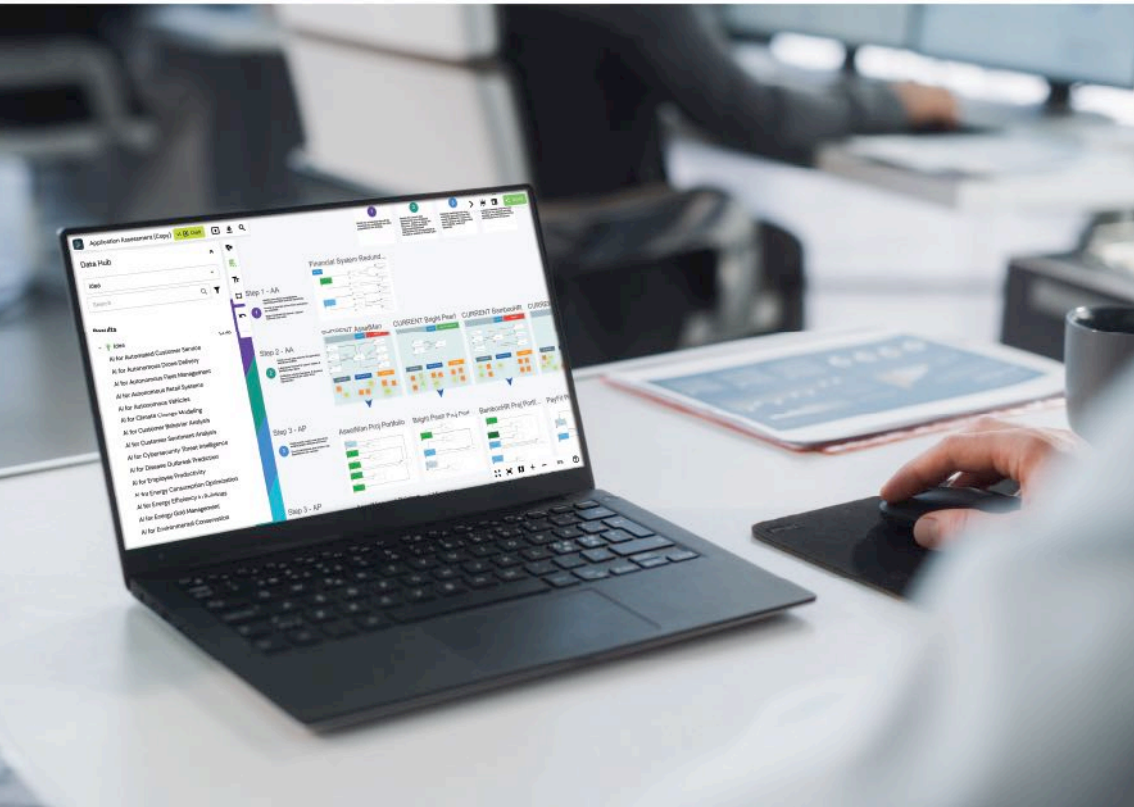


## Infinite Boards

With this revolutionary approach, you can seamlessly consolidate all your artifacts onto a single expansive board. This includes diagrams, visualizations, annotations, images, and notes, creating a comprehensive hub for your work.

No need to navigate away from the user interface – every critical piece of information resides in one centralized location, empowering you to efficiently make informed decisions and oversee your transformative journey.

Moreover, the power of "Infinite Boards" enables you to effortlessly share your content in a presentation mode, effectively communicating your narrative to stakeholders, amplifying the impact of your story.





## Realtime Collaboration

Revolutionize your team's ideation, creation, and ongoing maintenance of diagrams and models. This collaborative prowess transcends geographical boundaries, all while maintaining the utmost data integrity within your secure ServiceNow instance.

### Simultaneous Editing

Experience the magic of real-time synchronization as collaborators collectively refine and enhance boards, seamlessly merging changes across the workspace.

### Flexible Sharing

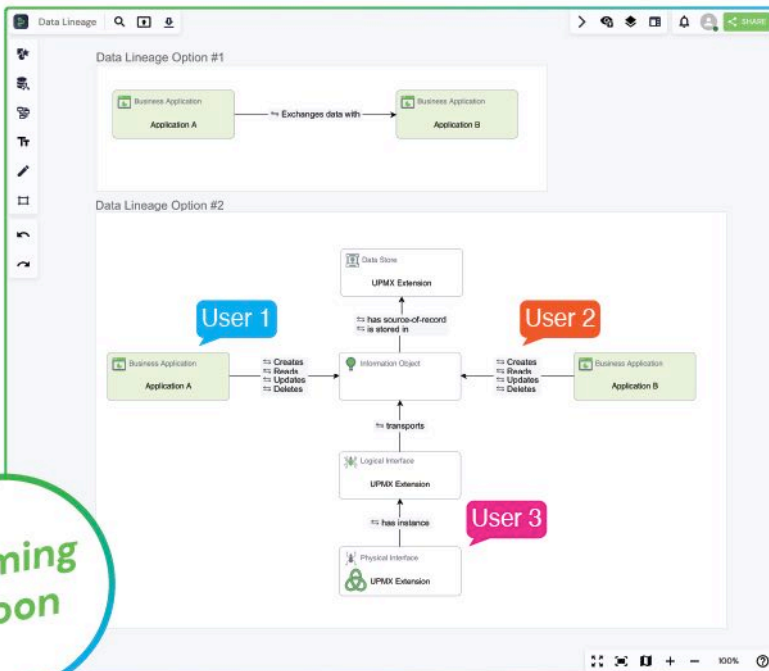
Tailor the accessibility of Teamspaces, Folders, and Boards to precisely match your needs. Expand or restrict permissions, inviting editors and viewers with precision and control.

### Interactive Commenting

Empower editors and viewers to contribute insights and feedback by embedding comments directly onto boards. Notifications via email or MS Teams\* ensure streamlined communication.

### Intelligent Workflows

Seamlessly enforce collaborative workflows that guide your team through crucial stages like review, approval, rejection, deletion, or archiving of boards. Boost efficiency and maintain an organized collaborative process.



Coming Soon



# Teamspaces

YouDesign Teamspaces are expertly tailored to empower federated organizations, ensuring precise delivery of context to specific audiences exactly when it's needed.

## Restrict Shape & Model

Define and preconfigure the metamodel and shapes, customizing the design environment to align with your organization's unique requirements.

## Granular Data Visibility

Exercise control over data visibility by restricting access to only the relevant information, safeguarding sensitive or organization-specific data.

## Optimized for User Groups

Tailor the experience for various user groups by configuring features that resonate with their needs, fostering enhanced productivity and engagement.

The screenshot displays the YouDesign Teamspace interface. On the left, a navigation menu lists various teams and use cases, with 'Driving Post-Clinical...' selected. The main content area shows a dashboard for 'Driving Post-Clinical System Success' with the following details:

- Title:** Driving Post-Clinical System Success
- Status:** v2 Draft
- Organization:** INSPRO Enterprises / Use Case 5
- Last Update:** margins-pl.com 2024-09-03 12:28:09
- Navigation:** ABOUT | MEMBERS | EXPLORER
- Description:** Optimization of Post-Clinical Systems within INSPRO Enterprises.
- Owned by:** Kadir Özbayram
- Type:** Business Strategy and Management
- Organization:** Business Unit: Pharmaceuticals
- Scope:** +
- Idea:** AI for Automated Customer Service
- Notes:** (Empty text area)

The dashboard features three main visualizations:

- STEP 1 – Initiating the Challenge: CEO's Vision f...:** Contains four charts: a bar chart comparing 'Current' and 'Target' values across categories, a pie chart showing a distribution, and two more bar charts.
- STEP 2 – Ideation Idea Brainstorming:** A grid of colored cards (red, green, blue) representing brainstormed ideas.
- STEP 3-5 – Demand Execution:** A complex flowchart diagram showing the process flow from demand to execution.

At the bottom right, there are controls for zooming (22%) and a help icon.



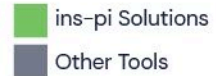
## Navigating the Costs of Integration

In an era where digital transformation reigns supreme, the selection of your solutions holds the power to either propel or hinder your transformative journey. While the allure of integrating with ServiceNow is undeniable, it conceals a labyrinth of uncertainties and risks.

Integrating external tools with ServiceNow demands a repetitive cycle of adjustments and configurations, culminating in amplified complexity, escalated administrative burdens, heightened expenses, and a significant peril to data consistency. Additionally, staying current with updates and other alterations mandates frequent reconfiguration, compounding the challenge.

## Effort Comparison

This chart illustrates the contrast in effort between integrated tools and ins-pi solutions, which are exclusively built on the ServiceNow platform.

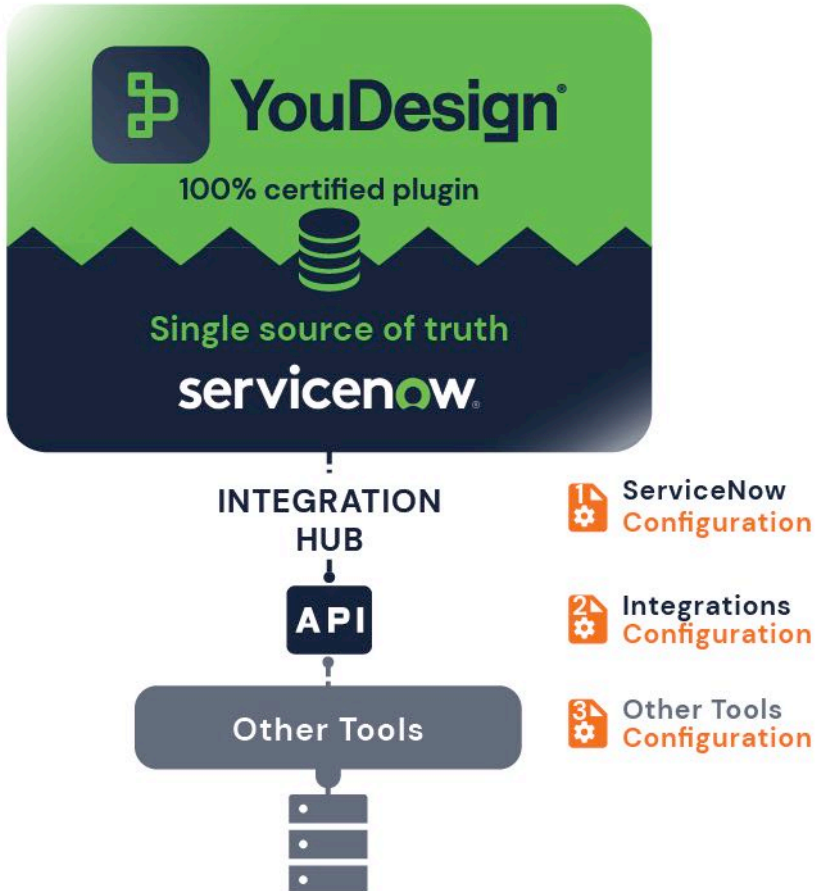


The ins-pi products are native solutions designed and built entirely on the ServiceNow platform. This means that unlike other solutions, complex integrations or extensive interface administration are not required.

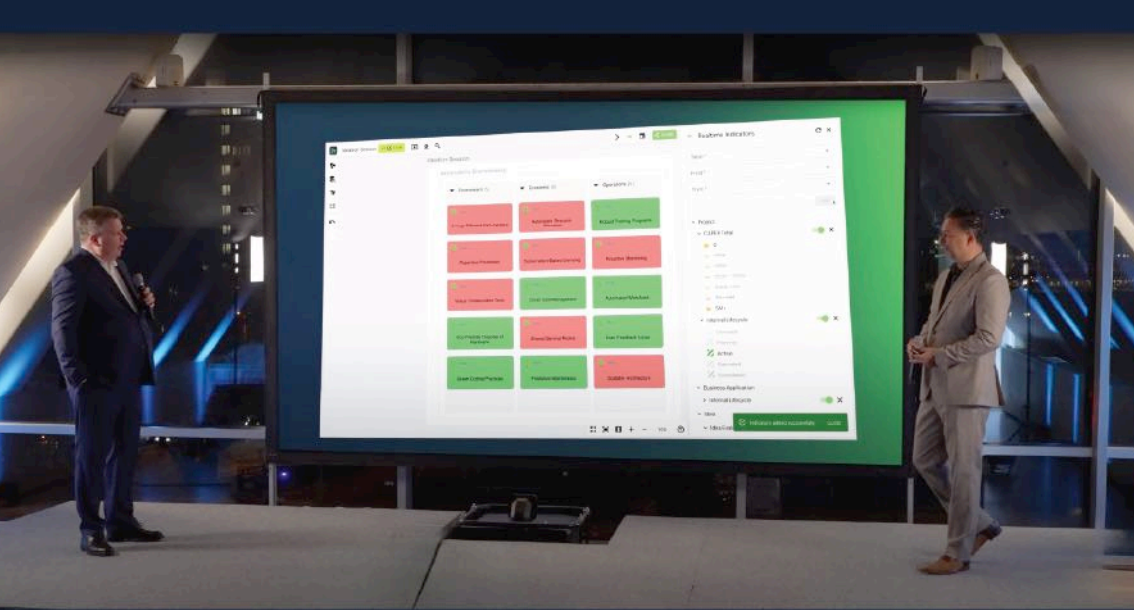


## 100% Built on ServiceNow

Natively built on the ServiceNow platform, YouDesign transcends these integration woes. Say goodbye to complexity, resource drain, and maintenance nightmares. Enjoy data security, compatibility assurance, and a superior user experience, all without the shackles of vendor lock-in.



The diagram illustrates how YouDesign is natively built on ServiceNow as the "single source of truth." Through the Integration Hub, other tools can be connected via an API. However, to successfully integrate these tools, configurations must be done three times: within ServiceNow, for integrations, and within the external tool themselves.



# YouDesign your Future

## Learn more about us and our products on ServiceNow



Visit the YouDesign product website  
[www.ins-pi.com/youdesign](http://www.ins-pi.com/youdesign)



Sign into our eLearning to view all our demos  
[www.ins-pi.com/demos](http://www.ins-pi.com/demos)



Contact us to set up a meeting with a practitioner  
[www.ins-pi.com/book-a-call](http://www.ins-pi.com/book-a-call)

# About ins-pi

At ins-pi, we are committed to delivering innovative solutions that simplify the complexities of enterprise transformation. We are not just a technology provider; we are your partners in progress. Our team of experts is here to support you every step of the way, ensuring that you harness the full potential of our plugins on the ServiceNow platform to drive your business forward.

Join us on this transformative journey and experience the ins-pi advantage. Let's make enterprise transformation not just easier but truly exceptional.

For more information, visit: [www.ins-pi.com](http://www.ins-pi.com)

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