

Articulating Your Digital Ambitions

Digital Strategy

Finyx help our clients articulate a compelling vision, approach and roadmap for achieving their digital ambitions.

We define strategic capabilities and take a practical approach to connecting data, systems and devices for seamless customer and employee experiences.

— ABOUT FINYX

small enough to CARE.

**Big
enough**
to depend on.

Finyx are an experienced and trusted Digital Delivery partner there to help you realise your digital ambitions and deliver meaningful change.

We are a wholly independent advisory business singularly focused on solving actual client problems and delivering positive outcomes.

Our only loyalty is to our clients and we pride ourselves on our collaborative partnering approach and our flexible nature; always expecting to deliver more than that stated in the contract.

All of our leaders have held line roles in Blue Chip corporates or large Public Sector organisations, giving us unique insight as to what “good delivery” feels like from a client’s perspective.

Finyx provide genuine expertise through a unique mix of consulting pedigree and industry experience to give our clients the best chance of success.

3

offices

With offices in London, York, and Belfast, we’re perfectly positioned to support clients across the UK.

20

years

We’re proud to have been a part of some of the largest transformation programmes in the UK over the last 20 years.

100+

professionals

Our expanding team of over 100 professionals offers a diverse range of expertise and skills to apply to any challenge.

OUR SERVICES.



STRATEGY

Plan. Transform. Succeed.

Developing digital strategies to drive efficiencies, optimise business growth and provide innovative services to your end users.

DELIVERY

Analysis. Insight. Impact.

Full lifecycle support for your digital transformation programmes, from PMO, to Product Management and Business Change.



COMMERCIAL

Design. Procure. Manage.

Designing digital supply-chains, tendering, negotiating, tracking supplier performance and managing supplier transitions.

BUSINESS MANGEMENT

Visibility. Accountability. Results.

Bringing together a number of related disciplines to improve visibility, efficiency and cost-effectiveness of your digital programmes.





OUR INDUSTRIES.

Finyx operate across a range of industries and our clients are strategically vital for the UK economy and the delivery of our public services.

We support our secure clients by providing specialist teams that understand the sensitivities associated with highly regulated environments, with all of our employees holding clearances at SC level or above.

We operate at all levels of Government from Local Authorities to big Central Departments; offering our Services through a growing number of frameworks.

In the Private Sector, we have an extensive track record supporting global banks, asset and wealth management companies alongside insurance and payment providers.



**Defence &
Security**



Public Sector



**Financial
Services**



THE SERVICE.

Many organisations struggle with fragmented systems, unclear technology roadmaps, and limited agility to respond to change, leaving them at risk of inefficiencies and missed opportunities in competitive landscapes.

Finyx helps clients articulate a compelling digital vision and define a practical roadmap to achieve it. Our service offering covers integrated business and technology strategy, cloud advisory, enterprise architecture, emerging technologies, and data integration.

We work collaboratively with our clients to achieve:

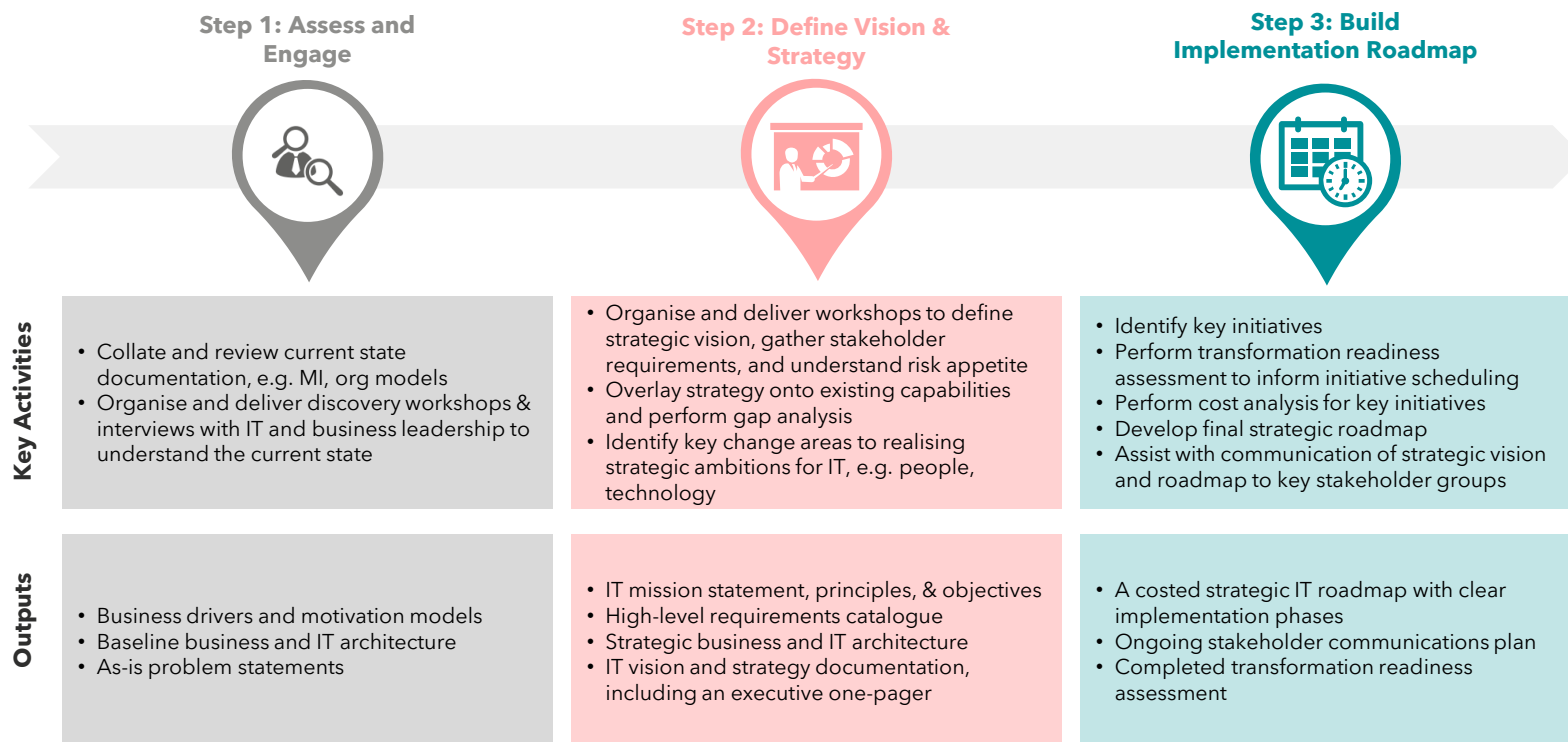
- Improved strategic alignment between IT and business priorities
- Faster time-to-value through incremental delivery
- Optimised resource utilisation and cost saving opportunities
- Future-ready IT landscape positioned for emerging technologies
- Increased efficiency and reduced risk through structured planning

We employ proven methodologies, accelerators, and quick wins to deliver tailored solutions that connect systems, enhance agility, and enable successful digital strategy outcomes and clear paths to transformation.

THE APPROACH.

By rooting your strategy in today's reality and with the future in mind, we can help you define a roadmap to realise your ambitions whilst incrementally releasing value back to stakeholders.

We employ a three-step approach with defined inputs, key activities, and outputs at each point, tailored to our individual client needs. These are supported by an array of tools and accelerators that help us hit the ground running. **Indicative approach below:**



THE VALUE.

A clear strategy and roadmap is the foundation for articulating a compelling vision for your current and future technology organisation, the impact you need to make, and a clear view of how to get there. What our clients get:

- A strategic plan & roadmap for your IT organisation outlining how technology can best support in delivering your business objectives and priorities
- Strategic alignment with the business, improved requirements definition and increased efficiency in project delivery.

YOUR DIGITAL TRANSFORMATION PARTNER.



Emma is a trusted expert in digital transformation and technology strategy, helping organisations translate business objectives into actionable IT roadmaps. She combines strategic insight with pragmatic delivery, ensuring technology investments drive measurable outcomes. With extensive experience engaging stakeholders from C-suite to global teams, Emma fosters collaboration, agile governance, and innovation to help clients across private and public sectors reimagine their business functions.

Emma Divaris

Digital Strategy Lead



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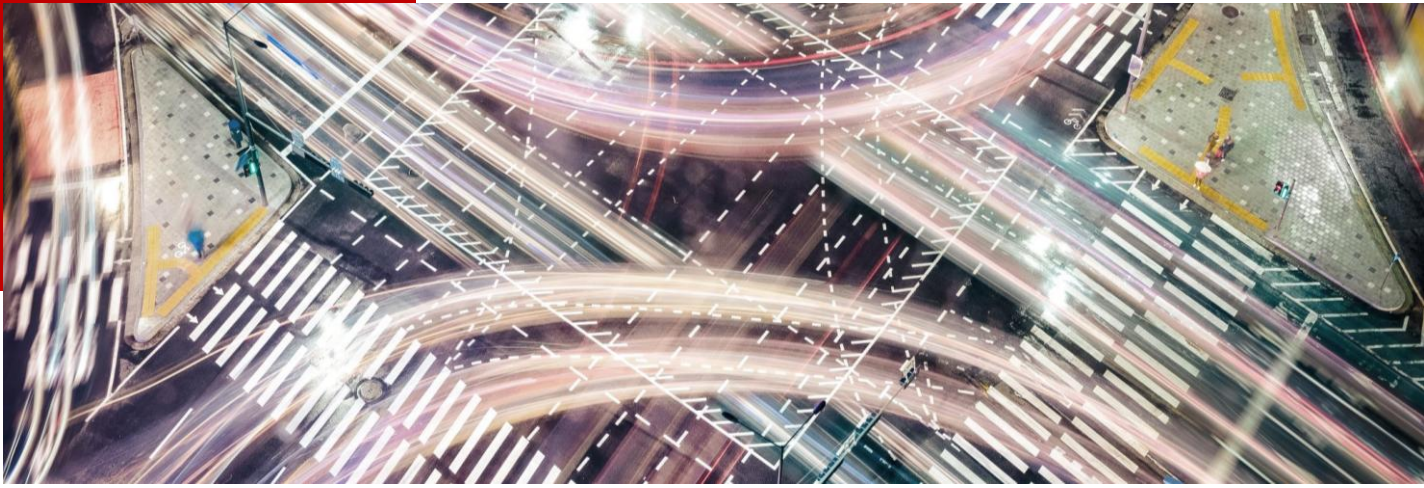
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ANNEX.

- Key Features
- Key Benefits



Key **FEATURES.**

- 01 **Strategic IT planning** – a tailored IT strategy aligned with business objectives.
- 02 **Roadmap design** – a clear, actionable roadmap detailing initiatives, timelines, and priorities
- 03 **Stakeholder engagement** – workshop facilitation to gather input and secure buy-in across the organisation.
- 04 **Current state assessment** – analysis of existing IT capabilities, infrastructure, and processes.
- 05 **Benchmarking & trend analysis** – industry data and best practices leveraged to inform strategic decisions.
- 06 **Technology initiative definition** – projects that deliver maximum business value are identified and prioritised.
- 07 **Investment prioritisation** – technology spend aligned with strategic goals for optimal ROI.
- 08 **Advisory on hot topics** – insights into emerging technology, cloud opportunities, data integration, and architecture best practices.
- 09 **Change management support** – organisational readiness and adoption of new technologies
- 10 **Performance measurement framework** – KPIs and metrics defined to track progress and success.



Key **BENEFITS.**

- 01 **Improved strategic alignment** - Ensures IT initiatives directly support business priorities.
- 02 **Enhanced decision-making** - Leverages accurate insights for informed technology investments.
- 03 **Increased efficiency** - Streamlines project delivery and reduce duplication of effort.
- 04 **Reduced risk** - Minimises implementation failures through pragmatic, stakeholder-driven planning.
- 05 **Faster time-to-value** - Delivers incremental benefits throughout the transformation journey.
- 06 **Optimised resource utilisation** - Allocates budgets and talent to high-impact initiatives.
- 07 **Future-ready IT landscape** - Position organisations to adapt to emerging technologies.
- 08 **Cost savings** - Identifies potential cost saving opportunities.
- 09 **Increased stakeholder confidence** - Build trust and engagement through transparent planning.
- 10 **Competitive advantage** - Enable innovation and agility to stay ahead in a rapidly changing market.