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Example IT roadmap: Logistics "R" Us

Organization vision: Become a nationally scaled logistics company that is driven by customer ease-of-use, reliability, and cost efficiency.

Improve digital systems reliability	Streamline logistics maintenance	Transform customer-facing usage	Enable rapid service area expansion	Improve customer-facing comms
1. Transform into a cloud-first organization 2. Reimagine cybersecurity posture and network redundancy infrastructure	1. Predict equipment incidents using AI 2. Schedule equipment upgrades using real-time data	1. Expand self-service solution purchase options in customer portal 2. Enable detailed self-tracking shipments	Rapidly roll out our services in new locations for nationwide expansion	Enable Customer Success and Sales motions for smoother customer touchpoints

Current pain points	**Current pain points**	**Current pain points**	**Current pain points**	**Current pain points**
1. Lost business from increased cybersecurity scrutiny and assessments from customers 2. Network downtime erodes confidence from customers and employees 3. Our Cyber Risk Quantification assessment found that ransomware and DDoS attacks were our largest current risks	1. Lost business from periodic slow or unreliable service fulfillment due to lack of incident predictability 2. Cost inefficiencies from equipment break-downs due to neglecting timely maintenance	1. Lost business from more tech-enabled upstart competitors 2. Solely reliant on human-driven sales processes that are longer and less efficient	1. Slow expansion is causing us to lose business from established competitors 2. Cost inefficiencies of bringing new locations online	1. Lack of intelligent internal customer analytics is causing inefficient and long sales processes, limiting the contract value size 2. Inadequate Customer Success-to-Sales communication is causing notes to be lost, creating detracting customer touchpoints

Business outcomes (KPIs)	**Business outcomes (KPIs)**	**Business outcomes (KPIs)**	**Business outcomes (KPIs)**	**Business outcomes (KPIs)**
1. A reliability-related sales motion could improve Retention and Win Rates 2. Improve Downtime per Customer metrics 3. Address the top risks from the Cyber Risk Quantification (estimated ROI of 5)	1. Reduce Average Order Fulfillment Time 2. Reduce Cost per Incident 3. Improve Downtime per Customer metrics	1. Increased Win Rates vs upstart competitors 2. Shorten Sales Cycle Length and decrease Cost per Acquisition via self-service ordering	1. Improve our Time to Launch metrics for new locations 2. Improve our Cost of Launch metrics for new locations	1. Increase Average Contract Value 2. Increase Customer Satisfaction Score

Technological layer	**Technological layer**	**Technological layer**	**Technological layer**	**Technological layer**
1. Sufficient cloud storage and connectivity to become a cloud-first organization 2. Network redundancy infrastructure 3. ML-enabled network security 4. Secure Access Service Edge (SASE)	1. Increase network bandwidth 2. Edge computing 3. Tech-enable key logistics equipment like updating vehicles with GPS and IoT devices 4. Establish data integration practices	1. Increase network bandwidth 2. Edge computing 3. Tech-enable key logistics equipment like updating vehicles with GPS and IoT devices 4. Software development for portal	1. Sufficient cloud storage and connectivity to become a cloud-first organization 2. Network partner with expansive footprint 3. Replicable environments for bringing new locations online	CRM with these key features: 1. Customizable analytics dashboards 2. Integrations with internal ordering and customer communication systems 3. Enable sharing of customer notes

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Organization vision:

Operational layer: **Details** *(outline 1-2):*	**Operational layer:** **Details** *(outline 1-2):*	**Operational layer:** **Details** *(outline 1-2):*	**Operational layer:** **Details** *(outline 1-2):*	**Operational layer:** **Details** *(outline 1-2):*
Current pain points *(outline 1-4):*	**Current pain points** *(outline 1-4):*	**Current pain points** *(outline 1-4):*	**Current pain points** *(outline 1-4):*	**Current pain points** *(outline 1-4):*
Business outcomes & KPIs *(outline 1-4):*	**Business outcomes & KPIs** *(outline 1-4):*	**Business outcomes & KPIs** *(outline 1-4):*	**Business outcomes & KPIs** *(outline 1-4):*	**Business outcomes & KPIs** *(outline 1-4):*
Technological layer *(outline 1-4):*	**Technological layer** *(outline 1-4):*	**Technological layer** *(outline 1-4):*	**Technological layer** *(outline 1-4):*	**Technological layer** *(outline 1-4):*