



DK-CONLATE

INTELLIGENT SOLUTIONS

MATURITY MODEL · EXCEL-BASED · SALES BROCHURE

TURN MATURITY INTO MEASURABLE EXECUTION.

A modular management system that converts evidence into priorities, ownership and governed delivery. One language. Better decisions. Repeatable execution.

DIAGNOSE

Evidence and one maturity language

DECIDE

Priorities by impact and effort

DELIVER

Owned actions and governance



Illustrative dashboard view · sample data for demonstration purposes only

FIVE EDITIONS · FROM €225 NET

One-time investment · perpetual license · for businesses (B2B)

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Most maturity assessments stop where the real work begins

A score is not a decision, and a report is not a delivery system. The first challenge is not identifying more transformation gaps. It is creating one credible path from evidence to owned execution.

TYPICAL REALITY	TARGET STATE
✗ Different definitions of “good”	✓ One maturity language
✗ Urgency drives priorities	✓ Evidence and value drive choices
✗ Reports without an executable backlog	✓ Actions with owners and outcomes
✗ Progress discussed inconsistently	✓ A repeatable governance cadence

THE DK-CONLATE DIFFERENCE

From maturity insight to measurable execution

Instead of a point-in-time score and a report, DK-CONLATE provides a reusable decision system: decision-ready logic, ownership by design and measurable follow-through.

PRODUCTIZED RIGOR A structured method that can be reused without rebuilding the approach.	TRANSFERABLE LOGIC Internal capability grows while consulting dependency decreases.	SHARED LANGUAGE One logic for executives, transformation offices, business leaders and teams.
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EVERY MATURITY SIGNAL CREATES A FOCUSED NEXT QUESTION · illustrative example

1 · MATURITY SIGNAL Decision rights differ across functions Evidence: repeated escalation loops	2 · IMPACT LOGIC Slow decisions delay value flow Implication: governance first	3 · NEXT ACTION Clarify rights and thresholds Owner: COO · 30-day pilot	4 · MEASURE Decision lead time Target and cadence defined
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A CLOSED LOOP, NOT A SURVEY EXERCISE

1 FRAME Ambition & scope	2 ASSESS Evidence & profile	3 FOCUS Critical gaps & value	4 ACT Execute owned actions	5 EVOLVE Measure & recalibrate
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The system standardizes repeatable work while professional judgment remains essential.



WHY EXCEL-BASED

Protected management logic without a platform rollout

DK-CONLATE combines structured decision logic with the speed, familiarity and control of Excel. Organizations start assessing immediately, without software implementation, tenant configuration or user provisioning.

1 · FASTER DEPLOYMENT

No separate platform rollout, tenant configuration or extensive implementation project.

2 · FAMILIAR USER EXPERIENCE

Teams work in an established environment with a low learning barrier.

3 · DATA SOVEREIGNTY

Storage, access, retention, backup and archiving remain under customer control.

4 · OFFLINE CAPABLE

Assessments remain usable without permanent internet or external hosting dependency.

5 · LOWER IT COMPLEXITY

Existing Office, SharePoint and access-management standards can be leveraged.

6 · ECONOMICS OF REUSE

One license supports repeated assessments within the defined license scope.

THE VALUE IS NOT THE SPREADSHEET.

It is the protected, reusable decision logic that turns evidence into priorities, ownership and measurable execution.

DUAL VALUE PROPOSITION

One reusable system, two value stories

FOR ORGANIZATIONS

- ✓ **Better decisions.** Evidence replaces opinion.
- ✓ **Faster alignment.** One language reduces debate.
- ✓ **Focused next steps.** Clarity on the next decision.
- ✓ **Repeatable management.** Reassess without rebuilding.

FOR ADVISORS

- ✓ **Faster preparation.** Less manual model building.
- ✓ **Consistent quality.** Comparable engagement outputs.
- ✓ **Scalable delivery.** Reusable within the defined license scope.
- ✓ **Higher-value dialogue.** More time for judgment.

WHY DK-CONLATE Message first · Evidence over opinion · Progression by design · Built to transfer and scale



Five editions. One clear recommendation

Select by decision need, model depth and organizational reuse rights. Pricing increases with model depth and organizational reuse. Every edition is a one-time purchase with a perpetual license.

EDITION / FOCUS	LICENSE SCOPE	OUTPUT	PRICE (NET)
QUICK-CHECK Screen / orient	1 named user	Top-3 signal and quick scoring	€225
PROFESSIONAL Understand / rate	Up to 3 named users	15-category current vs. target profile	€1,287
ADVANCED Decide / prioritize RECOMMENDED VALUE	Up to 5 sites / business units	Priority matrix + three-phase roadmap	€3,910
ENTERPRISE PERFORMANCE Control / manage / scale	Multi-site / group analytics	Resources, KPIs, governance + reporting	€8,390
ENTERPRISE EXECUTIVE Govern / compare / scale	Global unlimited roll-out	Global reach + executive governance	€20,990

Net prices in euro, excluding statutory VAT where applicable. License scope (named users, licensed legal entity, sites) as stated in the Order and EULA. Enterprise Performance serves multi-site analytics within one licensed entity; Enterprise Executive adds unrestricted organizational reach, not additional functionality.

PROFESSIONAL
creates transparency.

ADVANCED
creates decisions. Our recommended starting point.

ENTERPRISE
creates control and scale.

DECISION ARCHITECTURE

Each stakeholder gets the decision they need

A single maturity language connects executive direction with operational action.

STAKEHOLDER	DECISION	VALUE DELIVERED
Executive team	Where must we focus?	Ambition, portfolio choices, governance
Transformation office	How do we sequence and steer?	Roadmap, dependencies, cockpit
Business leaders	What changes in my area?	Owned actions, outcomes, cadence
Teams	What does better look like daily?	Practices, skills, routines



Orient and understand: Quick-Check and Professional

SCREEN / ORIENT

QUICK-CHECK EDITION

€225

net · one-time · perpetual license
1 named user

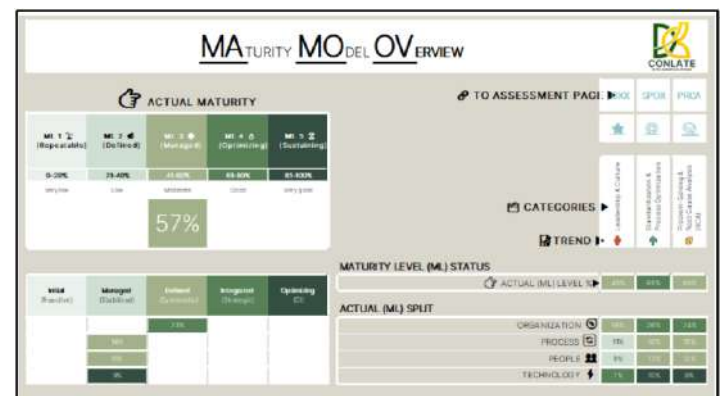
Fast initial transparency: a quick maturity check before an in-depth assessment.

Top 3 Driving Categories. Focus immediately on what matters most to your maturity profile.

Quick Scoring & Maturity Indication. Rapid scoring with a transparent directional signal.

Color Indication & Gap Visibility. Basic color coding highlights initial gaps.

Print-Friendly Summary. Share results in meetings or reports without reformatting.



Illustrative dashboard · sample data

Value promise: can reduce approx. 0.5–1 day of external orientation effort.*

FOR Initial assessment teams, transformation practitioners, independent advisors, coaches, freelancers and small consultancies.

NOT INCLUDED Full assessment logic, detailed target comparison, resource planning, roadmap, priority matrix or coaching.

UNDERSTAND / RATE

PROFESSIONAL EDITION

€1,287

net · one-time · perpetual license
Up to 3 named users

A structured 5-level current-versus-target assessment with a basic dashboard across 15 key maturity categories.

15 Key Maturity Categories. Assess the core dimensions of the maturity profile.

Current & Target Maturity Entries. Compare today's position with the intended level.

Automatic Averages & Basic Dashboard. Consolidate entries into an immediate overview.

Visual Status & Symbol System. Recognize status and direction at a glance.

Presentation-Friendly Structure. Share results without manual reformatting.



Illustrative dashboard · sample data

Value promise: can reduce approx. 1–2 days of external assessment preparation or facilitation.*

FOR Project and assessment teams, OpEx, transformation and improvement leaders, independent advisors, coaches and consultants.

NOT INCLUDED Advanced prioritization, effort logic, resource planning, roadmap or coaching.

* Indicative value based on the intended workflow. Actual effort depends on scope, evidence availability, participant preparation and facilitation requirements. Net prices, excluding statutory VAT where applicable. Use of the model for external clients or consulting engagements requires prior written authorization (Client-Use License); see EULA.



Turn maturity gaps into a prioritized decision portfolio

RECOMMENDED VALUE

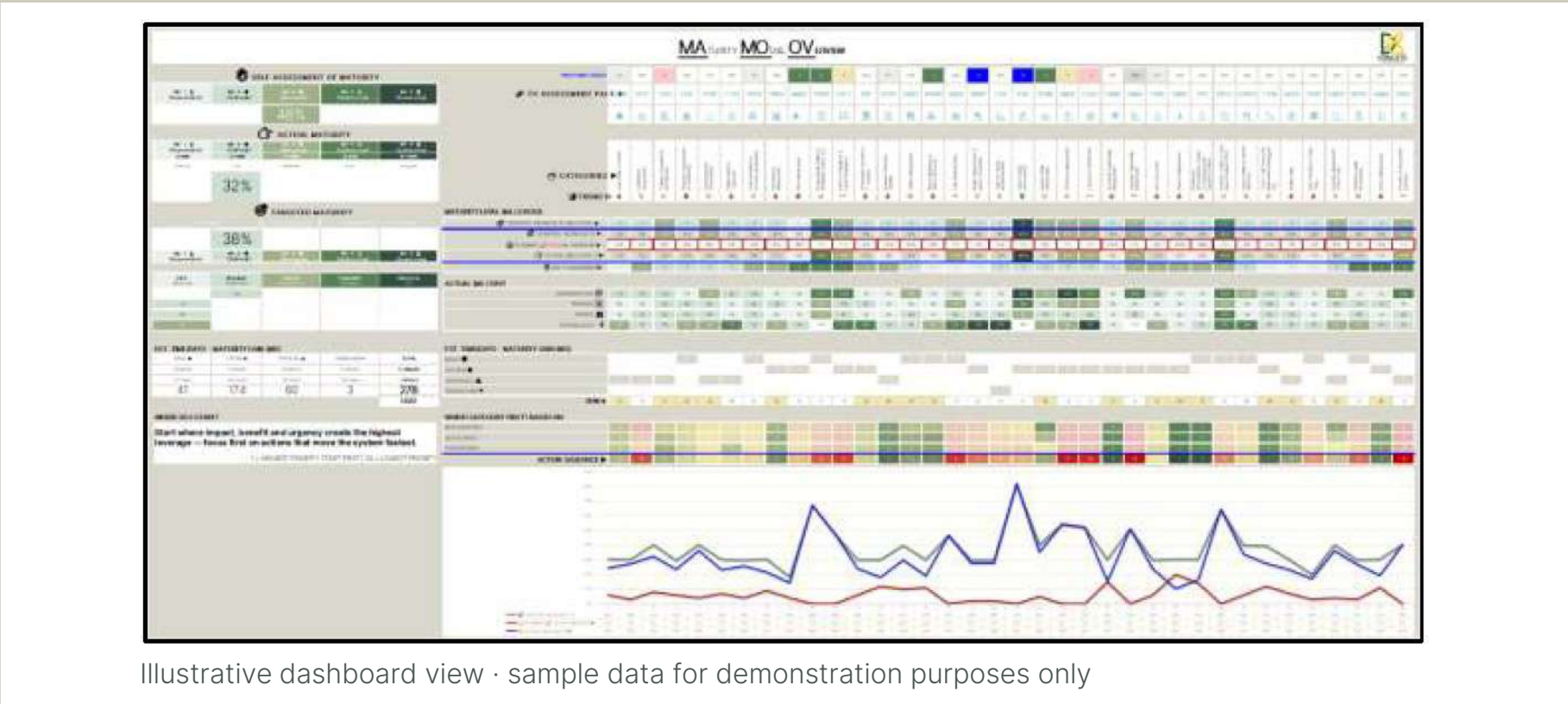
DECIDE / PRIORITIZE

ADVANCED EDITION

€3,910

net · one-time · perpetual license
Up to 5 sites / business units

Visible gaps only create value when impact, feasibility and effort shape the next decision. Advanced adds weighting, effort logic, priority matrices and a practical three-phase roadmap to the full Professional foundation.



WHAT IS INCLUDED

Everything from Professional. The complete assessment and dashboard foundation.

Advanced Categories & Self-Assessment. Deeper maturity lenses and structured self-evaluation.

Dynamic Target, Complexity & Effort Logic. Connect ambition with feasibility and effort.

Impact-vs-Effort Matrix & Top Priorities. Focus on the decisions with greatest relevance.

Weighting & Maturity-Gap Heatmap. Make critical gaps and relative importance visible.

Prioritized Actions & Three-Phase Roadmap. Translate top priorities into practical phases.

1 ASSESS
15 categories + lenses

2 WEIGHT
Importance and gap size

3 PRIORITIZE
Impact, complexity, effort

4 PLAN
Three practical phases

WHY ADVANCED

The best balance of decision depth, implementation relevance and organizational reuse within the defined scope.

FOR

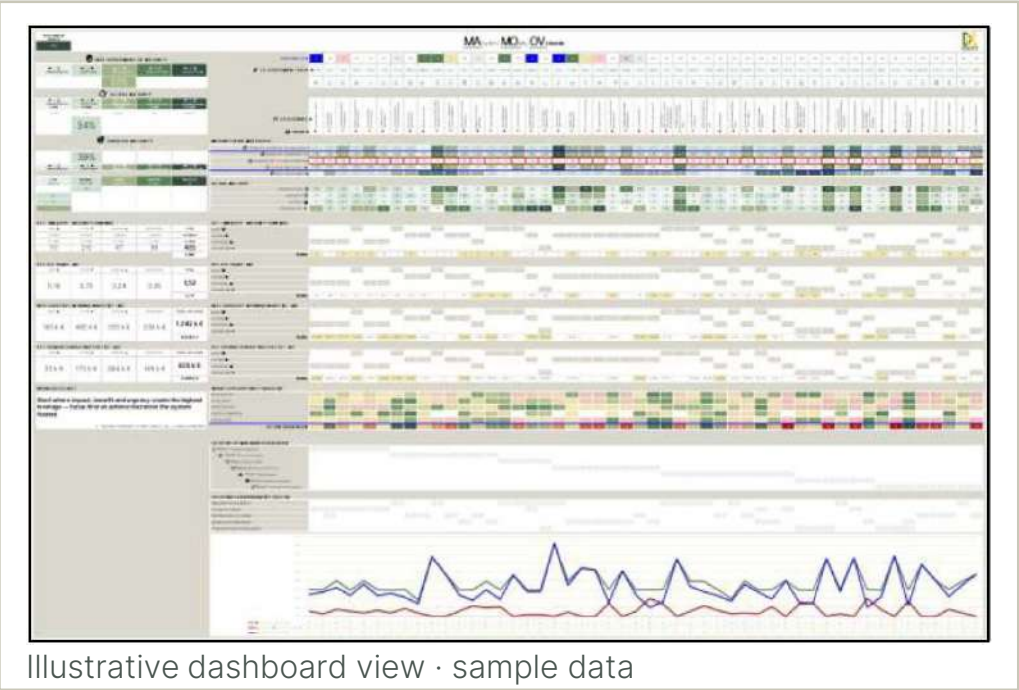
Operations and OpEx teams, transformation teams, coaches and SMEs needing structured decision and roadmap logic.

Not included: enterprise KPI framework, FTE or investment planning, executive reporting, portfolio governance or coaching. Net price, excluding statutory VAT where applicable. Licensed to one legal entity per Order.



From prioritized gaps to governed enterprise execution

An integrated system combining assessment, prioritization, resources, roadmap, governance and reporting. Enterprise extends Advanced with FTE and investment estimates, KPIs, dependencies, executive reporting and scalable governance.



- 1 · ASSESS & PRIORITIZE**
Weighted maturity profile and top priorities
- 2 · RESOURCE & PLAN**
FTE, resource and investment estimates plus a seven-phase roadmap
- 3 · GOVERN & REPORT**
Ownership, risks, KPIs and executive 1-pager
- 4 · REASSESS & SCALE**
Comparable multi-site decisions and learning

CHOOSE BY REQUIRED ORGANIZATIONAL REACH, NOT BY FUNCTIONAL DEPTH.

CONTROL / MANAGE / SCALE
ENTERPRISE PERFORMANCE

€8,390

net · perpetual license
Multi-site / group analytics

Everything from Professional + Advanced. Assessment depth with decision and roadmap logic.

KPI Logic & Calculation Methodology. Strategic measures with transparent calculations.

FTE, Resource & Investment Estimates. Delivery capacity and investment implications.

Seven-Phase Category Roadmap. From preparation through scaling.

Executive 1-Pager, Risks & Parallelization. A concise management view.

Actions, Responsibilities & Weighting. Ownership and governed follow-through.

GOVERN / COMPARE / SCALE
ENTERPRISE EXECUTIVE

€20,990

net · perpetual license
Global unlimited roll-out

Everything from Enterprise Performance. Complete functionality with extended global usage rights.

Global Unlimited Roll-out. Use across regions, sites and business units.

Comparable Executive Views. One governance language across portfolios.

Global Organizational Reuse. Reuse without requiring additional functional depth.

Consistent Executive-Level Usability. Comparable leadership decisions.

Enterprise-Wide Management Standard. Local evidence combined with global governance.

ONE LICENSE Repeated management cycles: assess, prioritize, resource, govern, reassess.	CONSISTENT EXECUTION Roadmap, KPIs, ownership and dependencies in one logic.	ORGANIZATIONAL LEVERAGE Comparable sites, faster reporting, internal governance.
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For: enterprises, multi-site organizations, PMOs and transformation offices, enterprise advisors (use for external clients requires prior written authorization). **Not included in the license price:** coaching, on-site facilitation and customized consulting delivery; Enterprise Executive has no additional functional content beyond Enterprise Performance. License for the legal entity stated in the Order; Affiliates only if the Order says so. Net prices, excluding statutory VAT where applicable.

Choose the right edition

One focused question. One clear signal. One informed next move.

01 DEFINE

The decision need. Is the priority orientation, assessment, prioritization or governance?

02 SELECT

The right edition. Match model depth and license reach to the required decision.

03 APPLY

The first management output. Create the signal, profile, roadmap or governance view.

EVERY EDITION IS A SELF-CONTAINED LICENSED PRODUCT

1 · The model. Edition-specific functionality.

2 · EULA. License terms, boundaries and responsibilities.

3 · User manual. Structured support for internal use.

Not included by default: personalized advice, on-site facilitation, guaranteed results and customized consulting delivery. Optional advisory services and coaching are available separately.

THE BROADER JOURNEY · illustrative, with optional advisory support

01 MOBILIZE · Week 1	02 ASSESS · Weeks 2–4	03 DESIGN · Weeks 5–6	04 ACTIVATE · Week 7+
Mandate, scope, data plan	Evidence, scoring, calibration	Priorities, roadmap, governance	Pilot support, cockpit, learning
GATE: Assessment ready	GATE: Profile agreed	GATE: Portfolio approved	GATE: Scale decision

The editions provide reusable management logic and tools. Facilitation, implementation support and coaching remain optional services; the higher editions cover more of the journey.

TERMS & IMPORTANT NOTES

Business customers only. Offered exclusively to businesses within the meaning of § 14 BGB, not to consumers.

Prices and order. Net prices in euro; statutory VAT is calculated and shown at checkout where applicable. Digital delivery after payment; order processing and invoicing via Paddle.

License. One-time purchase of a perpetual, non-transferable license for the delivered model version within the scope stated in the Order and EULA (named users, licensed legal entity, sites). Affiliates are not licensed unless the Order states otherwise. Redistribution and modification of protected areas and formulas are not permitted.

Client use. Use of the model for external clients, consulting engagements or assessment services requires prior written authorization (Client-Use License).

Updates and support. A perpetual license does not include updates, upgrades or support unless agreed. E-mail inquiries receive an initial review of up to 15 minutes free of charge; further support and optional consulting only on prior approval, billed separately.

Technical requirements. Microsoft Excel Desktop is recommended. The model may use VBA macros (e.g. EULA acceptance, dashboards, navigation); enable macros only for files from a trusted source. Some features may not be available in Excel Online.

Data and confidentiality. Assessment data stays in your workbook under your control; DK-CONLATE does not host or access it. Privacy information (GDPR) and a Mutual NDA are available on request.

Use of results. The model serves informational, analytical and assessment purposes and is not a substitute for individual business consultancy. No results are guaranteed; responsibility for operational decisions and their financial consequences lies with the user.

Indications. Effort-saving values are indicative and depend on scope, evidence and preparation. Dashboards show illustrative sample data. Subject to change; the EULA applies at the time of purchase.

GET YOUR LICENSE

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