



Lifecycle Authority Group

# The Lifecycle Operating System

From Operating Model to Autonomic System

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This is not a tool, this is a system

# The IT Services Game of Catch

High Stakes Process from Sales to Delivery



## Why this Model Breaks

- Work moves through coordination, not control
- Decisions are reinterpreted at each handoff
- Intent degrades as it passes between teams
- Outcomes depend on individual effort, not system design

# From Game of Catch to Controlled Lifecycle System

Governed Flow from Sales to Delivery



## From Coordination to Control

- Work moves through governed control points, not handoffs
- Intent is structured, validated, and preserved across the lifecycle
- Decisions are enforced by authority, not reinterpreted by function
- Outcomes are produced by system design, not individual effort
- The organization gets smart through structural learning loops

# Lifecycle Operating Model – System Map



Structured Intent drives controlled deal assembly, governed by authority, with continuous delivery and learning loops.

# OUR TRANSFORMATION JOURNEY

## FROM 4 TOWERS TO A LIFECYCLE OPERATING MODEL

Stronger Handoffs. Clearer Authority. Better Outcomes.

### WHERE WE START 4 TOWER MODEL



STRONG CAPABILITIES.  
SILOED HANDOFFS.  
INCONSISTENT OUTCOMES.

### THE TRANSFORMATION BUILDING THE BRIDGE



### WHERE WE'RE HEADED EARLY LIFECYCLE OPERATING MODEL



STRONG FOUNDATIONS. SEAMLESS HANDOFFS.  
PREDICTABLE OUTCOMES.

#### PHASE 1 ASSESS & ALIGN

- Assess current state & pain points
- Build the case for change
- Define the target state vision

#### PHASE 2 STRUCTURAL FOUNDATIONS

- Define lifecycle taxonomy
- Stand up Bid & Proposal
- Establish Practice authority charter

#### PHASE 3 WORK PRODUCTS & PATTERN DEVELOPMENT

- Build service catalog & taxonomy
- Create core work products
- Define delivery acceptance criteria

#### PHASE 4 LIFECYCLE GOVERNANCE

- Implement lifecycle gates
- Define DACI for handoffs
- Introduce intent preservation mechanisms

#### PHASE 5 ORGANIZATIONAL EVOLUTION

- Overlay practice leadership
- Separate architecture from sales
- Launch lifecycle KPI framework

#### THE OUTCOME

- Stronger Handoffs  
Higher Quality
- Intent Preserved  
Across the Lifecycle
- Better Margin  
Realization
- Faster, More Predictable  
Delivery
- Lifecycle Expansion  
& Growth

## Transforming IT Services into a Lifecycle Operating Model

### What We Actually Do - The Consulting Opportunity

- **Align Sales, Delivery, and Practices Around Client Intent**  
Establish a single operating structure that preserves intent from deal creation through execution.
- **Build Repeatable, Pattern-Based Service Portfolios**  
Define scalable offerings that accelerate deal cycles and improve delivery consistency.
- **Introduce Governed Bid & Proposal and Lifecycle Control Points**  
Enforce pricing discipline, solution validation, and risk management before and during delivery.
- **Create a Closed-Loop Learning System for Revenue and Margin Growth**  
Continuously improve win rates, delivery performance, and profitability through institutional learning.

# The Lifecycle OS

A Coordinated Multi-Agent System (CMAS) that Operates the Lifecycle Operating Model

- **Autonomic & Governed**  
Self-regulates execution through enforced policies, approvals, and decision rights
- **Intent-Aware & Intelligent**  
Captures, preserves, and continuously revalidates client intent
- **Pattern-Driven Execution**  
Standardizes design, pricing, and delivery through reusable service patterns
- **Closed-Loop Learning System**  
Continuously improves outcomes, pricing, and delivery through feedback loops



# How the Lifecycle Operating Model & OS Improves Client Economics

## Revenue Expansion

- Higher attach rates across the lifecycle (Consulting → PS → MS)
- Faster deal velocity (reduced cycle time)
- Expansion through pattern-based upsell

→ More revenue per client, faster

## Cost Efficiency

- Reduced rework and project overruns
- Lower cost-to-serve over time
- delivery through proven patterns
- Expansion through Pattern based upsell

## Margin Improvement

- Pricing aligned to proven delivery patterns
- Reduced scope leakage
- Higher predictability of gross margin

## Risk Reduction

- Fewer failed or degraded projects
- Reduced dependency on heroics
- Controlled customization

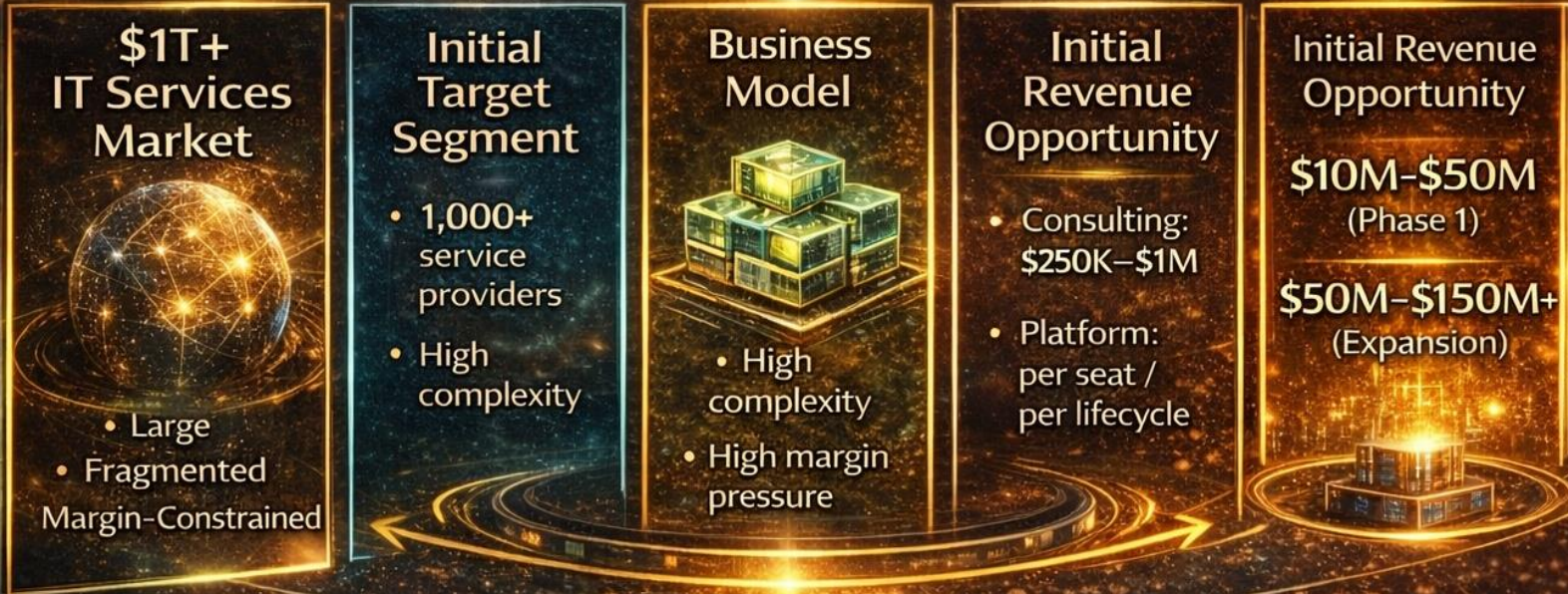
# Quantified Client Economics

How the Lifecycle Operating Model or OS Improves Client Economics



Higher revenue. Lower cost. More predictable margin. Reduced delivery risk.

# Market Opportunity



## Key Insight

Control of the lifecycle = control of revenue, margin, and delivery outcomes

We do not create new spend—we control and optimize existing spend across the lifecycle.

# Revenue Model

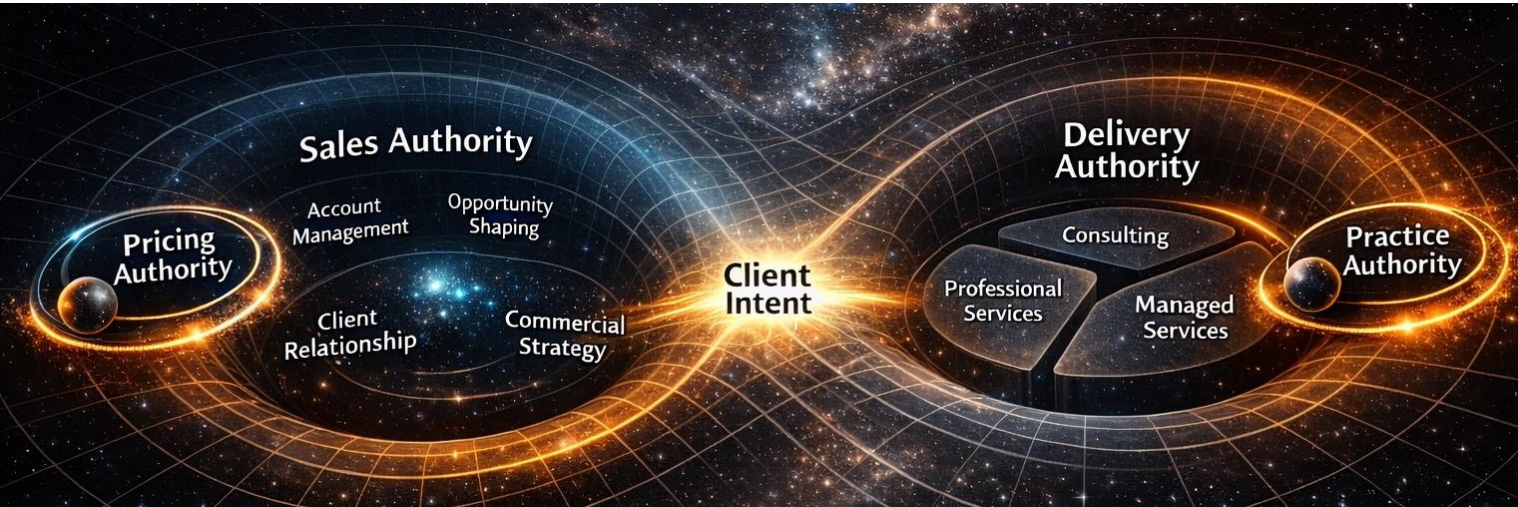
Land → Expand → Align



Revenue expands with lifecycle adoption and aligns to client financial outcomes

- Optional value-based pricing tied to measurable margin improvement

# Phase 1 - Revenue Projections

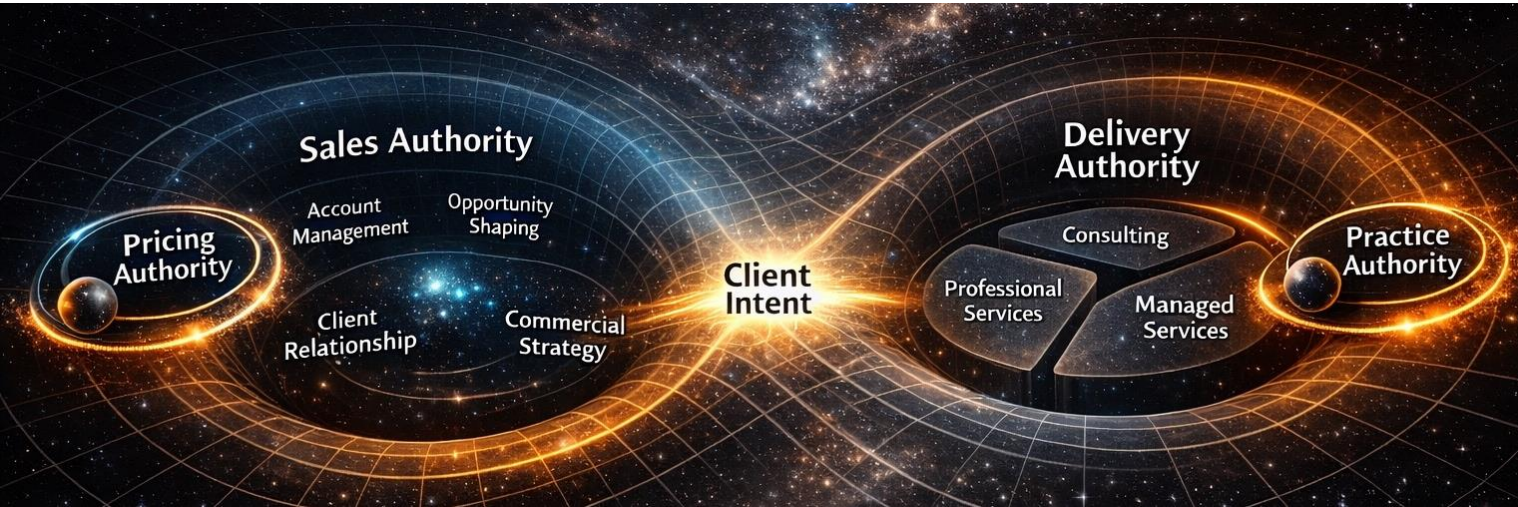


## Per Seat & Upfront Fees Assumptions

- We win percentages of large services companies by regional lifecycle.
- Growth will come as clients unify under the Lifecycle Operating Model and the OS
- Growth will come from new clients
- 1000's of existing MSPs, ISPs
- Market will include OEM, SaaS and Internal IT
- NOTE: 5% Adoption= pilot stage

Per Seat per Month and Entry Fee							
Company	Partner Mission	Revenue	Seat Penetration %	Estimated Seats	\$/Seat/Month	Entry Fee	Annual Revenue
Accenture	Pattern Expansion	\$65B	Phase 2-3	0	\$250		0
Tata Consultancy	Integration / Scaling	\$30B	10%	4,000	\$250	\$1,000,000	\$13,000,000
NTT DATA	Delivery Optimization	\$30B	Phase 2-3	0	\$250		0
WWT	Platform Integration	\$20B	Phase 2-3	0	\$250		0
Infosys	Pattern Expansion	\$18B	8%	3,000	\$250	\$750,000	\$9,750,000
HCLTech	Delivery Optimization	\$13B	12%	2,500	\$250	\$1,000,000	\$8,500,000
Wipro	Transformation Entry	\$11B	5%	2,000	\$250	\$500,000	\$6,500,000
<b>Total</b>							<b>\$37,750,000</b>

# Phase 2 - Revenue Projections



## Performance Fee Assumptions

- We win % of large services companies by regional lifecycle.
- Likely early wins take less than 5%
- Growth will come as clients unify under the Lifecycle Operating Model and the OS
- Growth will come from new clients
- 1000's of existing MSPs, ISPs
- Market will include OEM, SaaS and Internal IT
- NOTE: 5% Adoption= pilot stage

Company	Partner Mission	Revenue	Adoption %	In Scope Revenue	5% Margin Lift Value	Your 10% Share	Estimated Fee
Accenture	Pattern Expansion	\$65,000,000,000	5.00%	\$3,250,000,000	\$162,500,000	10%	\$16,250,000
Tata Consultancy	Integration/ Scaling	\$30,000,000,000	30.00%	\$9,000,000,000	\$450,000,000	10%	\$45,000,000
NTT DATA	Delivery Optimization	\$30,000,000,000	5.00%	\$1,500,000,000	\$75,000,000	10%	\$7,500,000
WWT	Platform Integration	\$20,000,000,000	5.00%	\$1,000,000,000	\$50,000,000	10%	\$5,000,000
Infosys	Pattern Expansion	\$18,000,000,000	20.00%	\$3,600,000,000	\$180,000,000	10%	\$18,000,000
HCLTech	Delivery Optimization	\$13,000,000,000	70.00%	\$9,100,000,000	\$455,000,000	10%	\$45,500,000
Wipro	Transformation Entry	\$11,000,000,000	10.00%	\$1,100,000,000	\$55,000,000	10%	\$5,500,000
<b>Total</b>				<b>\$28,550,000,000</b>	<b>\$1,427,500,000</b>		<b>\$142,750,000</b>



MVP Control Loop

✗ This NOT Built:



MVP Control Loop

# Funding Plan

## \$3M SEED ROUND



## Delivery Milestones (Q4 2025)

- 
- ARR: \$3M+
  - 20+ Service Providers
  - Break-even & path to scale

## Key Insight

Lifecycle whitespace = known, addressable service value sitting on the table

ALIGNMENT IS NO LONGER MANAGED

IT IS ENGINEERED

