

Where does your work actually live?

List your ten most expensive processes. For each, tick every surface it touches, then circle the step that costs the most. Take the sheet to any vendor – including us. If the answer to all ten is “we have a connector for that,” they’ve read one column.

#	PROCESS	API the system offers a door	SCREEN a person logs in and clicks	DOCUMENT PDF, scan, spreadsheet	INBOX arrives as email or a message	WHERE THE EXPENSIVE STEP SITS
01		☐	☐	☐	☐	
02		☐	☐	☐	☐	
03		☐	☐	☐	☐	
04		☐	☐	☐	☐	
05		☐	☐	☐	☐	
06		☐	☐	☐	☐	
07		☐	☐	☐	☐	
08		☐	☐	☐	☐	
09		☐	☐	☐	☐	
10		☐	☐	☐	☐	

THEN LOOK AT THREE THINGS

- 1. How many processes tick more than one column – most do.
- 2. How empty the API column is – that’s the surface “integration” covers.
- 3. Where the expensive step actually sits – rarely in the API column.

FOR THE STEPS YOU CIRCLED, ASK

- 1. API – how many touch a system with no usable door?
- 2. Screen – when it changes, what breaks, and who finds out first?
- 3. Document – what happens to the ugly third?
- 4. Inbox – what decides what an incoming email is, before anything runs?