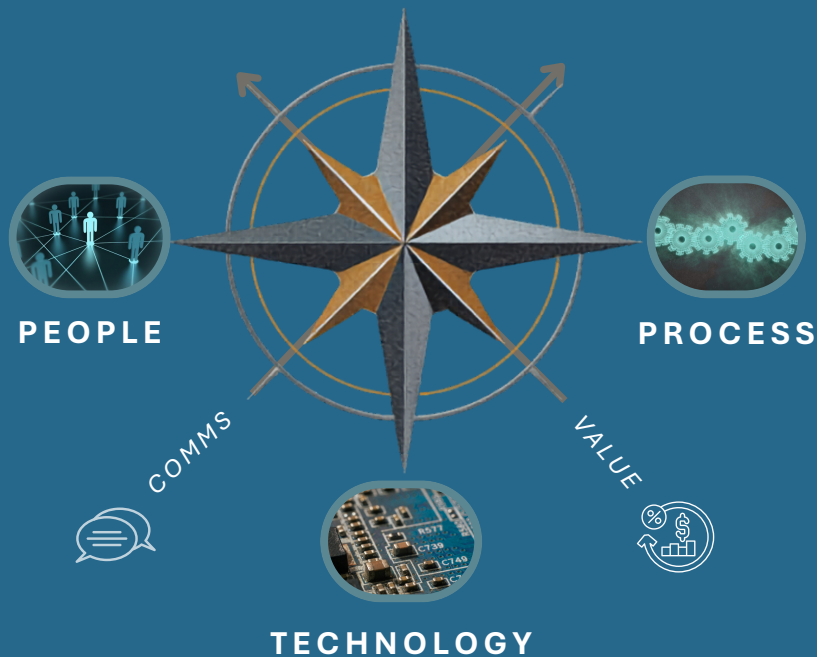


The DEX-COSTM

Your North Star to Operationalizing a
DEXOps Practice



THE DEX AUTHORITY, LLC

DEX Common Operating System - Process Layer -

The DEX-COS Process Layer defines how experience is governed, measured, remediated, and optimized across the enterprise. It is the operating standard that converts strategy into daily discipline.

Key Components of the Process Standard

- Strategy & Governance
- Measurements & Insights
- Remediation & Integration
- Value, Scoring & Maturity Optimization
- Communication & Value

Experience must be governed as a business performance variable, not a service function.

Before governance, before problem solving and health checks, before elimination, the organization must define what outcomes it is protecting or accelerating.

An organization that learns about experience problems only when users report them has no detection capability, it only has a reaction capability with a built-in lag that ensures every response is already behind.

Uptime does not equal user experience.

TEAMS WITHOUT PROCESS DISCIPLINE ARE JUST HOBBYISTS.

Process Layer Architecture

The Four Operating Domains

Domain I:

Strategy & Governance

Experience strategy, the operating shift model, roadmap development, baseline establishment, and governance cadence. The foundation of the entire framework.



Domain II:

Measurement & Insights

Enterprise health checks, signal discipline, incident-to-prevention conversion, and root cause removal governance. Detection before ticket surge.



Domain III:

Remediation & ITSM

Automation governance, change integration, release stability, and digital adoption optimization. Expanding preventative capabilities safely.



Domain IV:

Value, Scoring, & Maturity

SLA-to-XLA evolution, value measurement and ROI methodology, experience index governance, and maturity alignment. Validating that the discipline is working.



Overlays:

Communications & Value

Two cross-cutting overlays governing how experience discipline is communicated to the business and how program value is demonstrated and defended.



The Process Layer of the DEX-COS exists because expertise without structure produces activity without progress. Operational discipline is what converts strategy into measurable outcomes.

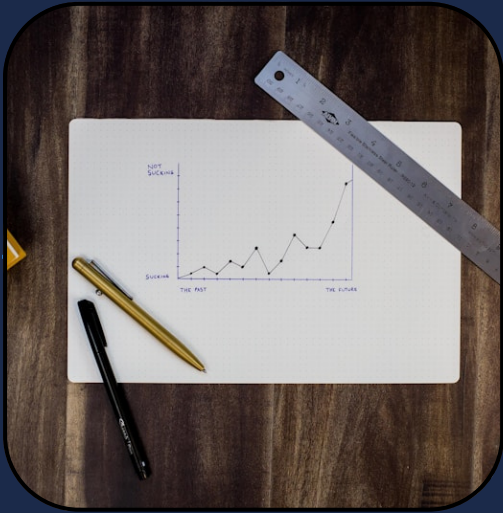
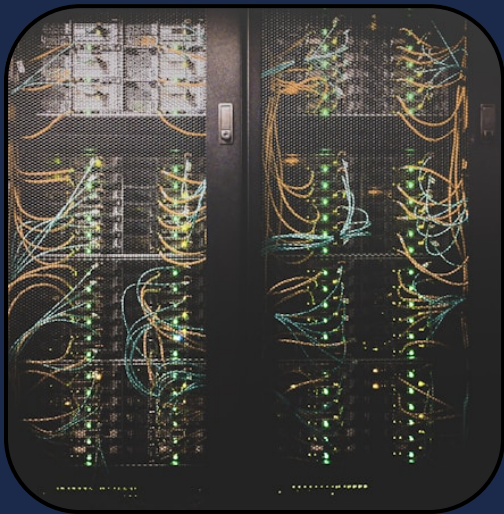
The Enterprise Experience Roadmap *

A Maturity Progression Instrument

Phase 1: Visibility & Baseline

Build observability and measurement foundations. Deploy signal infrastructure. Establish the 90-day baseline window. Confirm what is being monitored and why before making any improvement claims.

****Key Output: *Baseline Register & signal coverage map***



Phase 2: Signal Discipline & Health

Structure and validate signal data. Establish daily and weekly health reviews, build anomaly detection thresholds, and develop the pattern recognition capability that enables proactive response.

****Key Output: *Health dashboard & anomaly detection criteria***



Phase 3: Elimination & Automation Governance

Convert patterns into permanent fixes. Launch the Root Cause Removal backlog, govern automation as a formal asset, produce the first measurable recurrence reduction evidence.

****Key Output: *Active RCR backlog & automation register***



Phase 4: Value Formalization & XLA Integration

Connect operational work to business outcomes. Define XLA commitments, formalize the ROI model, and establish the Experience Index as a governance instrument reviewed by executive sponsors.

****Key Output: *ROI model workbook & XLA governance document***



Minimum Viable Roadmap

Publish a 12-24 month plan. Define 3-4 phases with entry and exit criteria. Assign ownership per phase. If it is not reviewed quarterly, it is not active — it is just documentation.

****Required: *Phase criteria + quarterly checkpoint cadence***