Kapish

CASE STUDY

Unlocking Value Beyond Architecture: Flybuy's LeanIX Journey

LeanIX didn't just support architecture – it became architecture, embedded in the business itself.

Customer

Flybuys is one of Australia's most popular loyalty programs, allowing members to earn points on everyday purchases across a wide range of retail and service partners. These points can be redeemed for rewards, discounts or converted into other loyalty currencies.

As a fast-growing yet resource conscious company, operating within a dynamic and evolving technological landscape, Flybuys must balance innovation with tight budgets, making strategic technology investments especially critical.

Their goal was to enhance their enterprise architecture practice while streamlining internal processes such as asset management, without the overhead of traditional, rigid systems.

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The Challenge

Deakin's Flybuys faced a significant challenge in justifying the cost of an enterprise architecture tool such as LeanIX. While the benefits were clear, they were hesitant to rationalise a tool investment when traditional tools such as spreadsheets and PowerPoint could provide basic planning functions.

Key Issues:

- **Budget Hesitation:** Difficulty justifying LeanIX's enterprise-level investment.
- **Underutilised Planning Tools:** Existing tools were manual, inefficient and lacked visibility.
- **Dispersed Asset Information:** No centralised application or IT component register existed.

The Solution

LeanIX demonstrated to be the multipurpose platform Flybuys needed to transform not only their Enterprise Architecture planning, but also their asset management and IT custodianship processes.

- **Integrated Modelling:** LeanIX became the central repository for application and IT component modelling, enabling the team to integrate planning and operational data effectively.
- **Progressive Lockdown:** Initially allowing broad user access fostered exploration and engagement. As data quality improved, Flybuys gradually tightened permissions to preserve accuracy.
- **Process Embedding:** Initially allowing board user access fostered exploration and engagement. As data quality improved, Flybuys gradually tightened permissions to preserve accuracy and reliability.

> "We needed more than just a planning tool; we needed a system that would help us manage real processes. That's what LeanIX became for us."
>
> **Zlatko Tursic**
> Flybuys

Implementation

Flybuys adopted a flexible, iterative approach to implementation. With limited internal capacity, the rollout was gradual but purposeful and anchored by ongoing support from Kapish.

- **Hands-On Guidance:** Regular workshops and monthly catchups provided just-in-time support, helping Flybuys understand key features and how to unlock value incrementally.
- **Incremental Uplift:** Despite no dedicated internal project, usage grew organically through committed internal champions and practical, business aligned use cases.

> "We didn't have a massive team or budget for implementation, but, with help from Kapish and LeanIX, we grew adoption steadily."
>
> **Zlatko Tursic**
> Flybuys

Outcome

LeanIX is now embedded into Flybuy's daily operations, serving as a living, strategic system of record for both planning and execution.

The team moved from fragmented, manual tools to a collaborative, dynamic platform that enabled smarter decisions and better governance.

Key results include:

- **Data Centralisation:** LeanIX serves as a single source of truth for application and IT component data.
- **Enhanced Custodianship:** Ownership of assets is now clearly defined and maintained by engineering teams.
- **User Empowerment:** Teams could make faster, data-informed decisions.

> "At first, some people thought it was a waste of time. Now they're the ones spending days building in it because it's just that useful."
>
> **Zlatko Tursic**
> Flybuys

Objective

- Streamline enterprise architecture and IT asset management with one central platform.
- Justify and optimise investment in EA tools by delivering value across business units.

Challenge

- Investment justification for a smaller team.
- Fragmented, manual data processes with little structure or ownership.
- Lack of modelling clarity at the start, especially between application and IT components.

Problem

- Unfamiliarity and resistance with LeanIx's data model led to conservative use.
- Misplaced modelling efforts at IT component level due to licensing concerns.

Solution

- Use LeanIX as both a planning and operational tool.
- Start flexibility, refine gradually.
- Embed in business workflows to drive adoption.

Results

- 130+ applications and 177 entities structured within LeanIX.
- Integrated LeanIX into CI/CD and audit workflows.
- Data quality and custodianship improved across engineering teams.
- High adoption and positive sentiment across previously sceptical users.

Benefits

- **Visibility:** Real-time, shared understanding of IT assets and architecture.
- **Governance:** Clearly defined ownership and access control as data quality increased.
- **Efficiency:** Easier to use and maintain than spreadsheets or legacy tool.
- **Scalability:** System designed to grow with Flybys business needs.

Conclusion

Flybuy's journey with LeanIX showcases how smaller-scale organisations can unlock outsized value from enterprise tools with the right mindset and support.

By treating LeanIX not just as an Enterprise Architecture tool, but as a living enterprise information system, Flybuys was able to overcome budget hurdles, unify fragmented data and embed smarter decision-making across the business. Their flexible, use-first approach laid the groundwork for strong adoption, continuous improvement and long-term strategic value.

> "Once people actually used it, they started saying, 'This is fun, this is easy'. That's when we knew it was working."

Zlatko Tursic
Flybuys