This phase is triggered when a (potential) need for a new implementation is identified (such as new data flows), or feedback about a current implementation (such as an efficiency improvement to data exchange) initiates a review.

It encompasses the following sub-processes:

- Describe Business Needs
- High Level Check of Existing Artefacts
- Identify Stakeholders
- Kick-off Meeting
- Project Governance
- Project Proposal
- Communication & Consultation Planning