

Embracing digital transformation

Overview of Digital Boost Program



CHALLENGES

What are the problems or opportunities we must solve?



OBJECTIVES

What must we achieve to address the challenges?



CAPABILITIES

What enables us to do what we do, and what changes must be made to deliver to our objectives?



ACTIONS

What actions are required for each capability to deliver to its linked objectives?



INITIATIVES

What packages of work should we form from the actions?



ROADMAP

How do we sequence our initiatives over the time horizon?

Understand Why

Analyze What

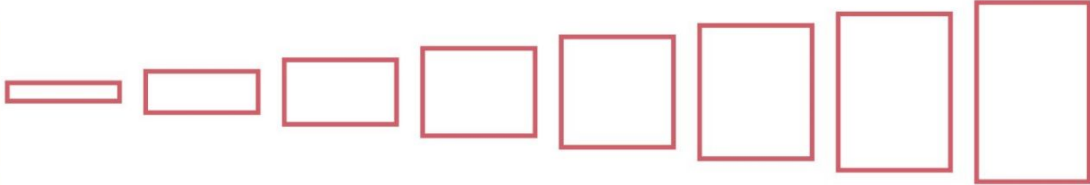
Visualize How

Overview of Digital Boost Program

1. Learn what digital transformation means for your business
2. Analyse your current digital capabilities and competitiveness
3. Define your digital opportunities and the path to achieve them
4. Co-creating digital road map for your business
5. Explore resources, tools and techniques digital journey
6. Implement the roadmap plan
7. Roundtable discussion

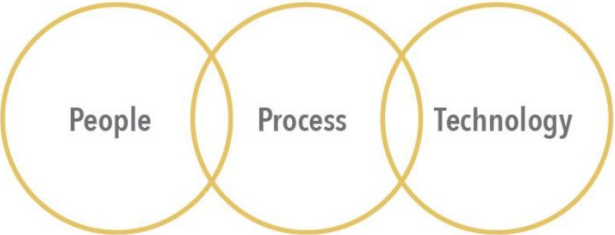
Strategic Drivers

Current State
Operating
Model

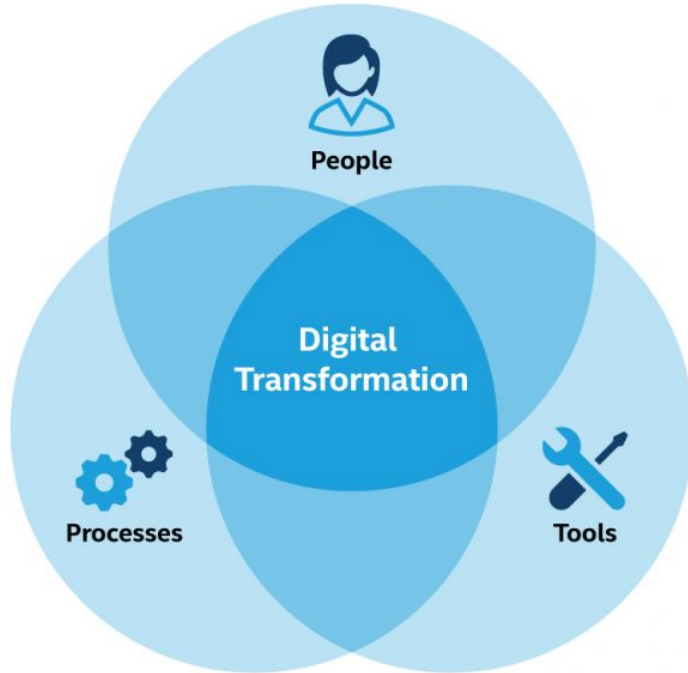


Future State
Operating
Model

Transformation Roadmap



Digital Transformation opportunities



Your Team

Customers Experiences

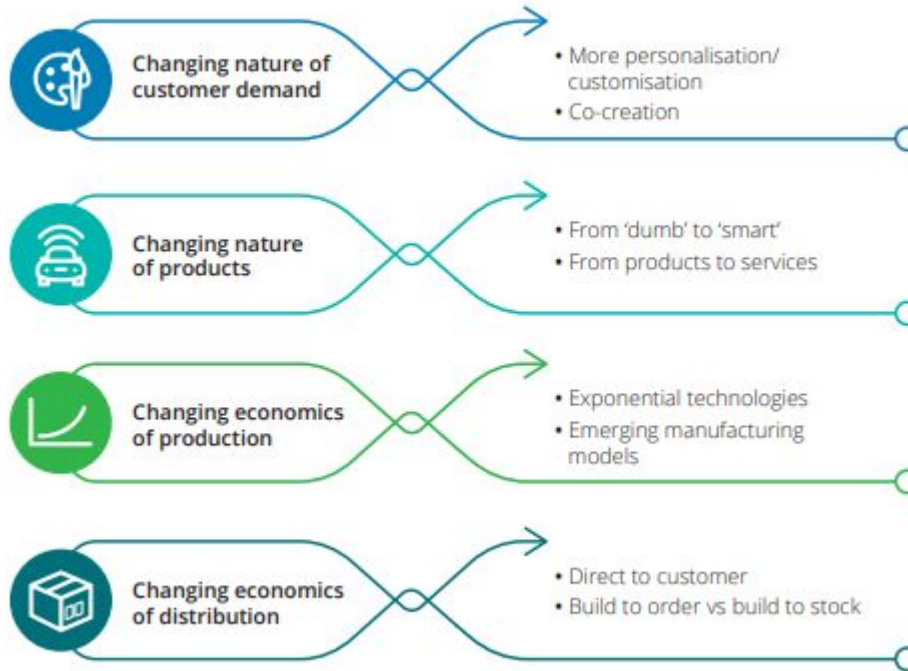
Digital Marketing

Digital Collaboration

Business Process / operations

Technological Capabilities

Digital transformation - A game changer



What degree are you transforming?

CORE

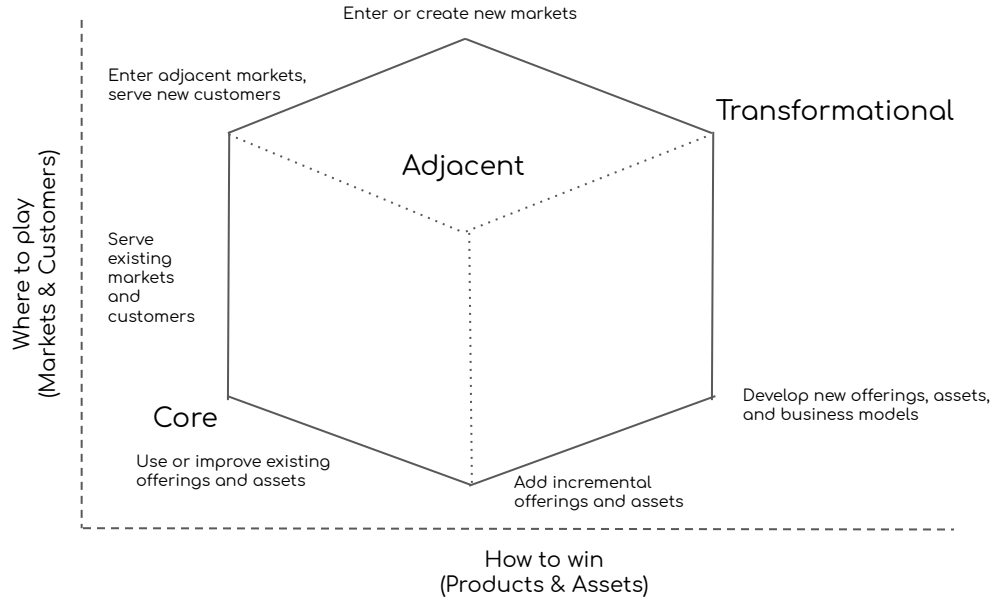
Enhancing existing offerings with added value

ADJACENT

Extending existing offerings in new directions

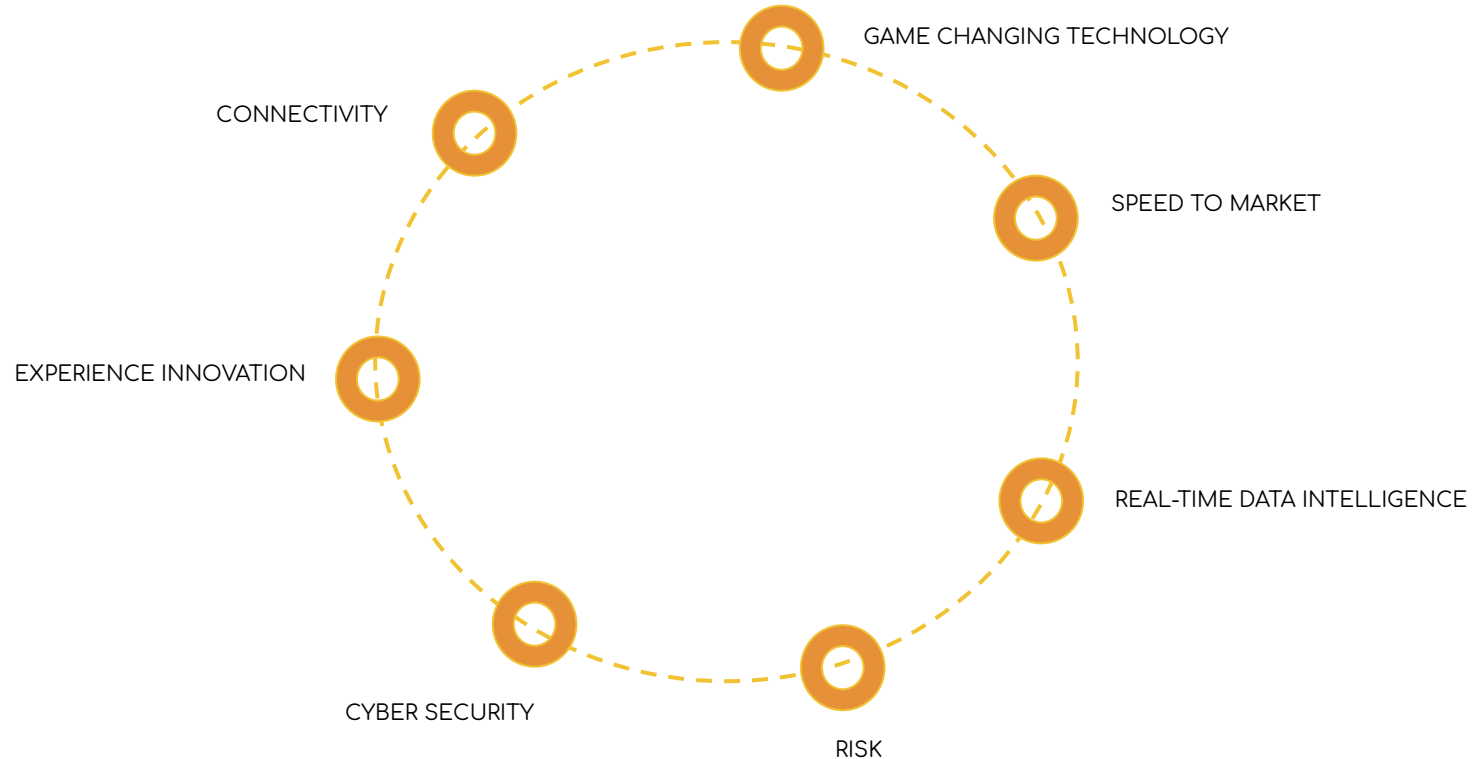
TRANSFORMATIONAL

Inventing entirely new offerings

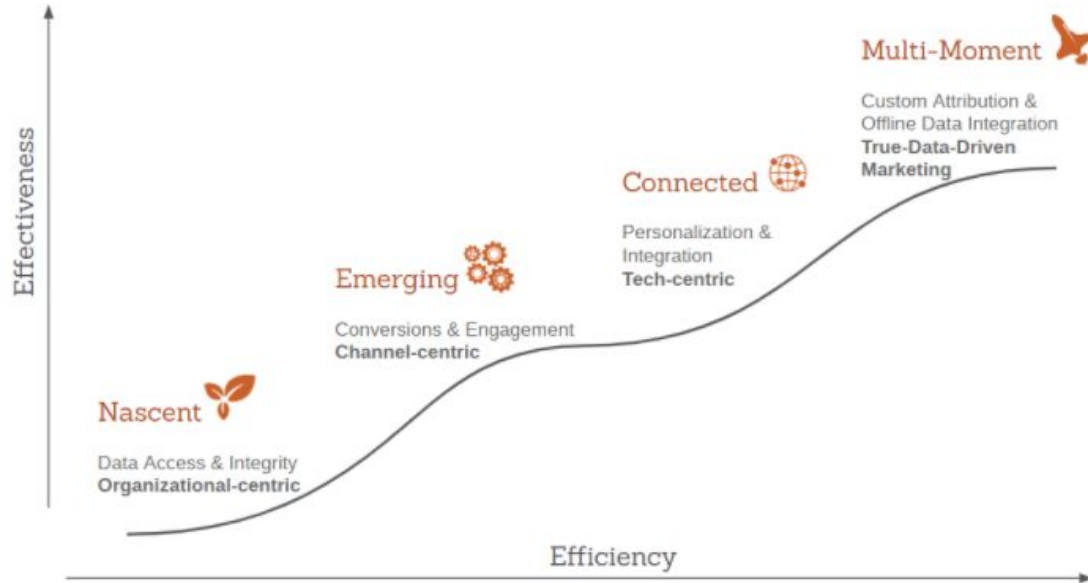


Your ambition for digital transformation

Getting the right focus



Stage in digital maturity scale



Success stories

Sephora

- Focus: customers
 - Personalized email campaigns - after analysing data
 - customers can now virtually apply makeup products, mixing and matching with neither mess nor waste
 - the app also offers a virtual shopping assistant. It suggests the best products for the individual customer's skin tone through the colour match feature

Atlassian (enterprise software firm)

- Focus group: Business model
 - re-platformed its microservices structure running on AWS to oversee the firm's shift to the SaaS subscription billing model

Success stories

McDonald's (Italy)

- Focus: Business process
 - optimize their procurement process and move to manage all of their supplier relationships across the entire supply chain online
 - an online portal to facilitate collaboration and communication between themselves and suppliers and to digitize all of their documentation

Appendix

