



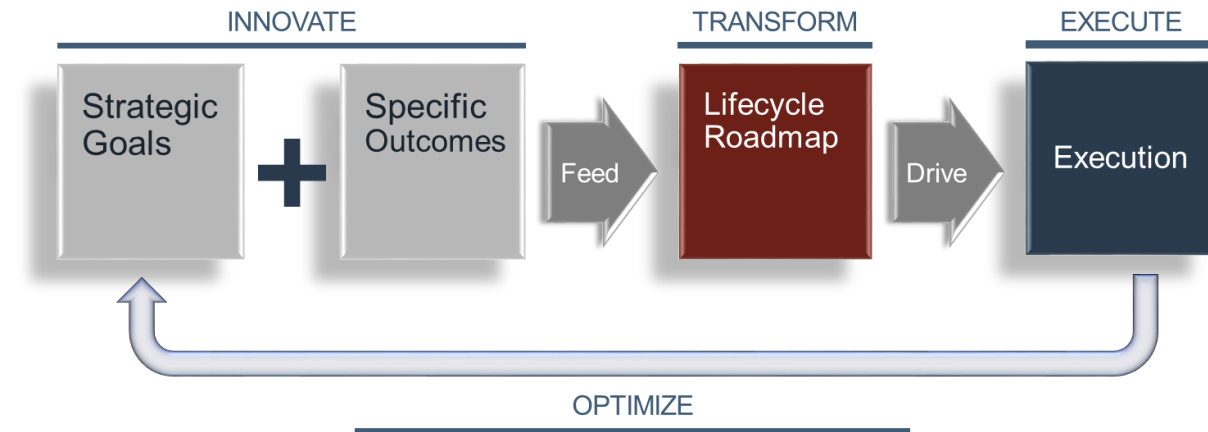
INNOVATE

TRANSFORM

OPTIMIZE

Every company has to “digitalize”. Accelerating market dynamics and the need for higher business agility forces companies to re-model their business, build new strategies, create new digitized services and link technology to the business.

Digitalization should be viewed as an ever-evolving service requiring a lifecycle approach of continuous innovation and optimization.



INNOVATE is a facilitator led, interactive team ideation session designed to guide and prepare business and technology stakeholders as they begin to transform their business.

INNOVATE is comprised of interactive sessions over the course of usually 2 days, preparing participants for the transition to a “digital” organization. Stakeholders are challenged to re-evaluate what they know, what they expect and what they want to gain as they transition their organization. The only pre-requisite for attendees is to bring an open, engaged mind and the willingness to dive into the possibilities of “digital transformation”.

Main goals

- Analyze the current business model of a company
- Identify areas where digitalization offers the greatest benefits
- Review relevant case studies
- Analyze existing resources and capabilities
- Define desired business outcomes
- Identify missing capabilities (leadership, organizational, technology)
- Analyze how to apply technology to achieve desired outcomes
- Identify applicable initiatives
- Identify measurable value for all stakeholders

At the end of the workshop, customers will have a clear understanding of

- their organization’s innovation index (innovation capabilities)
- the organizational and technical capabilities required to create innovation and new digitalized services
- required leadership and organizational capabilities
- the best use cases for their business
- identified and agreed on strategic goals and specific outcomes
- next steps and all relevant stakeholders

TRANSFORM is where we turn strategy into an actionable roadmap. We will

- model use cases based on specific business needs
- develop prototyping / proof of value proposals
- determine and map strategic goals to defined outcomes
- identify pain points
- develop an actionable digitalization roadmap with concrete next steps
- identify resources to build your digital business architecture
- identify measurable value and ROI

TRANSFORM is usually part of a design & prototyping engagement that delivers a digitization roadmap, an executive brief and the build out of one or more selected prototypes (lighthouse projects).

EXECUTE is the phase where we are deploying the selected solution(s) throughout the company, validate and verify results, compare reality with expectations and optimize the solution(s) which leads to an updated digital roadmap.

OPTIMIZE can also be conducted as a standalone service, combining the concepts of INNOVATE and TRANSFORM. Main goals and outcome are:

- revisit previously defined strategy
- ideate optimization and innovation opportunities
- update goals and desired outcomes
- update lifecycle roadmap



An initial engagement package usually consists of:

INNOVATE	5 days (2 days workshop + documentation + final presentation)
TRANSFORM	4 weeks including digital roadmap, solution design & deployment assuming we will build out one selected prototype for validation purposes (lighthouse project)
EXECUTE / OPTIMIZE	3 months solution roll out to the whole company, including validation, optimization, updated roadmap, etc.

If such a comprehensive engagement is currently not desired or doable, please consider our starter packaged called IDEATE.