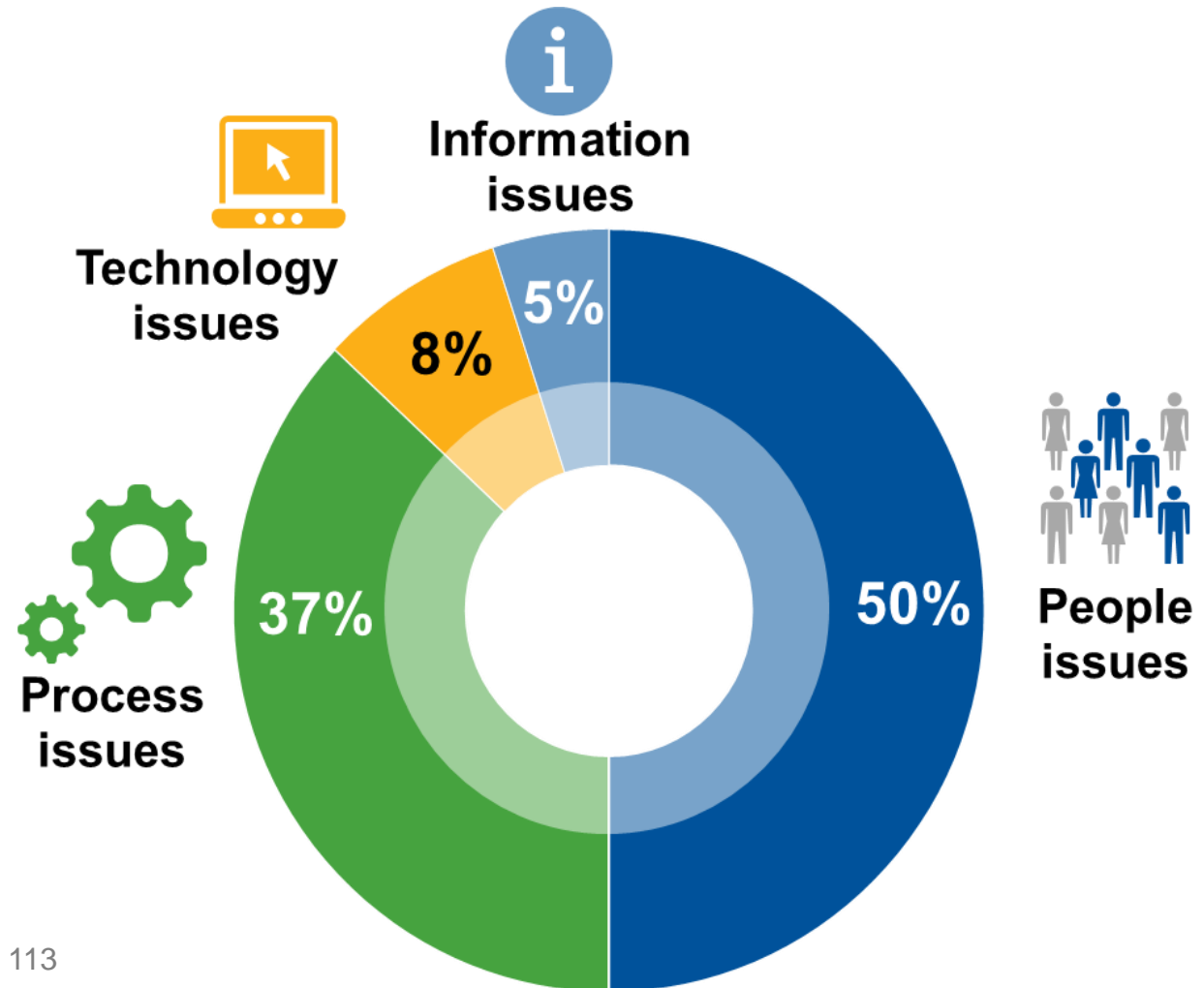


How to Successfully Drive an End-to-End Digital Transformation Program

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Transformation Is Based on Technology, but Success Is All About People and Process

- Processes
- Technology
- Simplification
- Customer Experience
- Product Design
- Commercial Models
- Organization
- Architecture
- Culture
- Governance



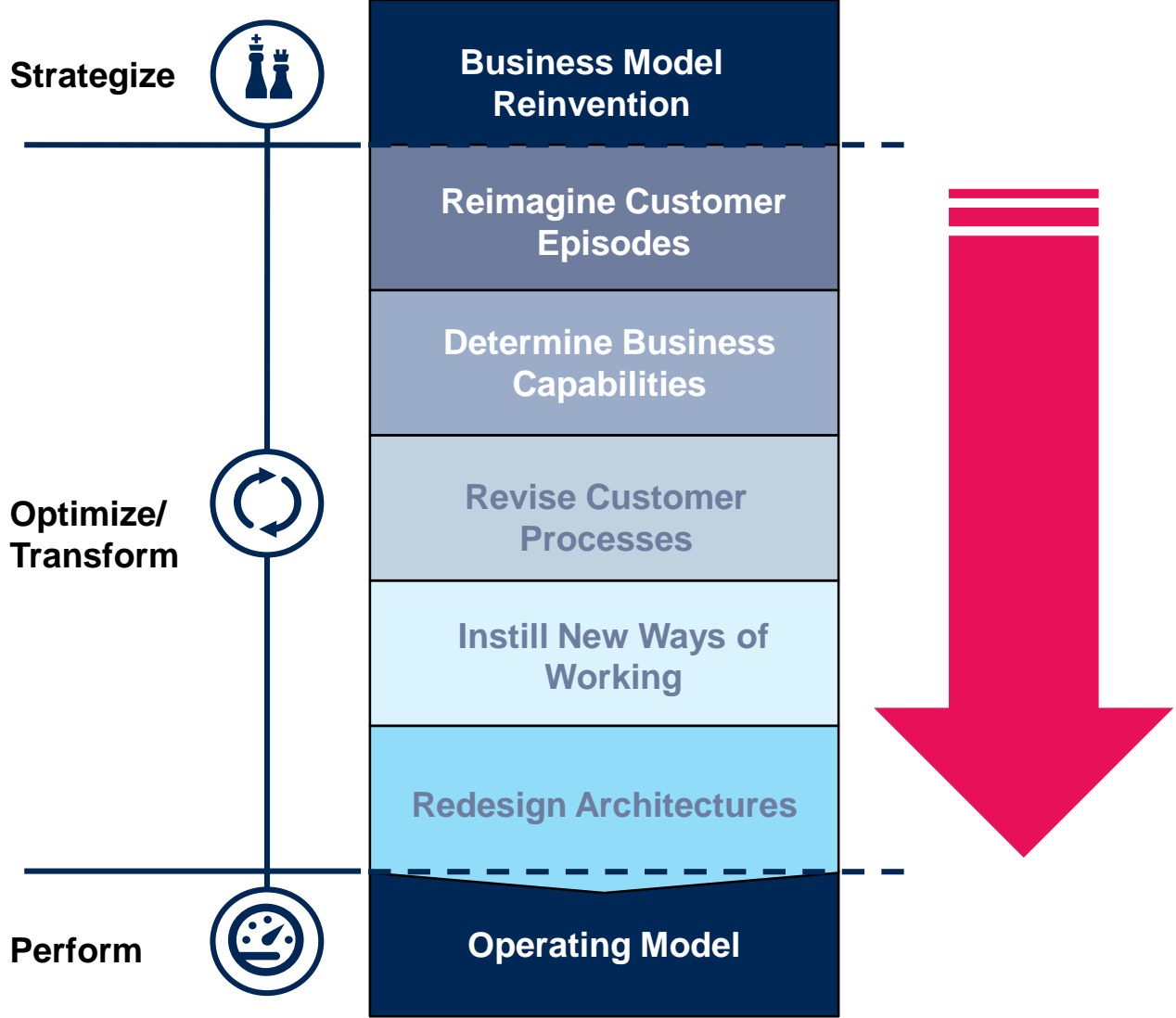
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Below The Surface, Behaviour and Talent-Related Challenges Are A Common Theme

Omnichannel
Artificial Intelligence
Analytics
Virtualization
Internet of Things



Digital Transformation Must Be Business-Driven



Four Principles to Guide Digital Transformation

1. Establish a Unified View

Take an End-to-End View



A standard structure, terminology and classification scheme for business processes to simplify internal operations and maximize opportunities to partner within and across industries

Define a Common Language



A common language of processes and activities within the company, which eases the communication between different players, both internal and external

Foster Continuous Improvement



Identify opportunities for cost and performance improvement through reuse of existing processes and systems

3. Create a Supportive Design-Oriented Mindset



Empathy



Show,
Don't Tell



Experiment



Be Mindful of
Process

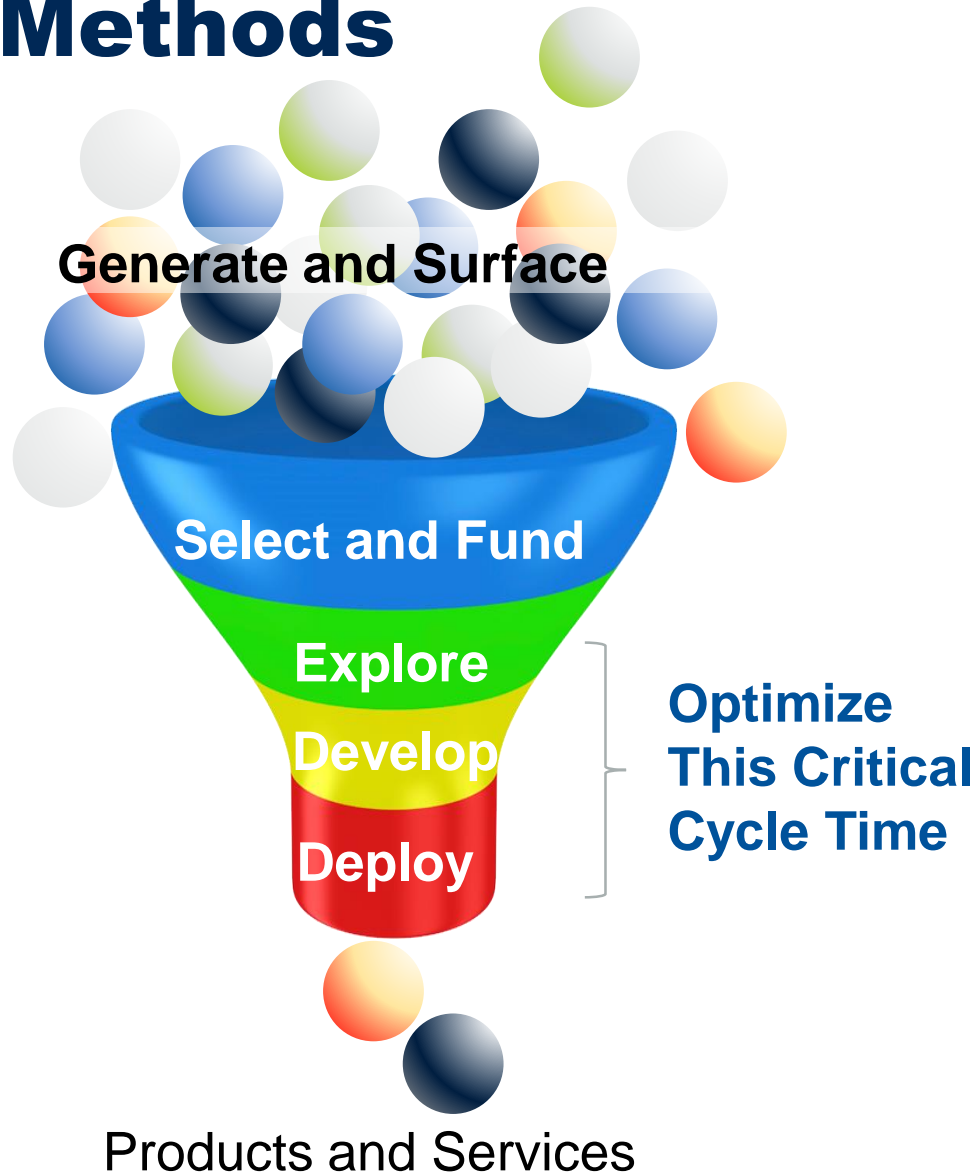


Action-
Oriented



Collaboration

4. Optimize the System, Don't Just Implement Methods



How long does it take for the best ideas to make it into products or services?

- *Visualize the process*
- *Identify the waste, such as waiting*
- *Be uncompromising in optimizing*

Recommendations

- ✓ Define a **unified view** that supports digital transformation for your organization
- ✓ Start with an **outside-in perspective** of customer interactions
- ✓ **Visualize** customer journeys and processes
- ✓ **Iterate** to redesign, evolve and test
- ✓ **Determine a "to-be" process blueprint**, then map roles, functional capabilities and system architectures to suit
- ✓ **Define meaningful KPIs** to drive change and measure progress