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DIGITAL OVERVIEW

ABOUT ACCENT**IS** *Digital Overview*

Turning Digital Threats into Strengths —

Best practices to become a world class digital enterprise

The digital change happens throughout your complete enterprise.

Mobile devices give users constant internet access. Interactive TV, inApp shopping, inGame, eCommerce, and Over-The-Top (OTT) services that combine your business models with those of third parties impact your business on all levels – business model, portfolio, processes, organization and communication.

Customers and business partners expect an omni-channel journey which is fully interactive and consistent across all digital and non-digital channels. Start-Ups that are created for the digital age, with disruptive business models and portfolios and without physical retail channels threaten traditional enterprises.

A digital engagement with customers and partners on all channels is not optional and maintaining a website is not enough any-more. But businesses that ensure that their organization and processes are ready to meet new digital challenges, that respond to their customer needs for simplified, cross channel e-Commerce and deeply integrated self-service processes will turn the digital threat into advantages over their competitors.

Learnings from digital pure players provide fundamental lessons and key insights that can be adopted to transform enterprises into digital leaders.

TURNING

DIGITAL

THREATS

INTO

STRENGTHS

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Digital Overview

Accentis recommends five best practices that companies should adopt to become a world class digital enterprise.

1. Innovation Lab for an Outside-In Customer Journey Development

Digitally born companies apply business strategies that integrate into the digital technologies whereas companies that become digital by evolution must incrementally develop the digital portfolio and customer journey.

However, to succeed it is essential to start with a cross-domain digital strategy that includes a consistent and customer centric portfolio and journey and that successively absorbs all market facing processes and the complete product and service portfolio.

Regardless of where digital ownership lies within or across the company, delivering a consistent brand and customer experience prevails and digital ownership must not be split between different teams for digital and non-digital channels or marketing and e-commerce.

To overcome the siloes of business domains, Accentis recommends to organize the digital endeavor in a center of excellence – called the Digital Innovation Lab, or short: The InnoLab.

The objective of the InnoLab is to have a dedicated team from all stakeholder organizations to provide digital support and guidance to all product teams and functions within the organization.

The InnoLab can ensure a high level of consistency in terms of experience and message across all channels and customer interactions touch points and to provide a consistent and delighting customer experience.

DIGITAL INNOVATION LAB

Digital Overview

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2. Organizational Agility

Traditional waterfall type project methodologies with siloed business domains and separated IT organizations dare to fail.

Growth depends on innovation, and innovation depends on the open flow of communication and ideas. Organizations who have developed strategies to encourage creativity and facilitate the communication between all organizations succeed, but the organizational structure for innovation may vary.

Though dedicated and separated innovation teams where the business teams take sole responsibility for the concepts and the market entry strategies do still exist, the trend, especially for the development of digital innovation is moving towards close collaborations between technology, business and IT.

Leading digital enterprises typically have the responsibility for innovation integrated into collaborative business and IT teams where the team is jointly responsible for the incubation of ideas and to develop them together into seamless operations.

Accentis' **_Active Transformation Method®_** facilitates the communication on and between all enterprise levels to complete complex transformation projects efficiently and successfully

ORGANIZATIONAL
AGILITY

Digital Overview

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3. Engaging Digital Expertise

In enterprises that become digital by evolution, "digital" has often been treated as an exotic and standalone skill and has been planted into the organization by trainings or through induction of employees for specific roles. Digital knowledge has typically been deemed to be role specific and required isolated but not has been spread throughout the whole organization and on business level.

For enterprises that want to turn the threads from the digital revolution into advantages over their competitors have to apply digital into the core of their culture. Digital needs to become core to the business and enterprises must recruit employees with extensive digital knowledge and mind set, with a passion for internet technologies and a hunger for innovation on all levels, not just in IT.

Regular workshops on product innovation, newest industry trends and market insights should encourage the broadening and deepening of knowledge and expertise. Digital know-how is seen as inherent to most business decisions.

Accentis and our partners provide the digital know-how and expertise for your digital transformation.

DIGITAL
EXPERTISE

Digital Overview

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4. Create Insight from Big Data

Analysing enterprise data effectively to drive targeted marketing, customer and visitor profiling and market driven product development and life cycle management is key to the success of your digital transformation.

Massive amounts of data are available from all channels inside and outside your enterprise, especially from all interactions with customers, their sentiment and opinion, customer-to-customer communications through blogs, Twitter, Facebook and other social media platforms.

In most organizations there is no single view of the information since customer data is distributed, stored and duplicated across various organizations and applications.

Effective customer and marketing management requires accurate, integrated and up-to-date customer, market and product information.

Investing in this area and in big data analytics enable enterprises to more intelligent use of customer data and increase their ability to target consumers with the right product at the right time.

Combining digital data insights with real time feedback from a continuous customer dialogue help enterprises to design and develop products and services along to the market's desire, needs and expectations.

Accentis helps enterprises to master this real time big data challenges and to connect and utilize all of this information to manipulate you customer's decisions by behavioral targeting, and to make the right decisions with regards to market demands and trends.

*CREATE **INSIGHT** FROM **BIG DATA***

Digital Overview

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5. Measure, Prioritize and Focus

Enterprises, to become successful, need to measure project success based upon key prioritization criteria and key performance indicators (KPI).

Also, defining KPIs enables enterprises to selecting projects, putting them on hold or even cancelling them, based on the business value they create – or not.

However, often there is a disconnect between how projects are prioritized and how project results are measured and often prioritized projects are not aligned with customer expectation and the digital strategy.

In many enterprises, parallel projects compete for the same key resources and create counter productive results.

The Active Transformation Method® applies regular and dynamic planning and prioritization sessions to enable the incorporation of latest trends, customer feedback and changes in the digital evolution, and, by focusing on "the one next goal" to ensuring timely and relevant delivery.

*MEASURE
PRIORITIZE
AND
FOCUS*

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For more information on how the accentis unique industry portfolio can help your company to achieve customer satisfaction and profitability:

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