



*In today's era of volatility, there's no other way but to re-invent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate.*  
- Jeff Bezos, Amazon.

# Inteltum's Approach to Digital Transformation

*January 2023*

# How we Organize

Section	Focus Areas
1	<b>Identify processes to be transformed</b> <ul style="list-style-type: none"><li>• Review the business context</li><li>• Assess business ecosystem &amp; Applications</li><li>• Identify how your organization delivers value to its customers</li></ul>
2	<b>Identify digitally enabled growth opportunities</b> <ul style="list-style-type: none"><li>• Conduct value stream mapping</li><li>• Identify leapfrog ideas</li><li>• Identify impacts to value chain</li></ul>
3	<b>Transform stakeholder journeys</b> <ul style="list-style-type: none"><li>• Identify stakeholder personas and scenarios</li><li>• Conduct journey mapping exercise</li><li>• Categorize initiatives</li></ul>
4	<b>Build digital transformation roadmap</b> <ul style="list-style-type: none"><li>• Construct your strategy roadmap</li></ul>

# *How we* Execute

## *Your Challenge*

- Your organization has difficulty adapting new technologies or rethinking the existing business models.
- Your management lacks a framework to rethink how your organization delivers value today, which causes annual planning to become an ideation session that lacks focus.
- There is uncertainty on how to meet evolving customer needs and how to compete in a digital economy.

## *Common Obstacles*

- Your organization might approach digital transformation as if we were still in 2019, not recognizing that the **pandemic** resulted in a major shift to an end-to-end digital economy.
- Your senior-most leadership thinks digital is "IT's problem" because digital is viewed synonymously with technology.
- On the other hand, your IT team lacks the authority to make decisions without the executives' involvement in the discussion around digital.

## *Inteltum's Approach*

- Design a strategy that applies innovation to your business model, streamline and transform processes, and make use of technologies to enhance interactions with customers and employees.
- Use digital for transforming non-routine cognitive activities and for de-risking key elements of the value chain.
- Create a balanced roadmap that improves digital maturity and prepares you for long-term success in a digital economy.

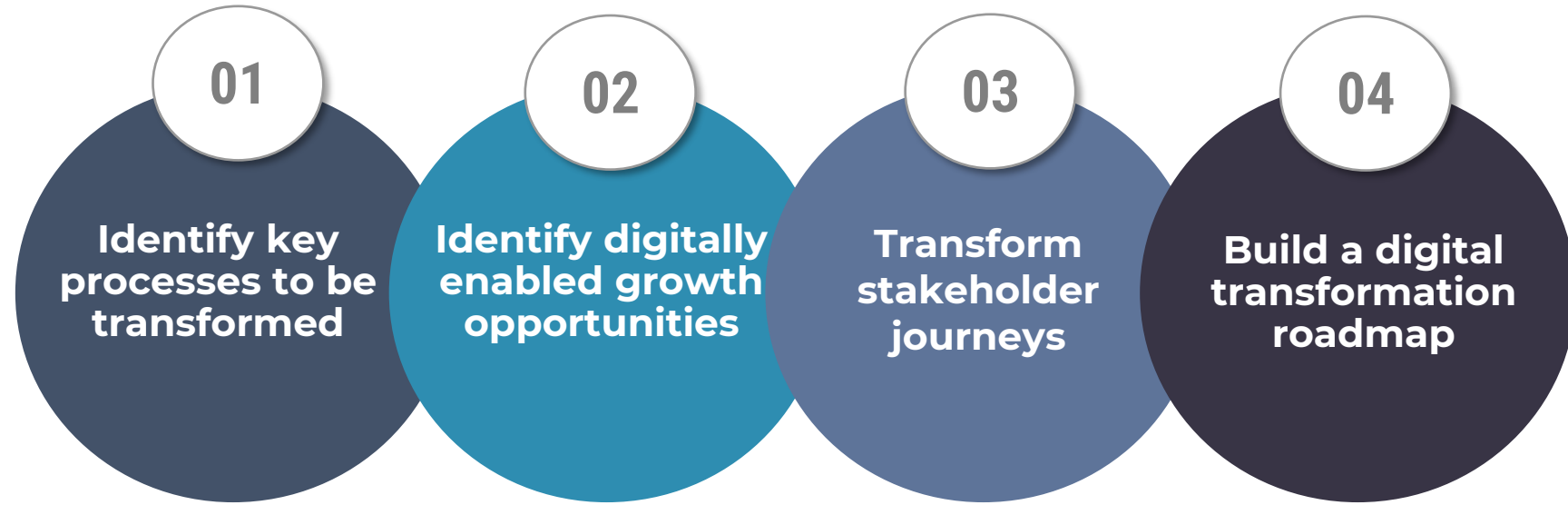
# How we Execute

## Key Concepts:

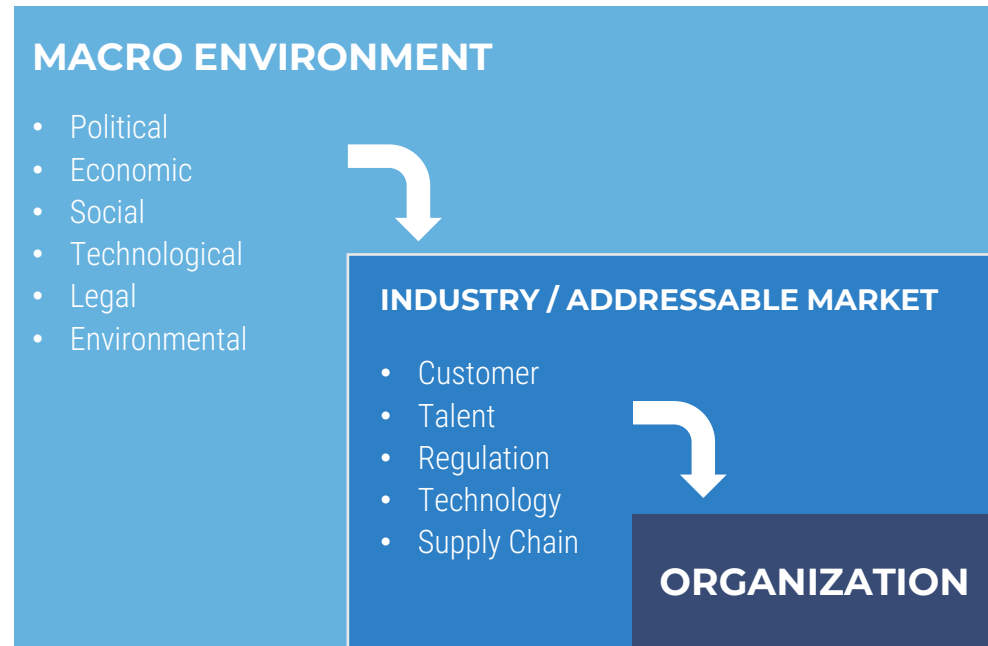
**Digital:** The representation of a physical item in a format used by computers

**Digitization:** Conversion of information and processes into a digital format

**Digitalization:** Conversion of information into a format to be processed by a computer



As **digital transformation** is an effort to transform how you deliver value today, it is important to understand the different **value-generating activities** that deliver an outcome for and from your **customers, industry & addressable Market.**



# How we Execute

## Key Execution Elements

- Full view of the problem
- External & Internal elements
- Supply Chain (Inputs)
- Customer Value (Outputs)



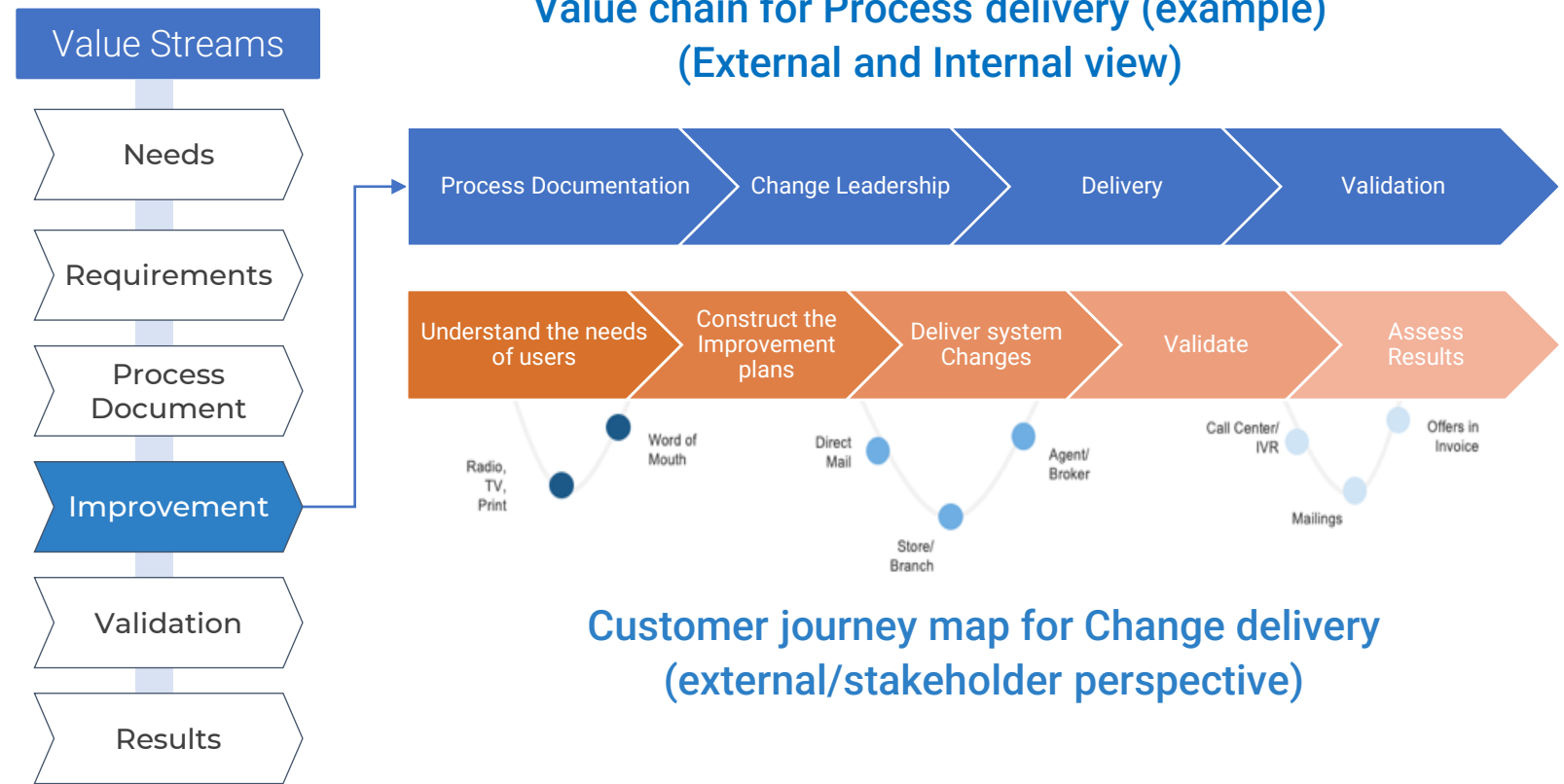
01

Identify key processes to be transformed

# How we Execute

## Key Execution Elements

- Value Chain & Process Mapping
- Engagement from all stakeholders
- Identification of Pain points and improvement opportunities
- Simple presentations so that everyone follows.
- No Latin, Greek or tech language.



# How we Execute

03

Transform stakeholder journeys

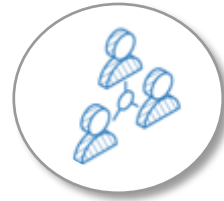
## Key Execution Elements

- Simple to follow action plans
- Holding accountable on systems, process and change management actions
- Digital mind-set, focusing on transformation
- Making change last (Dashboards and exception management)



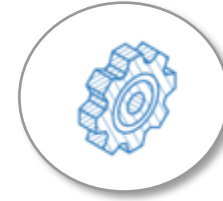
### Customer

Create new or different experiences for customers



### Workforce

Generate new organizational skills or new ways of working



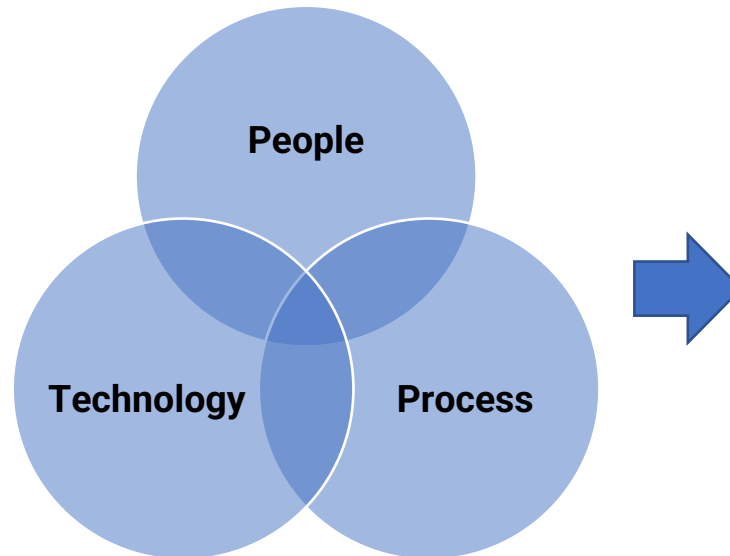
### Operations

Improve responsiveness and resilience of operations

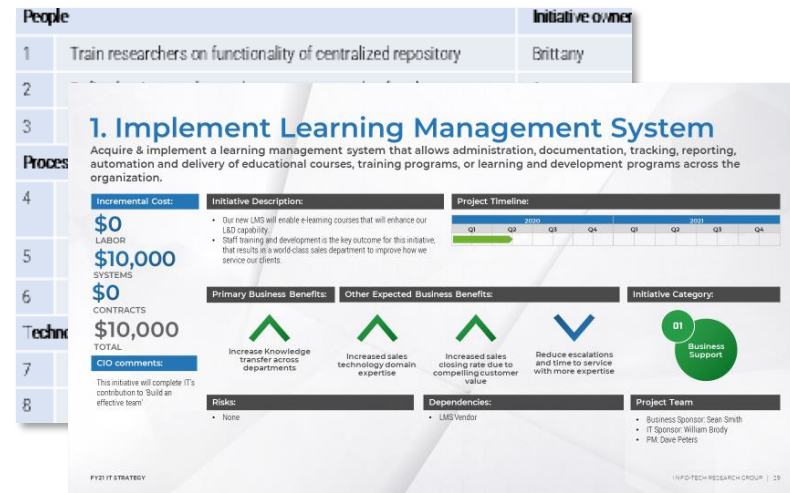


### Innovation

Develop different products or services



Classification of Initiatives to drive accountability



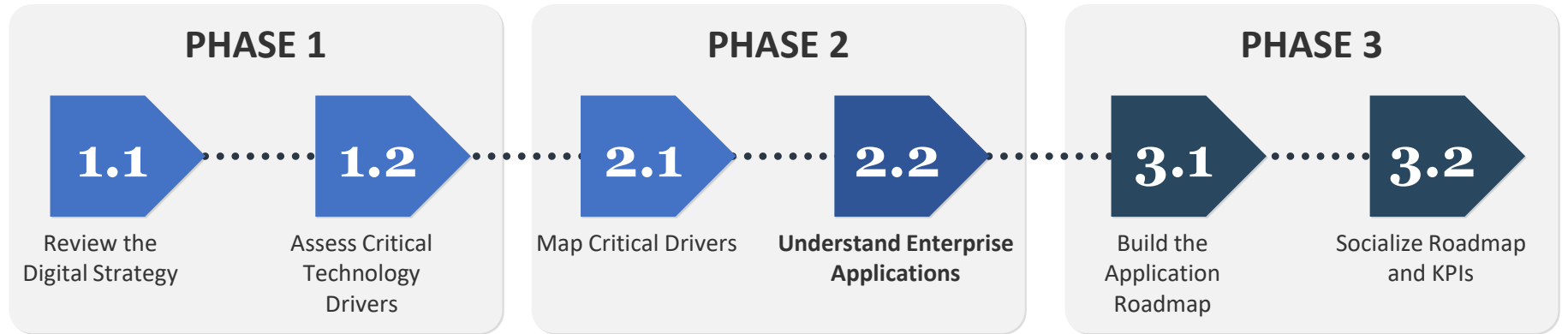
Focused execution aligning with the results

# How we Execute

Build a digital transformation roadmap

## Key Execution Elements

- Multi-generational /Multi-year roadmap as applicable –
  - Applications,
  - Process Initiatives and
  - Change Management
- Results Oriented Dashboards and management engagement
- Digital Thoughtproces, unleashing new value for customers & share-holders.



Application Roadmap																							
Application Description				Year 1				Year 2				Year 3				Year 4				Year 5			
Application Name	Disposition	Implementation Priority Level	Disposition	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	CMS	High	Re-platform																				
2	ERP	Medium	Retire																				
3	CRM	Medium	Upgrade																				

Application Roadmap



Dashboards to measure success



*We're*  
**Known for:**

- Passion**
- Execution**
- Focus**
- Results**

*Our Customers:*



*Intensely Result Oriented in everything we do!*