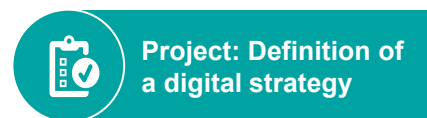


# Case study: Definition of a digital strategy



## Initial Situation



- Create an organization that can react fast to changing client needs and survive in the long-run
- Define what digital means and assess the impact of emerging technologies on internal processes and for the client interaction
- Create the foundation to move forward with potential digitalization initiatives across the organization
- Ensure the strategic alignment between IT and Digital and embed it into the group-wide corporate strategy
- Build Top Management awareness on the 'digital mind-set' and cultural change

## Approach



- The KPMG 'Digital Readiness Assessment' builds the foundation to assess the current strengths and weaknesses with regard to 'Digital' along seven dimensions
- Assessments of the current state for specific topics (e.g. cloud or robotic process automation)
- Define the ambition and vision of the future 'digital' organization
- Concrete initiatives are defined to close the gap and increase the digital maturity of the company
- Implementation support of the digital transformation journey (in necessary leadership, organizational, cultural and competence change)

## Results & Client benefit



- Digital Strategy & Concept Paper
- Detailed Digital Roadmap with concrete initiatives
- Establishment of a digital organization with dedicated resources and clear governance processes
- Revised cloud policy for the group
- Robotic Process Automation PoC