NEORIS
digital solutions

Digital Strategy
& Operations

Helping rethink key areas of the business to ensure that digital aspirations can be made a reality

Transformation Timeline

- Internal strategic review
- Readiness assessment
- Market surveillance
- Customer insights
- New digital model
- GAP analysis
- Comprehensive roadmap
- Governance model

TRANSFORMATION

Companies can no longer compete the way they used to.

Transformation is a difficult yet necessary endeavor to remain competitive in the digital landscape. It begins with an internal strategic review of the aspirational role the company wants to play in the years to come. This is followed by the articulation of a comprehensive roadmap and a governance model for implementation, which is based on best practices derived from continuous market surveillance, customer insights and the result of an honest readiness assessment.

Customers expect companies to deliver a seamless, personalized and superior customer experience based on an omnichannel approach. At the same time, new entrants are reshaping industry value chains with disruptive business models that leverage emerging technologies.

Companies need to constantly transform their operating models to find new ways to attract customers and be more efficient.

Traditional processes need significant rethinking and fine-tuning to generate the level of interaction that customers expect in the digital age. New digital strategies and operations should focus on:

✓ **Multi-sided platforms** that facilitate interactions between parties and enable networked collaboration.

✓ **Software as a Service models** that prioritize use versus ownership of goods, reducing transaction costs.

✓ **Open innovation and co-creation** of new products and services adapted to customers' shifting needs as well as new distribution channels through the development of APIs.

Realizing digital ambitions and exceeding customer expectations takes much more than designing an app or investing in trendy technology. Companies need to have a strategy to unlock the full potential of technology through tailored use cases to achieve that competitive advantage.

whyNEORIS

NEORIS helps businesses *achieve their digital aspirations* by rethinking their mission, competitive positioning, and value proposition in a competitive digital landscape.

Our *holistic approach* considers every relevant dimension (products and services, organization, processes, KPIs, data, and corporate culture) to achieve digital transformation and apply it to crucial goals like improving customer loyalty.

We *transform inefficient operating models* to exploit the full potential of emerging technologies, optimizing structures that sustain the new digital strategy and customer experience.

NEORIS
digital solutions