



**LARDI & PARTNER**  
CONSULTING GMBH · STRATEGY & BUSINESS ADVISORY

# Digital Business Transformation

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The Future Of Business

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# A brief introduction



## KAMALES LARDI

- Founder of Lardi & Partner Consulting
- 17 years in management consulting, incl. 8 years digital strategy implementation
- Author, lecturer at Fintech Institute Circle (UK)
- Clients incl. UBS, Swiss Federal Railways (SBB), Pfizer AG, Ernst & Young, Victorinox and Sanitas Insurance, among others
- Member of MBA Advisory Board at Durham University, UK
- One of the 2017 Women in Fintech Powerlist by Innovate Finance, UK.



“  
88% of companies are going  
through digital transformation... ”  
...BUT only 25% know WHY.

- Brian Solis, Author & Principle Analyst  
Altimeter Group

# Paradigm shift in global business landscape

## Convergence Of Enablers

Unparalleled processing power, unlimited storage capacity  
Global connectivity & accessibility  
Low manufacturing costs, cloud computing

## Breakthrough Technologies

Breaking traditional boundaries – social, mobile  
Accelerated development as each phase builds on previous

## Connected Consumers

Rapidly evolving consumer behaviour, needs & preferences  
Tech-savvy, sophisticated, connected,  
Proactive & engaged



## New Competitive Landscape

Growing number of startups, closeness to customers  
Expanding industry boundaries, cross-industry competition

## Transforming Global Eco-System

Growing interdependency & interconnectedness of global business  
Mobile & digitally enables workforce landscape

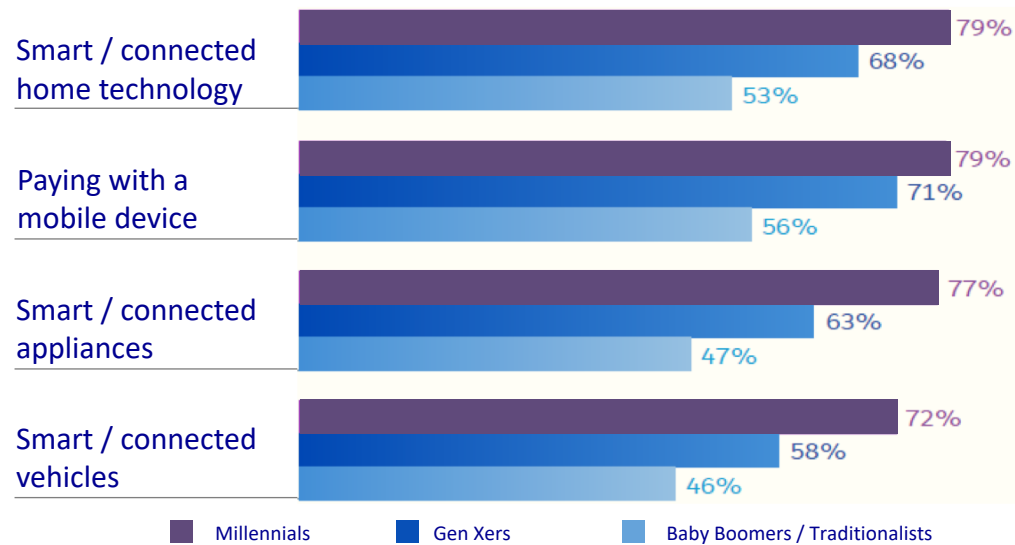
## Regulatory Shifts

Changes enabling & driving disruption (e.g., PSD2, GDPR)  
Bringing attention to new technology (e.g., ICO, Blockchain, AI)

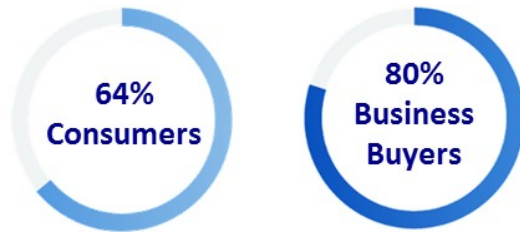
Source: Lardi & Partner Consulting, 2017

# Unlimited possibilities bring rising customer expectations

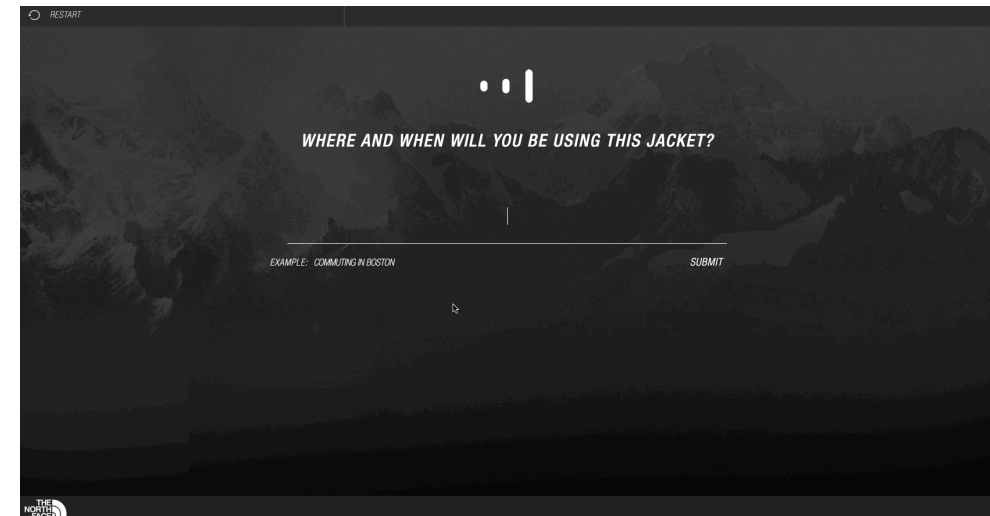
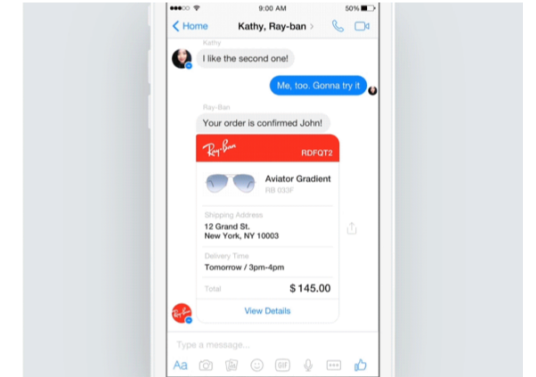
## % consumers say technologies will impact their daily lives by 2020



## % Expect real-time response & interaction by 2020



Source: SAP State of Connected Consumer Global Report, 2017



# The state of digital transformation in companies

**< \$798b**  
digital  
transformation  
market size by  
2025

Increasing demand for innovative solutions, superior customer experiences, integrated & optimized operations, and new technology adoption are propelling market growth

**2/3**  
technology  
implementation  
or CX initiatives

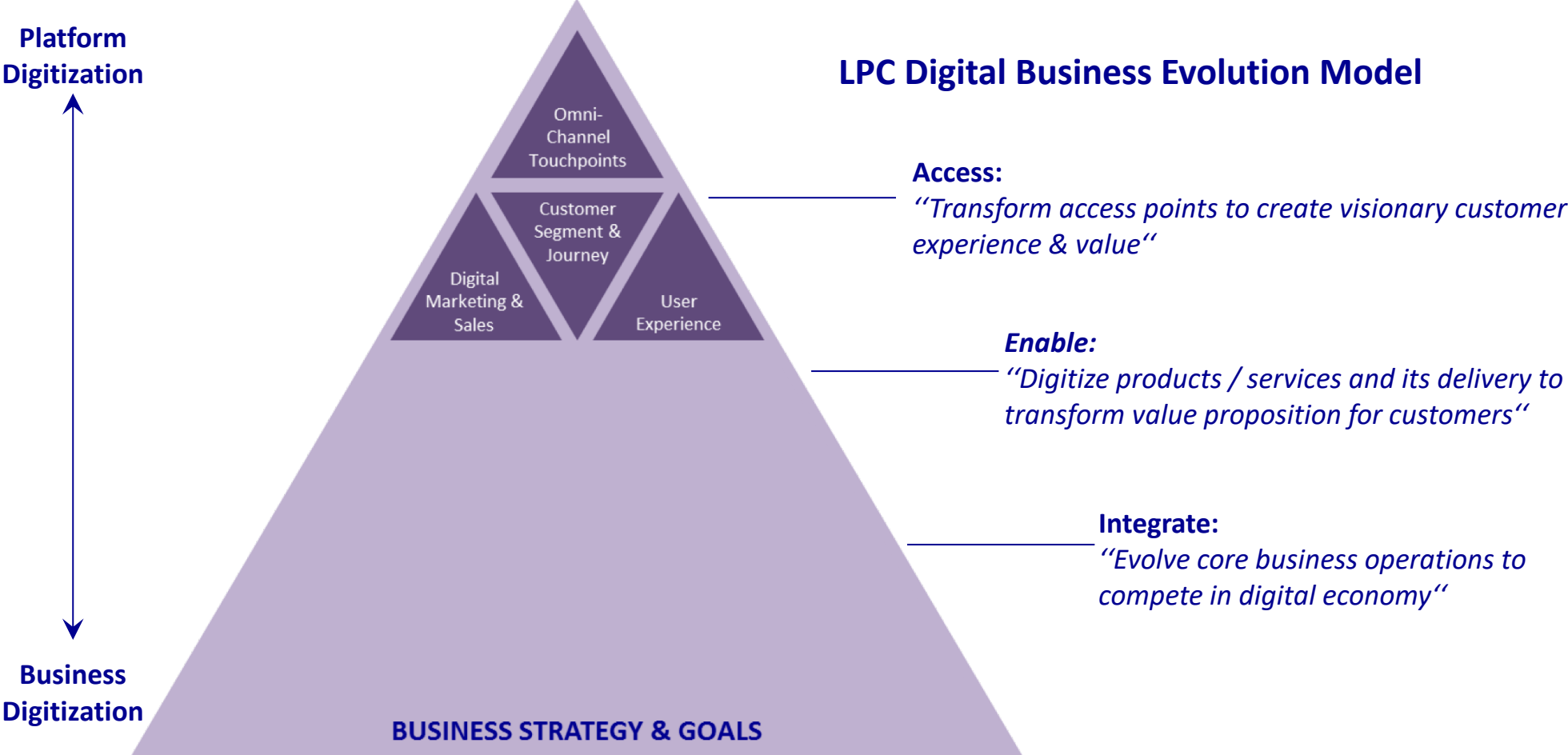
Investments in digital transformation initiatives are viewed as short-term cost centres with very limited budgets and other resources

**< 35%**  
have mapped  
out customer  
journey

While businesses cite “evolving customer behaviours and preferences” as the top driver of digital transformation, fewer than half invest in understanding digital customers

Source: The State of Digital Transformation 2017, Altimeter Group;  
Grand View Research, Inc. Global Digital Transformation Market 2017

# The state of digital transformation initiatives



Source: Lardi & Partner Consulting, 2016

# Disruptive potential of technology



Disney



Volvo





“

What does this mean for market  
research?

”



# No longer business as usual in market research



## **Disruption across business value chain**

End-to-end disruption across market research value chain by digital technologies, from data collection to analysis and visualization



## **Democratization of data & insights**

Data ownership increasingly moving back to customer, while new regulatory environment shifts focus on privacy and data protection



## **Convergence of digital & physical**

New range of data points and sources that offer deeper granularity and insights, but also increase complexity of analysis



## **New innovative methods**

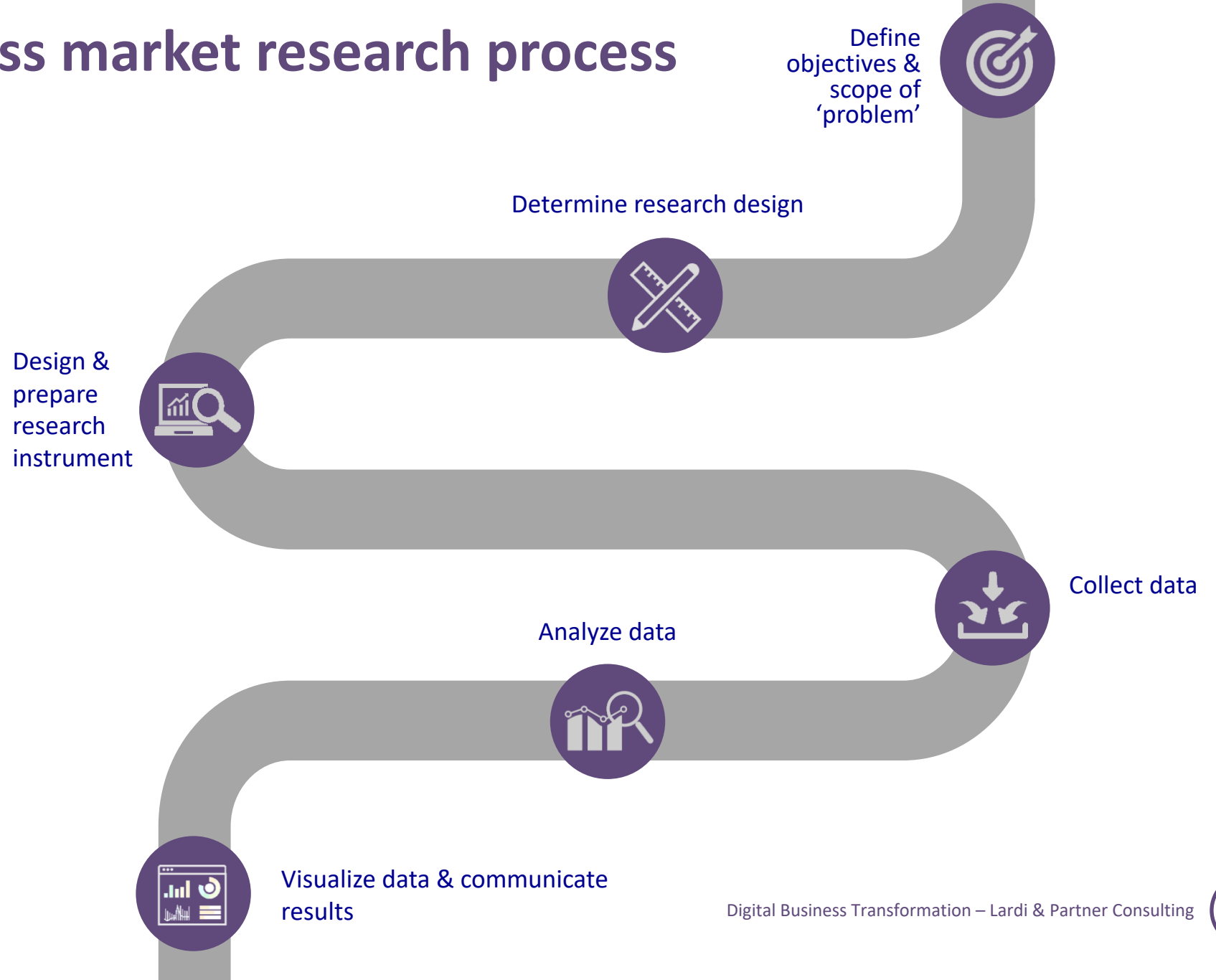
Emerging devices that produce and collect data, virtual approaches that simulate scenarios, as well as methods that incorporate neuroscience and behavioral economics



## **New competitive landscape**

Range of new players and solutions being offered in the market; custom select according to needs or combined for more powerful insights

# Disruption across market research process



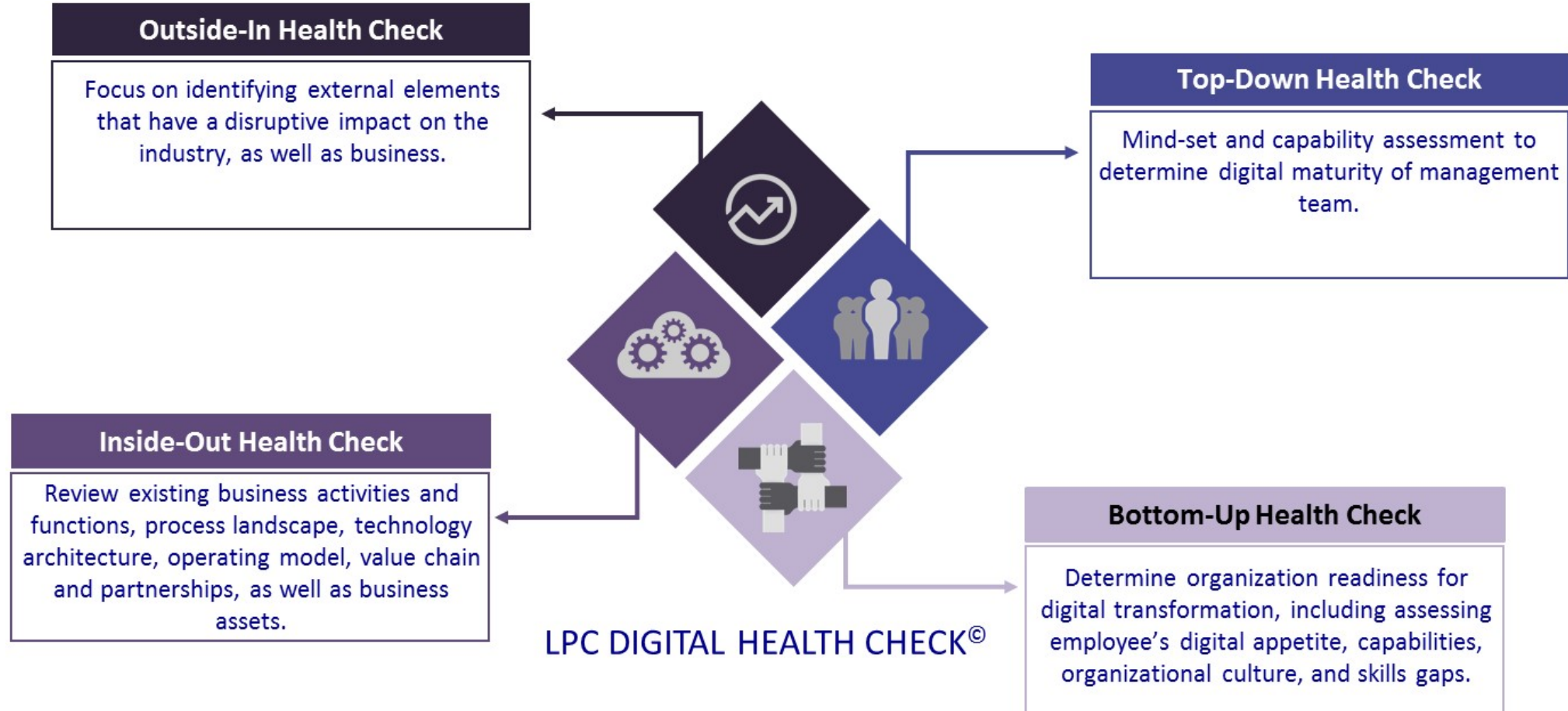
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The role of data in digital transformation initiatives

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# Combination of insights to drive transformation direction



Source: Lardi & Partner Consulting, 2017

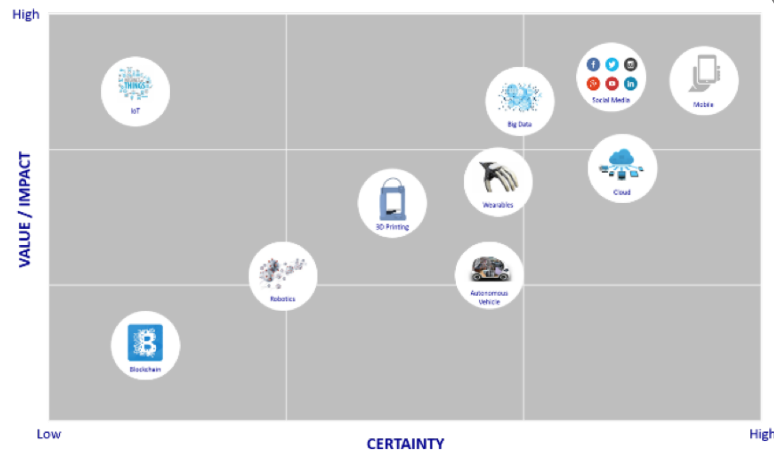


## Digital Maturity Assessment Level - REACTIVE

The current business strategy and vision takes digital into account in reaction to external drivers, for example technology trends or evolving competitive landscape. Leadership teams recognize the potential value of digital technologies through exposure from various sources, for example industry news, expert analysis, peers or media. Digital solutions are planned or implemented within functional areas that deliver specific technologies. Selected digital initiatives have been planned or will be implemented in response to market trends or competitive landscape. Investments in exploration is limited to selected business areas or functions (for example launching a mobile app or exploring a new technology such as blockchain). Additionally, there are some efforts to change the way the business operates due to competitive or business pressures, but still little change to the core business and traditional ways of doing things.

As a next step, organizations in the **Reactive maturity stage** are encouraged to explore the benefits of digital transformation across the entire organization and develop a roadmap of initiatives that span across operations, processes, products and services, as well as business models.

## Top Technology Disruptors – Impact Assessment



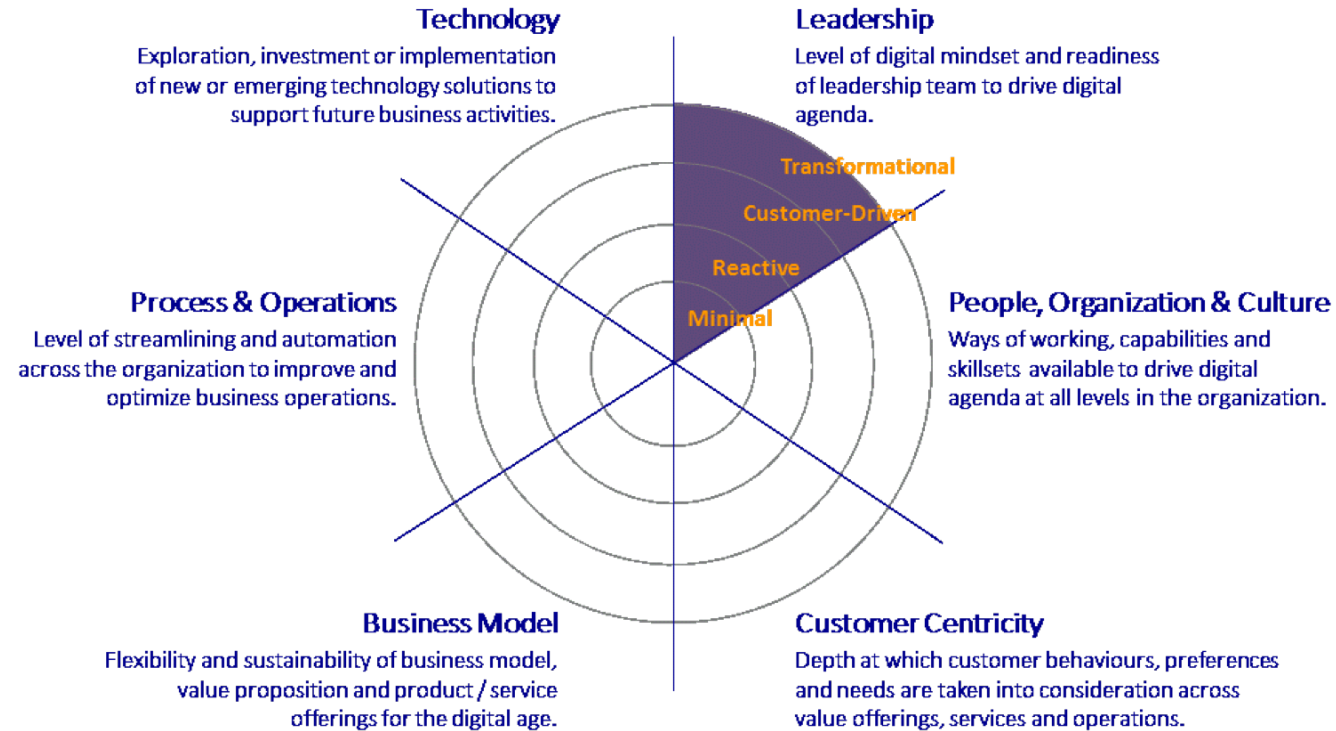
## Gap Assessment – Existing Business Operations

	Optimize	Evolve	Innovate
<b>ACCESS</b>			
Omni-channel touchpoint			
Customer segment & journey			
Digital marketing & sales			
User experience			
<b>ENABLE</b>			
Product & services			
Key stakeholders & partners			
Sales force & customer support			
Physical presence / assets			
Innovation management			
<b>INTEGRATE</b>			
Operating model			
Process landscape			
People & culture			
Governance & risk			
Organization structure			
Information mgmt. & data analytics			
Tools, technology & applications			

- A** Improve customer experience
- B** Digitize products & services
- C** Update technology platform
- D** Integrate analytics in decision making process

# Start transformation right – Digital maturity assessment tool

## Lardi & Partner Digital Maturity Assessment©



[www.lardipartner.com/digital-maturity-assessment](http://www.lardipartner.com/digital-maturity-assessment)



Source: Lardi & Partner Consulting, 2017

**Thank You!**

