

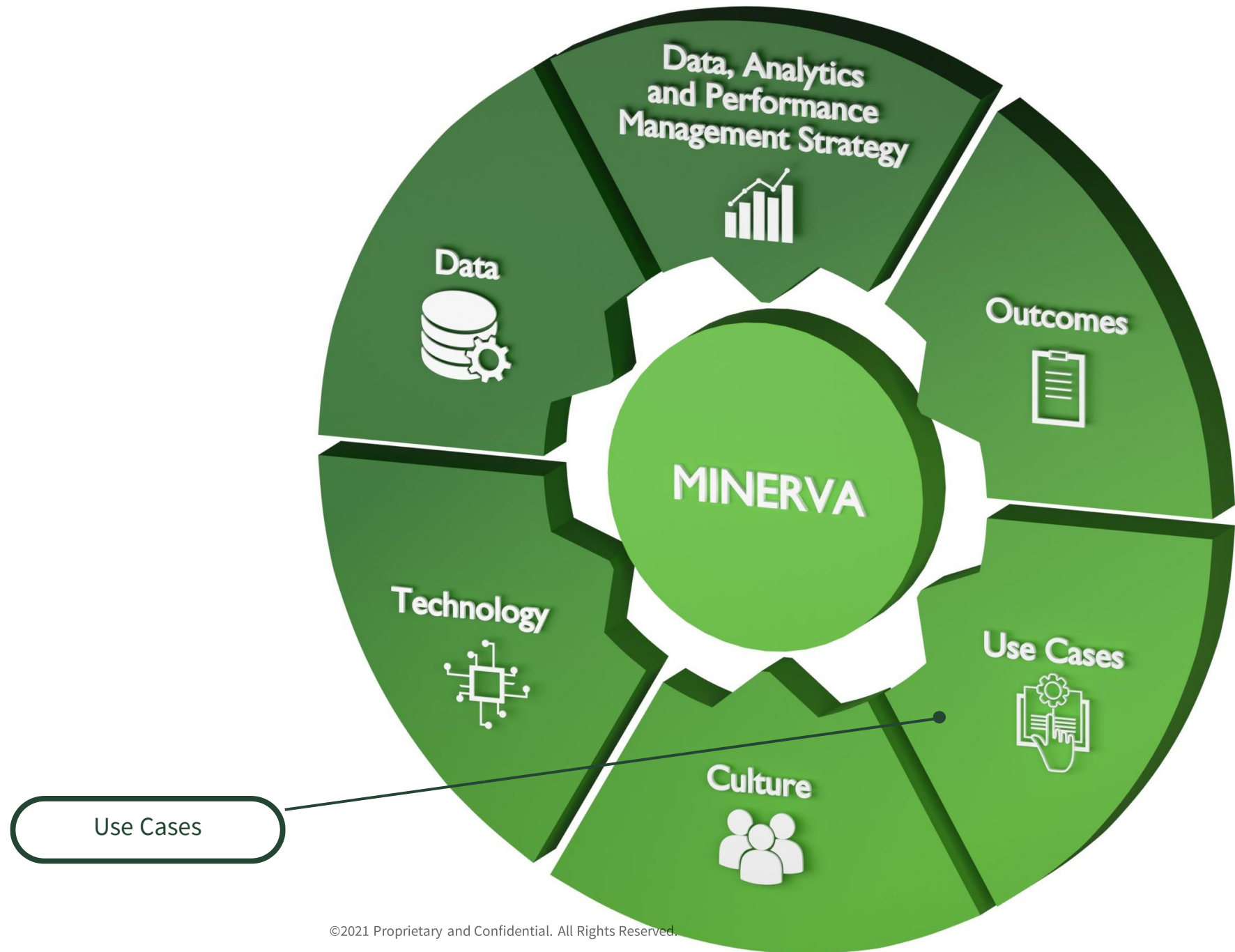
6 Steps to Digital Transformation

A video series by Minerva Partners

Use Cases

Identify and prioritise projects,
in line with guiding principles,
which will create value for
customers and business users.

What are
our target
capabilities?



Increasing Revenue Projects

- Increase Sales

Data Collection (sales & customer data) - **ELT + Data Warehouse & BI** - identify new opportunities

- New Products & Services - Use Cases

Product performance analysis - analysing machine data to decreasing customers energy consumption and market competitiveness - **DW + Data Science + BI**

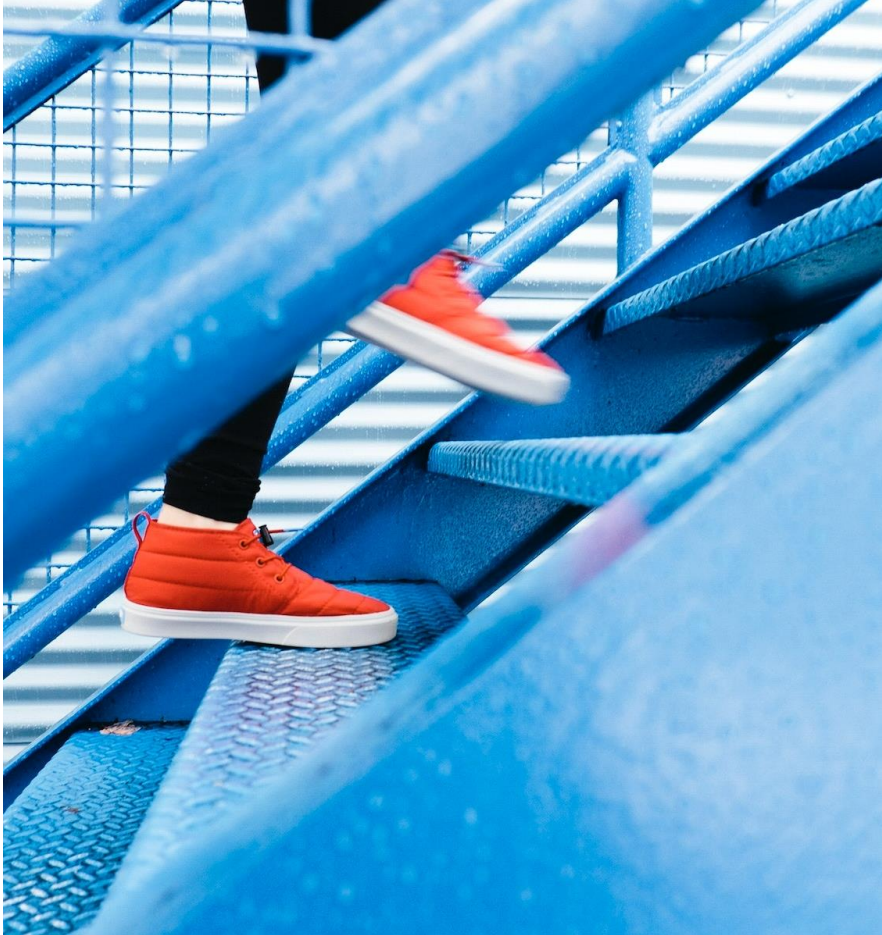
Reducing cost projects

- Automating Manual Processes
 - **Enterprise Performance Management** - Minimise resources utilization across planning, budgeting and forecasting cycles
 - **Data Warehouse** – Move to Cloud, reduce maintenance and operating costs

Improve Customer Experience Projects

- Customer 360
 - Advanced Customer data Management
 - Multidimensional view of the customer
 - **Data & Analytics**
- Personalise customer experience
 - Online Personalisation experience and Recommendations
 - Playbook for various customer groups
 - **Data & Analytics**

Things to keep in mind



- Clear project objectives
- Identify which technology will play a key role
- Start with a Pilot
- Work in Agile cross-functional teams