

6 Steps to Digital Transformation

A video series by Minerva Partners

Outcomes

Identify & align business results with digital roadmap

What are our
Business Goals?



Our Business Goals

Company X



Increase Revenue



Reduce Cost



Improve Customer
Experience

Outcome #1 - Increase revenue

Output

- Develop New Products and Services

Outcome

- Increase sales by 20% by providing greater value to customers and fostering brand loyalty

Outcome #2 - Reduce Cost

Output

- Automate manual processes

Outcome

- Reduce effort and save 10,000 hours, increased speed, accuracy and data driven insights

Outcome #3 - Improve Customer Experience

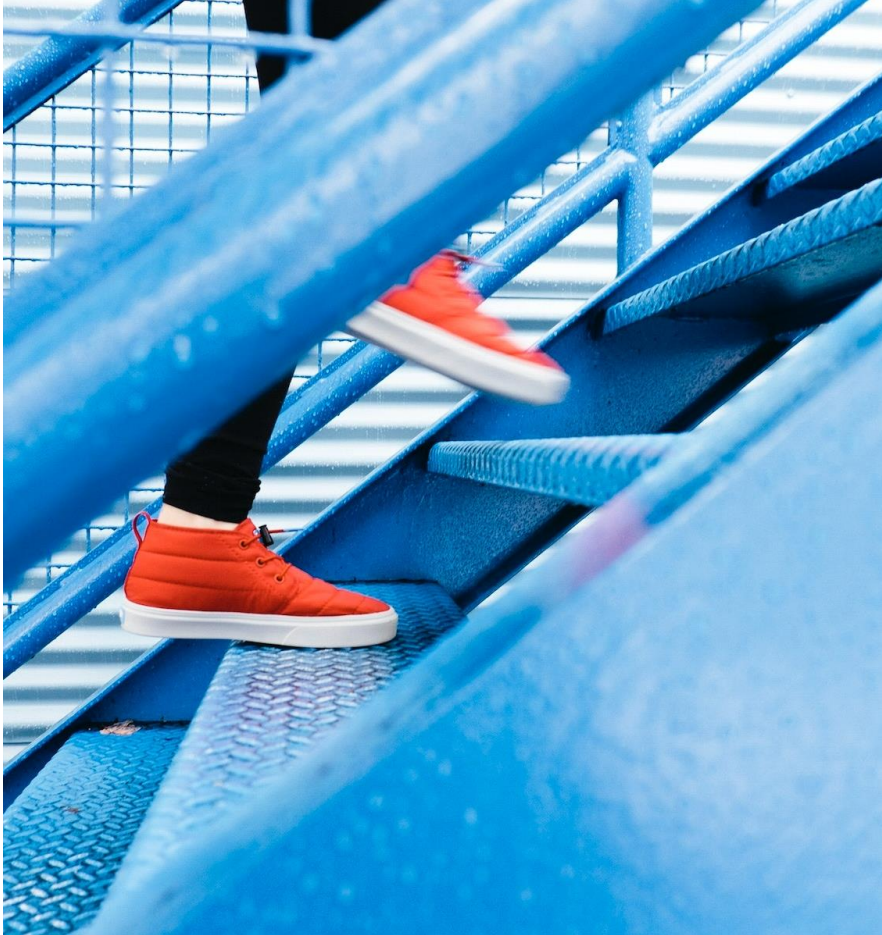
Output

- 360 view of the customer

Outcome

- Personalized customer experience and increased brand loyalty

Things to keep in mind



- Align with business case
- Clarify CFO, CIO, CEO responsibilities
- Understand the HOW and the WHY