

DIGITAL STRATEGY

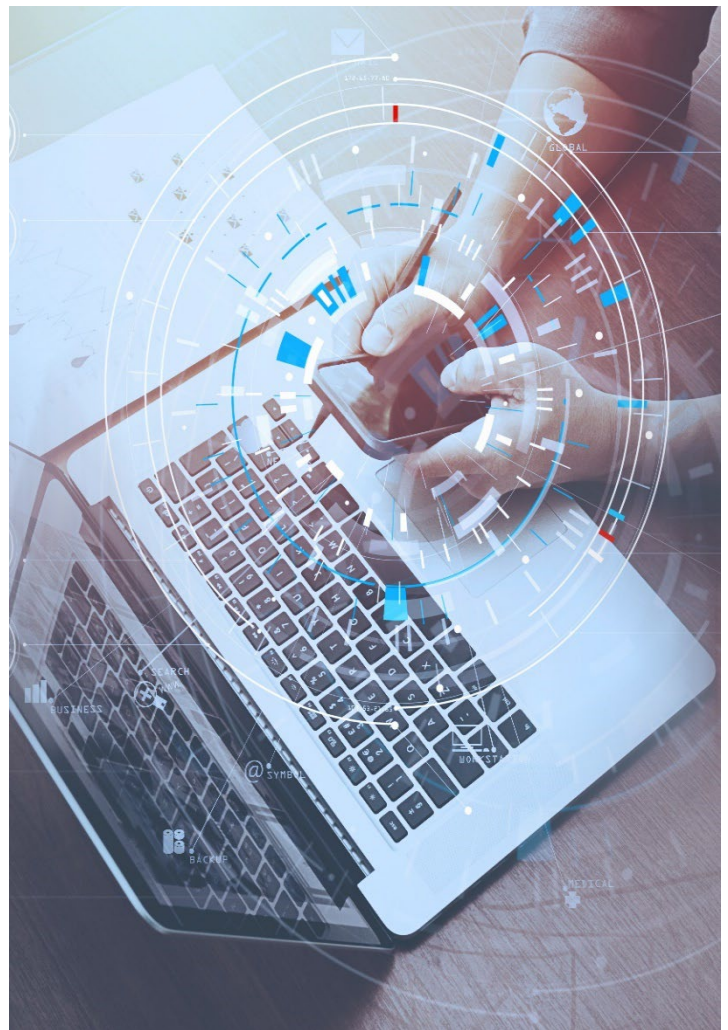
DECODING THE MEANING OF DIGITAL FOR BUSINESS

Technology is rapidly changing how firms create value and differentiate their services/ offerings. Customer demands have evolved, and they expect better, cheaper, quicker, and newer offerings; and several companies have emerged to offer them this choice. Industry boundaries are thinning, and competitive advantages are being redefined. Technology can help businesses generate higher value by providing better customer experience, optimising efficiencies and developing innovative business models.

Digital strategy is a critical part of an overall corporate strategy to ensure an organisation's readiness for disruption. The interpretation of 'Digital' is different for various stakeholders and the strategy must define a common, cohesive understanding for the organisation. The strategy must factor in the organisation's vision, current digital maturity, and industry best practices to arrive at the digital roadmap.

The most common questions a digital strategy should help answer are:

- ▶ What areas should I focus my investments on (e.g., Sales, Finance, Operations etc.)?
- ▶ What ROI should I expect on my digital investments?
- ▶ Should we do a big-bang transformation, or should we have smaller interventions?
- ▶ How should an organisation prepare for digital change?
- ▶ How should we decide on build v/s buy v/s lease?
- ▶ What is the risk of doing nothing?



HOW BDO INDIA CAN HELP

We help organisations define their digital vision and help build a strategy relevant to their business. We assess the organisation's current digital maturity against relevant benchmarks, analyse competition from traditional as well as disruptive players and prioritise digital interventions required in alignment with the corporate strategy. We help build 'Digital First' and 'Digital Only' mindsets within the organisation. Our holistic, practical, financially responsible digital roadmap creates excitement about the opportunities and builds confidence in plans.

OUR SERVICES



DIGITAL - ART OF POSSIBLE

- Assess current digital maturity against the relevant benchmark
- BDO India's proprietary diagnostic tool reveals digital readiness and guides on next steps
- Understand desired capabilities and identify potential digital interventions



DIGITAL PLAYBOOK

- Design the target operating model, organisation structure and talent needs for the transformation
- Prioritise digital interventions, build detailed schematics and create roadmaps including investment considerations
- Build program governance and organisation change plan



DIGITAL VENTURES

- Visualise digital disruptions and build venture vision
- Validate product/service concept feasibility with primary & secondary data sources
- Define venture operating models, sales & marketing strategies and organisation, technology & operations requirements
- Build a top-down business case

ABOUT BDO GLOBAL

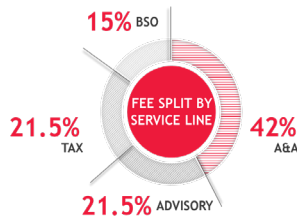
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GLOBAL REVENUE
US\$ 11.8 billion
+10.8%^{*} REVENUE INCREASE
(at constant exchange rates)



97,292 PEOPLE +6.8%
1,728 OFFICES
167 COUNTRIES & TERRITORIES



ABOUT BDO IN INDIA

BDO in India offers Assurance, Tax, Advisory, Business Services & Outsourcing and Digital Services for both domestic and international clients across industries. The team at BDO in India consists of over 4000 professionals led by more than 200 partners and directors operating out of 13 offices, across 10 key cities.

10 KEY CITIES

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4000+ STAFF



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● Bengaluru
● Chennai
● Delhi
● Goa

● Hyderabad
● Kochi
● Kolkata
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