

Setting Digital Direction



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Being digital A way of living



- Welk digitaal leven past het beste bij jouw organisatie?
- Wat voorbeelden:



Allereerst
Begrijp je positie!



En dan

Kies bewust je ambitie: Vier strategische posities

- **Digitised products & processes**

Veelal standaardproducten met grotere volumes en een vrij eenvoudige klantbehoefte.

Voorbeelden:



- **Smart integration**

Betreft complexere producten en diensten, veelal kennisintensiever en op maat

Voorbeelden:



- **Connected customer**

Klantinteractie is de sleutel, veelal veel klantsegmentatie, klantervaring staat centraal

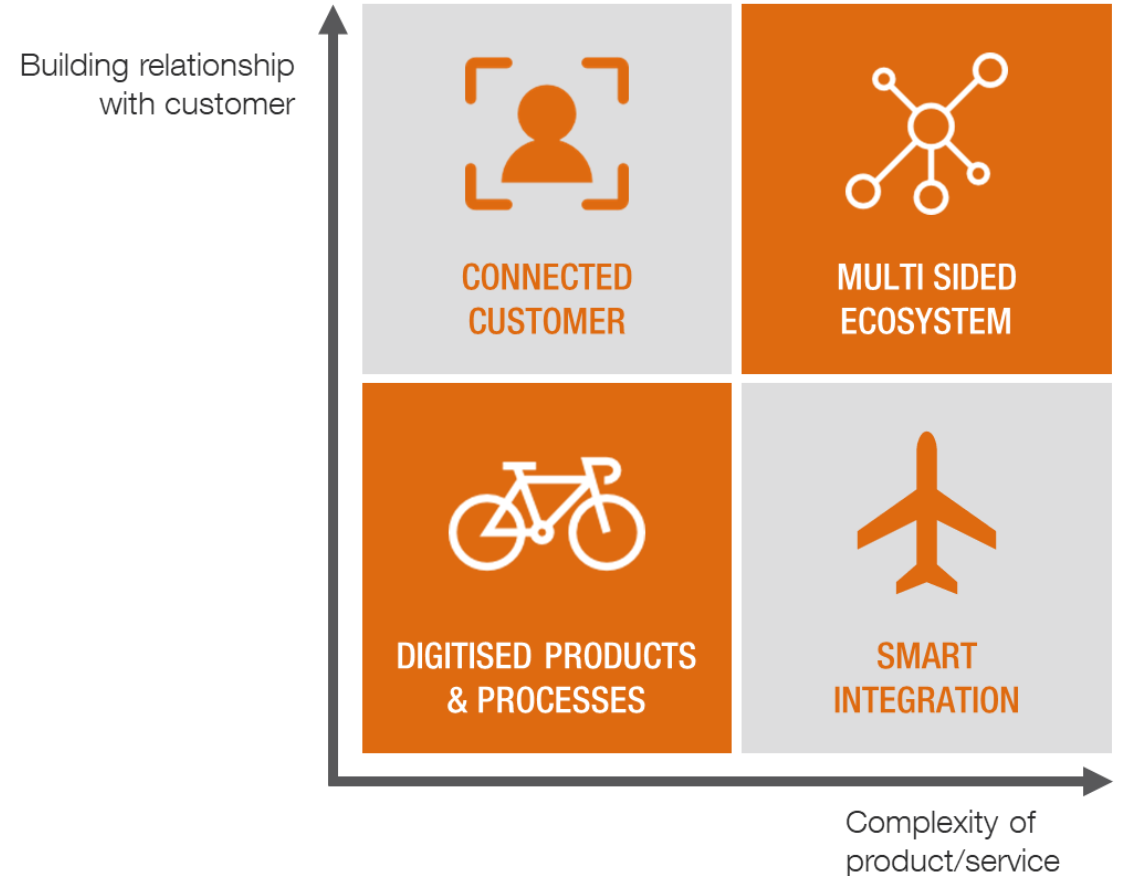
Voorbeelden:



- **Multi sided ecosystem**





Veel partijen in het ecosystem, digital platform denken; vaak nieuwe diensten / partnerships

Voorbeelden:



De keuze helpt je ook bij de prioriteitstelling

Wat pak je wel op en wat niet

	 DIGITISED PRODUCTS & PROCESSES	 SMART INTEGRATION	 CONNECTED CUSTOMER	 MULTISIDED ECOSYSTEM
Strategic value	<ul style="list-style-type: none"> Product quality through continuous innovation and improvement 	<ul style="list-style-type: none"> Smart customized integrated solutions 	<ul style="list-style-type: none"> Customer reach and understanding through intensified relationship building 	<ul style="list-style-type: none"> Digital (hotspot) market for consumers, and sellers of services and goods
Organizational focus	<ul style="list-style-type: none"> Internal focus at a specific unit / business / proces 	<ul style="list-style-type: none"> Integrating organizational units – partners 	<ul style="list-style-type: none"> Flawless customer journeys to connect / hook customers 	<ul style="list-style-type: none"> Customer creates own solution Integration and collaboration
Governance (leadership)	<ul style="list-style-type: none"> Product/Process Owner 	<ul style="list-style-type: none"> COO 	<ul style="list-style-type: none"> CCO/CMO 	<ul style="list-style-type: none"> CEO/CDO
Technical complexity	<ul style="list-style-type: none"> Limited; scoped to a specific solution space 	<ul style="list-style-type: none"> Design complexity Integration of different technologies 	<ul style="list-style-type: none"> Limited; scoped to specific customer segments 	<ul style="list-style-type: none"> Ecosystem wide integration Multiple solutions
Technological implications	<ul style="list-style-type: none"> Robotics Algorithms 	<ul style="list-style-type: none"> Enterprise wide systems Device integration 	<ul style="list-style-type: none"> Omnichannel solutions eCommerce 	<ul style="list-style-type: none"> Integration platforms Cloud integration
Digital capabilities	<ul style="list-style-type: none"> Process design, Lean, product design, IT, IoT 	<ul style="list-style-type: none"> IT, solution architecture, IoT, service integration 	<ul style="list-style-type: none"> UX design, social media, digital marketing 	<ul style="list-style-type: none"> Digital entrepreneurship, integration
Data perspective	<ul style="list-style-type: none"> Product and process data analytics 	<ul style="list-style-type: none"> Data integration & exchange Data analytics 	<ul style="list-style-type: none"> Customer data analytics 	<ul style="list-style-type: none"> Data standards Data analytics



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