CopperFox®

DIGITAL SOLUTIONS

The Essential Guide to Smart Business

Being Digital – The Digital Journey

"Thinking and Doing business the Digital Way"

Commercial Intelligence for Better Business

CopperFox®

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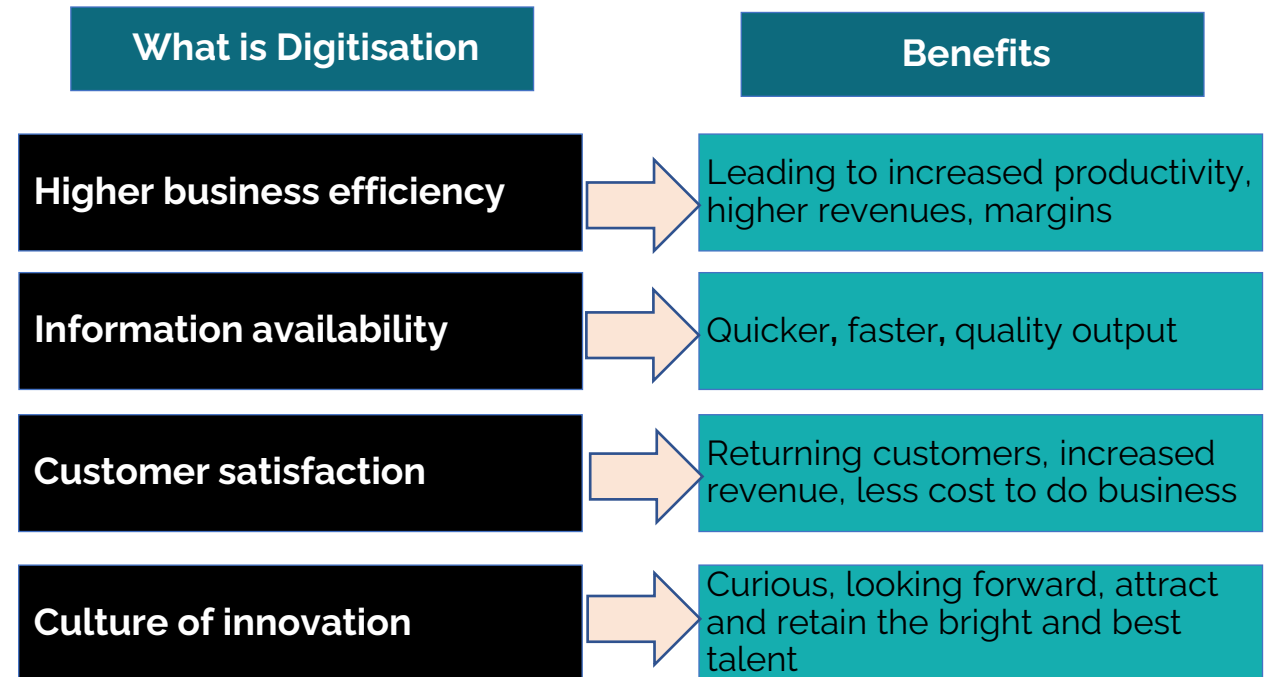
Why "Being Digital"?

Digital" is the new way of thinking in an organisation.

There has been huge change in the way organisations conduct business and "Digital" has been at the forefront of this change.

"Digital" has a different connotation for businesses depending on its adoption and the maturity of the organisation, but in simple terms, it means:

"Adding further value to the organisation".

What is Digitisation	Benefits
Higher business efficiency	Leading to increased productivity, higher revenues, margins
Information availability	Quicker, faster, quality output
Customer satisfaction	Returning customers, increased revenue, less cost to do business
Culture of innovation	Curious, looking forward, attract and retain the bright and best talent

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Commercial Intelligence

What do we mean by Commercially Intelligent? Well in essence, its about having or acquiring the right skills, knowledge & experience, accompanied by the right systems processes and information, to be able to make more educated decisions, and convert them successfully into actions, that then lead you to operating better as a business. The benefit of doing this is an increase in the enduring value of your business.

Our involvement with your business centres on this principle, encouraging the development of the business by investing in your people, processes, systems and structure, using our expertise and know how to bridge the gap within, that then allows your business to develop and grow both in terms of robustness, marketability and value.
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It's why our focus isn't just on the numbers, but on strengthening all parts of your business.

About this Checklist

We at CopperFox understand the importance of "Digital" for a business entity and its importance in enabling organisations to move up the value chain and improve performance. It compliments our objective to provide Commercial Intelligence for better business.

We work closely with businesses to "Define Digital" for an organisation and the key steps required to enable the "Digital" journey that will make a marked change to the way business is carried out, and bring transformational change to your business numbers.

We explain what can be done in most businesses to enable this "Digital" journey, and map out the strategy, costs, benefits for the organisation. We then hand-hold the business through the process and showcase its "Return on Investment (ROI)".

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The "Digital" Journey

"Digital" – The journey for an organisation starts with defining your Vision and Mission. We work with you to develop and define the "Why", "What" and "How".

Digitisation is building efficiency and effectiveness in an organisation using technology as an enabler. It is about creating and enhancing business value through better Customer and Employee Experience.

This translates into number of key "Outcomes" that define the business and the journey required to move from your "Current" state to your "To-Be" state (ideally where you want to be in 3-5 years).

For these "Outcomes", we outline the business processes that need to be "Digitised".

We engage with you and your key stakeholders right through the "Digital Programme", ensuring the "Return on Investment" is available at the initiation, including steps to present progress through "Agile Ways of Working".

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Our approach to Being Digital

Our key approach to achieve the business numbers and ROI.

We work with the right tools, templates and models along with an experienced team to help develop the foundation of "Digital" Journey. The key components of this "Journey" include:

Work with the organisation to understand the current state, identify the gaps, and define the "to-be state"
Plan the key "Outcomes" required to reach the "to-be state"
Identify the critical "Business Processes" that are required to be "Digitised" for "Outcomes"
Define the "Initiatives" to achieve the "Outcomes" within the "Business Processes"
The "Return on Investment" for the "Initiatives"
"Build", "Deploy" and "Refine" initiatives to achieve the "Outcomes" and the "To-be state"

To-Be → Outcomes → Process → Initiative → ROI → Build & Deploy
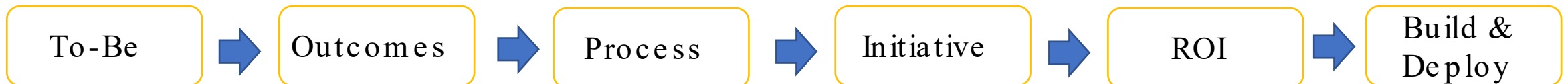
Being Digital – The Digital Journey

To-Be State, Outcomes

The first step of "Being Digital" is to understand "Where" as an organisation you want to be in the next 3- 5 years.

We work with you to get this clarity on this as this is critical to defining your "Being Digital".

The "Outcomes" can be in terms of .. Increasing Revenue, Reducing Costs, Developing New Products or Solutions, Venturing into New Markets…. We get this tied down and start the "Digital Journey"

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Being Digital – The Digital Journey
Business Processes, Initiatives and ROI

Identify which processes impact the organisation the "Maximum", where we can achieve the maximum savings and efficiencies. The aim is to attack key processes that deliver the most "Value".

Working with the 80:20 Pareto Principle, enables us to "Define the Maximum" we can achieve for your organisation in terms of Return on Investment (ROI). This being the direct return that you can expect for any investment in the digitisation journey. It can translate into increased revenues, reduced wastage, better utilisation of material, equipment etc..

The initiatives for these core business processes are co-designed by us and you.

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Build, Deploy and Reap the Benefits

The build and deploy involves forming teams within your organisation to work alongside us in an "Agile" way. We seek out the right skill sets, bringing them together to "Build" the "Initiatives' and to achieve the right "Business Outcomes".

Minimum Viable Products (MVP) are developed, tested, and tweaked as we start the deployment of these initiatives.

At every stage of the "Build", your organisation is able to see the investments, costs and the benefits that are derived.

Benefits Realisation through management Dashboards/ meetings are provided to key stakeholders to showcase the achievement of the "Vision" for the "Digital Journey"

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How we can help your business

We follow a tried and tested methodology in discovering what your "Digital" needs and wants are, and delivering solutions tailored to meet those needs.

Ideation → Opportunity → Solution → Build → Activation

We have a team of experienced and skilled "Digital team" of Digital Strategists, analysts, engineers and consultants who specialise in Digital, Platforms, Data and analytics.

The team believes in the principle of 'Commercial Intelligence for Better Business", in delivering value to organisations by co-designing the "Digital Journey" and ensuring "Benefits Realisation" through a well defined "Return on Investment" programme

Contact details

For an initial discussion regarding your Digital Solution requirements

Tony Rutherford
Managing Partner
Mob: +64 21 2227792
EM: tony.rutherford@copperfox.org

Santosh Dixit
Associate
Mob: +64 2102780051
EM: santosh.dixit@copperfox.org

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