

Digital

chaos to digital

FOCUS

Transformation through re-imagination

Are you headed towards digital chaos?

Digital chaos reigns. CIOs are struggling to keep their organizations relevant to their digital customers, while trying to keep pace with the speed and need of business transformation. Deeply entrenched linear “people, process and technology” frameworks are not accelerating transformation.

Consider these facts and challenges:



84 percent of companies fail in their digital transformation initiatives



Those with digital add-ons to their value chain often struggle with scalability and budget overruns – mainly due to **improper business design**



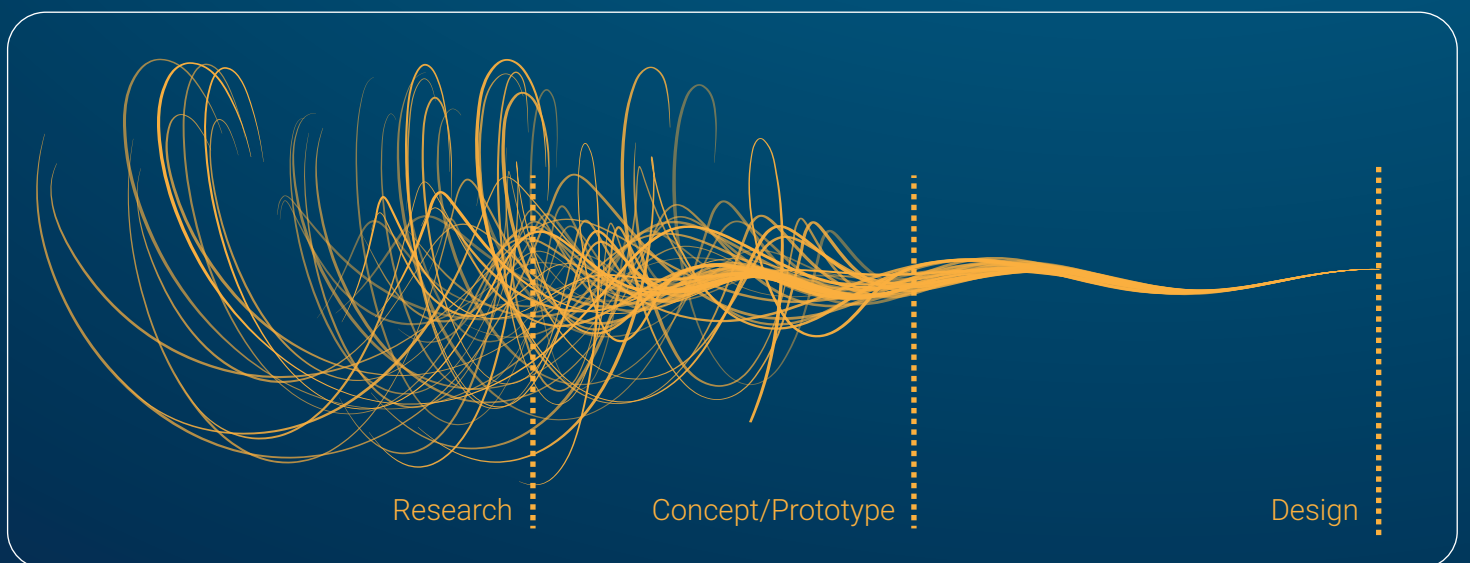
Many companies spend **70-80** percent of their budget managing legacy applications that don't meet business needs



Those who focus only on digitalizing their customer touchpoints often lose focus on the entire **customer lifecycle**

As digital business models overtake all industries and the internet-of-everything connects and transforms the way we do business, it's vital that your enterprise falls into the 16 percent of those that have overcome these challenges, and made a successful digital transformation.

At Quinnox, we relate this new '**business unsafe**' to **Damien Newman's Design Squiggle**. This squiggle is a visualization of the business design process, a way to show customers how things might be 'uncertain' in the beginning, but in the end we'd focus on a single point of 'clarity'. Our Digital Point of View (PoV) is based on this design squiggle.



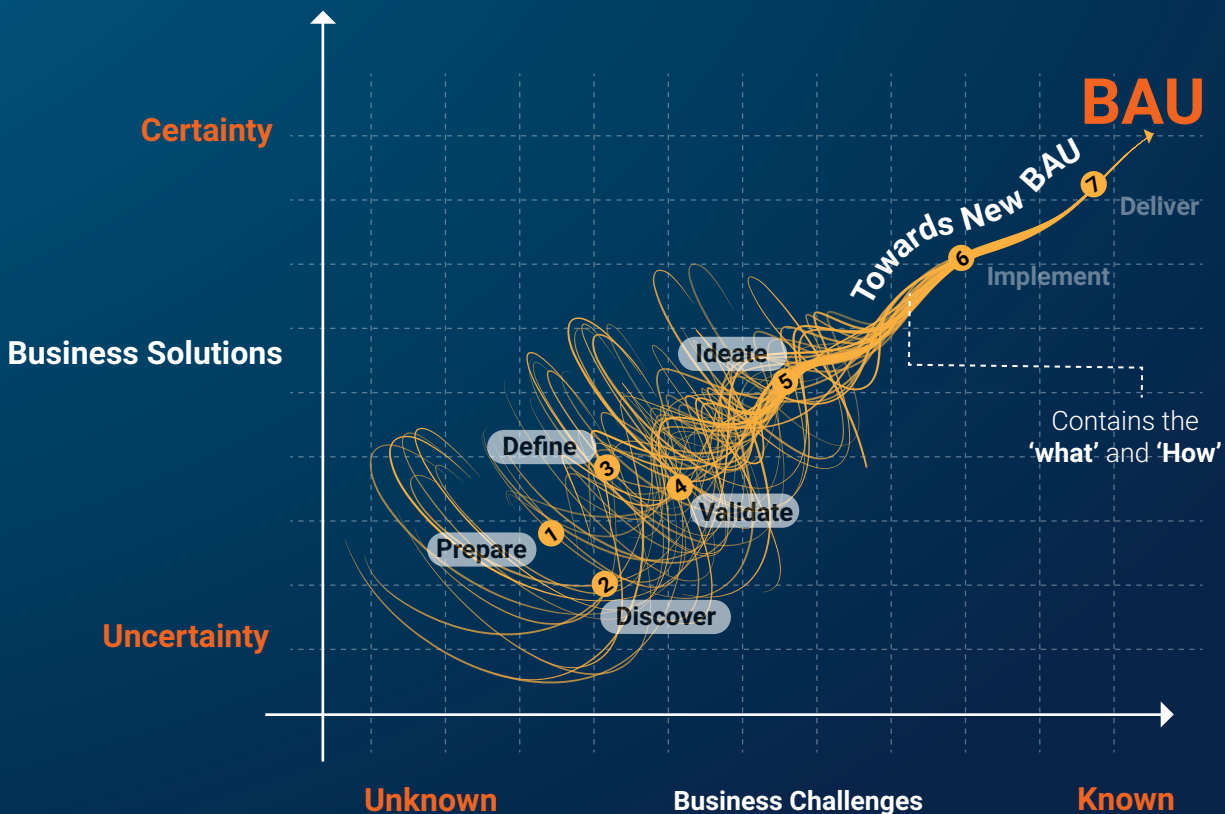
We believe that a fundamentally different model for pursuing digital transformation goals is needed - a 'reimagined digital approach'. Using this approach we invite you to take this journey from digital chaos... to digital clarity.

The path from digital chaos to **digital clarity**

At Quinnox, our point of view is that digital transformation is not linear. It's disruptive for business; which can be risky, but this risk can be mitigated by taking series of steps which includes cultural transformation and delivering incremental business value with the foundations in place.

Quinnox Digital Point of View (PoV)

#HowWeDoDigital



Embracing the **Digital PIVOT** to shake your Business As Usual!

To help customers with their digital roadmaps, Quinnox follows the 'Digital PIVOT' approach that helps transform traditional linear value chains into a customer-centric 'digital value network' to improve operational efficiencies and deliver enhanced customer experiences.

Track progress and performance by implementing new metrics from your transformed value chain:

- Customer engagement
- Customer service costs
- Customer churn
- Employee engagement
- User adoption

Visualize and re-imagine your value chain as a customer-centric value network:

- SMAC
- Internet of Things (IoT)
- Artificial Intelligence

Operate your value chain using customer-centricity best practices:

- Design thinking
- Customer experience des
- Customer journey mapping
- Center of Excellence driven innovation labs

Pinpoint your value proposition and identify where you are on your digital journey:

- Value chain analysis
- Digital readiness assessment
- Digital maturity assessment

Inventory of all your tangible and intangible assets:

- Customer, vendor, and employee engagement portals
- Idea management portals
- IP portal

PIVOT for new capabilities

Embrace the Digital PIVOT to transform your value chain into a digital value network to empower key capabilities:



Agile



Connected

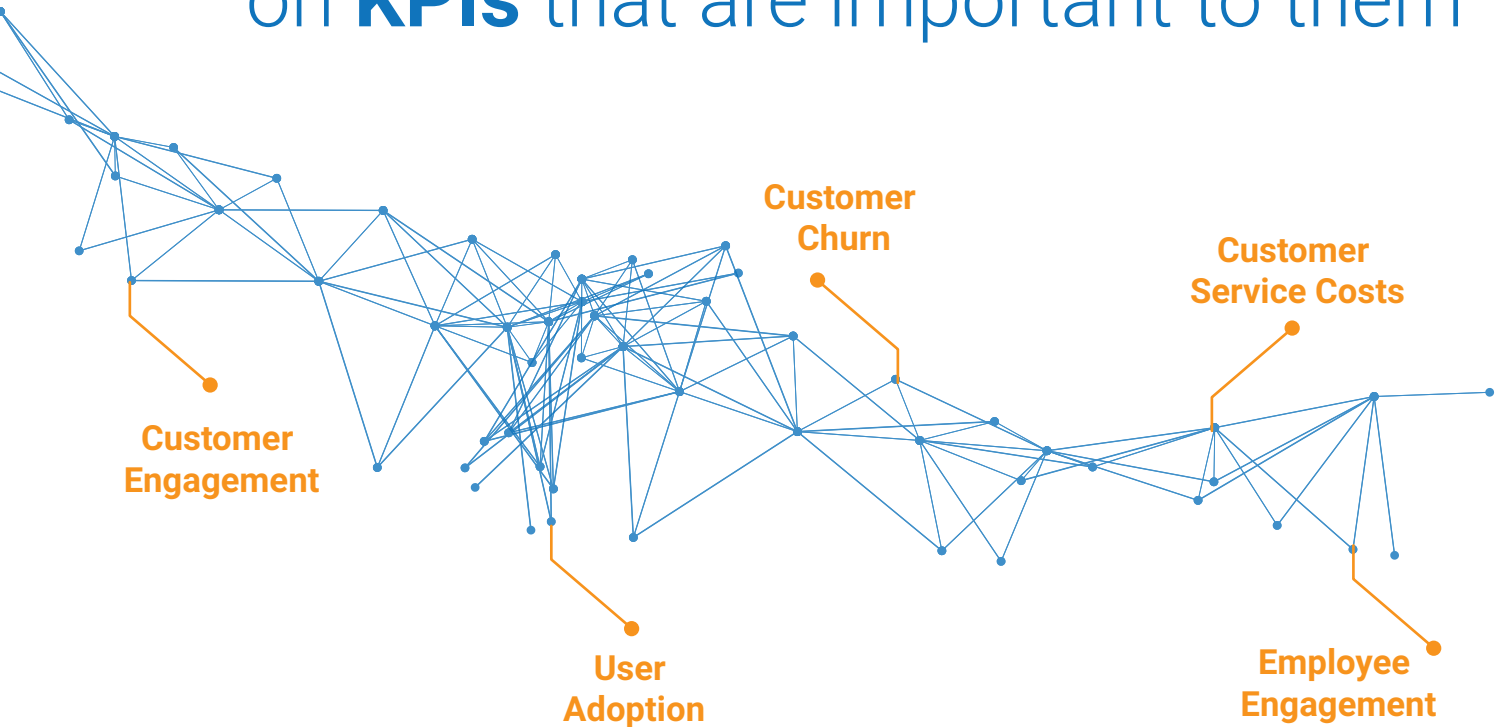


Cognitive



Scalable

Helping businesses **FOCUS** on **KPIs** that are important to them



Operationalize the below areas for tracking, measurement and governance

Our Digital PIVOT approach has a strong focus on tracking and governing important metrics and top-level enterprise KPIs critical to the success of any organization. We track, measure and govern operational metrics in the following focus areas:



Customer understanding



Topline growth



Customer touchpoints



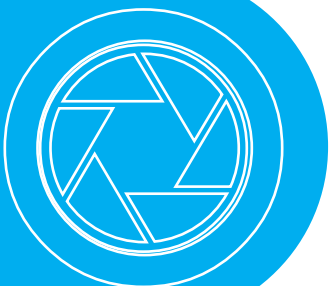
Process digitalization



Employee enablement



Performance management



Your re-imagined approach drives this transformation...

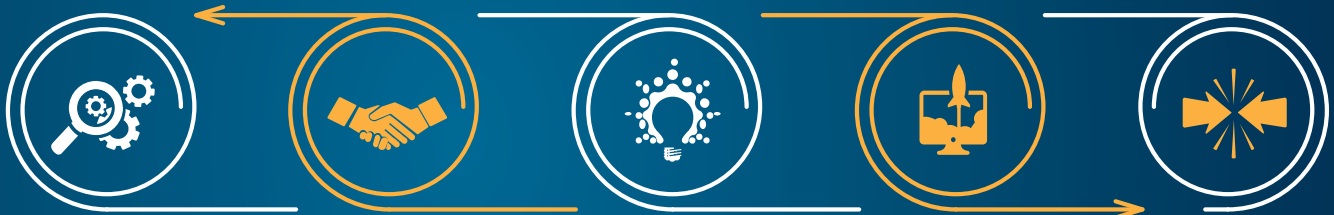
So, what exactly are the typical business outcomes from this reimagined approach toward digitalization? Simply put, the potential performance advantages are significant, and include

Stronger collaborative teams

marketing, sales, customer service, IT, as well as vendors and partners work together better and more efficiently

Greater agility

to respond to changing customer preferences and the digital landscape with a 2020 digital roadmap



Revalidated or new business priorities

for a clear vision executed through digital champions and strategic partnerships, leading to new revenue

Robust idea generation (POC to MVP)

to leverage an innovation platform that converts proof of concepts to minimal viable products faster

Integrated digital transformation

to transform both internal operations and your external customer value proposition in tandem

And helps you re-imagine your operating model

There is a direct correlation between your customer value proposition and your operating model. How and how much you transform the way you operate across your customer lifecycle and your value chain decide the efficiencies and productivity gains you will accomplish.



Build Digital capabilities if there aren't any



Play to your strengths of information and relationships across your value network



Digitize and optimize all customer touch points in your value chain that impact customer engagement



Quinnox is an AGILE technology-driven business services enablement partner to forward-thinking enterprises. We drive digital business value, enable industry platforms and solutions, and simplify business processes. Quinnox has engaged in several major verticals, with expert teams that have highly specialized industry experience in financial services, manufacturing, and retail and consumer goods. As a midsize company, we focus on helping customers benefit and gain a competitive advantage from our unwavering commitment to customer centricity.

For more information, visit www.quinnox.com.