

## Digital Audit: shedding light on capability, performance and potential

### Why do some businesses use digital technologies so much better than others?

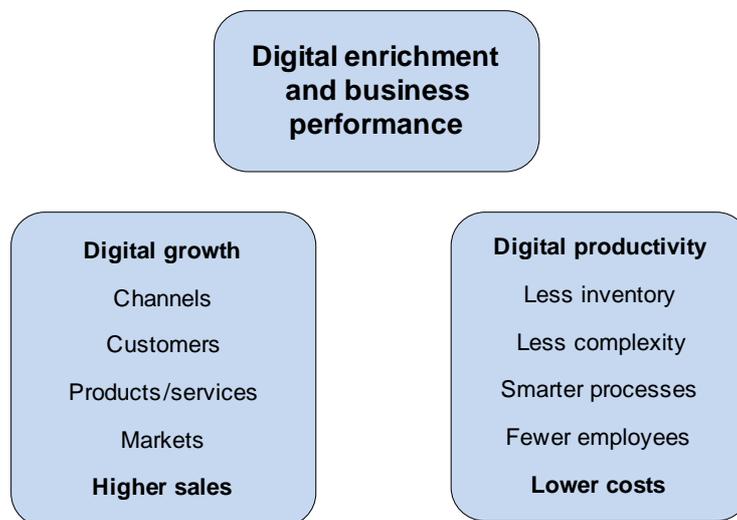
The successful exploitation of digital technologies is becoming a bigger than ever differentiator between those companies moving forward and those standing still. Continuing advances in digital capabilities and applications means that 'DIGITAL' presents significant growth opportunities and at the same time increases the competitive pressures on most businesses.



Consumers and business customers are familiar with online buying channels and the associated supporting services. But there has been an equal revolution in digital capabilities to automate or eliminate previous manually intensive processes and internal tasks. The advantages can be immense:

- higher productivity and significantly lower costs
- better management of assets
- faster and more reliable decision-making
- more consistent and reliable service to customers, and
- reduced working capital.

The full exploitation of digital opportunities enriches the whole business and enhances performance:



### Taking a stock-check of where you are and what you need to do

Collinson Grant's free **Digital Audit** helps you to evaluate the readiness of your business to capture and fully exploit the benefits of these new ways of working. It assesses your adoption and effective use of relevant technologies and applications. And, most importantly, it tests how senior managers and functional heads are building digital business concepts into their strategic and operational planning.

The Digital Audit is tailored to the circumstances of every business. In every case it uses:

- a series of structured interviews with senior managers
- a review of the current organisation: markets, customers and operating processes

- a stocktake of digital assets (tools and applications) including their integration with the core information management systems within the business, and
- an assessment of the overall compatibility of digital technologies and their alignment with the operating model.

It usually takes between four and five days depending on the size and complexity of your business. The outcome is a succinct report that comments on what the business has achieved so far, what opportunities might be considered and the possible upcoming competitive threats from inaction. We draw on our extensive experience of working in many different service and manufacturing industries. You can decide which course of action to take after the audit and how Collinson Grant might assist, to suit your priorities, budget and timescales.

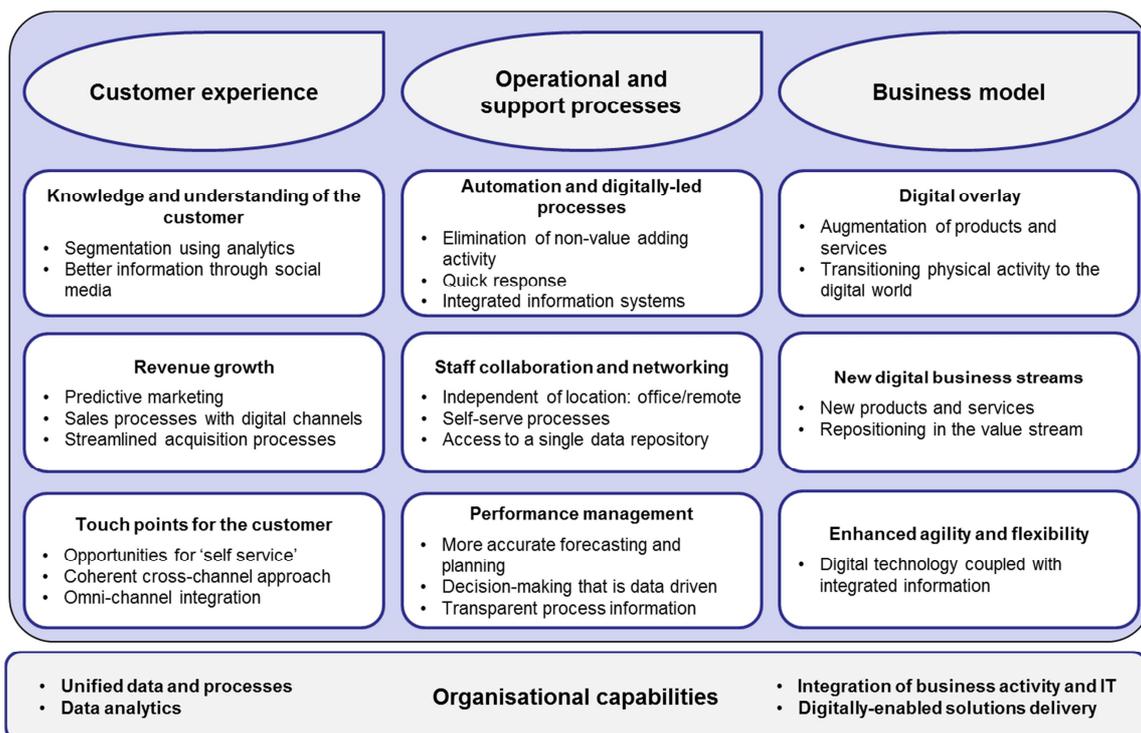
### A systematic framework to test core and enabling processes

Our experience confirms that it is often helpful to work from a standardised ‘Enterprise model’ of business processes – although this should always be configured to reflect the specific characteristics and nuances of particular industries and market sectors.

The model throws a spotlight on:

- the use of digital technologies and applications in the core processes that create value for customers and through which the customer interacts with the organisation (the customer journey)
- how digital technologies and applications are used in the enabling processes that support the business, including interactions with external suppliers and other service providers
- the way managers see the business model changing and adapting to the opportunities and threats presented by digital technology and assesses their sense of urgency
- plans to invest in digital technologies and the investment case for them, particularly for top-line growth and operational cost efficiencies
- the integrity of existing Digital Transformation strategies.

The outputs from the review of core operating process can be assessed against this framework:



This looks at four principal features of a digital strategy:

- Customer experience – acquisition, development, management and maturity.
- Capabilities of the business processes – operational and support.
- Evolution of the company's business model - to seize new opportunities and to reduce competitive threats.
- Underlying organisational capabilities - that are in place to take advantage of digital investments.

Using this framework allows us to assess the strengths and weaknesses of a company's digital strategy and the maturity of its transformation efforts. From this assessment we can help a business take the next crucial steps to exploit the full benefits of digital technologies. The audit can point the way to improve the acquisition, retention and spending of customers, while identifying the means to improve productivity and strip down existing cost structures. We would:

- report on the progress, success and obstacles in implementing digital applications
- highlight new opportunities for investigation with the potential benefits and risks
- review longer-term competitive threats that might arise from inaction.

The **Digital Audit** is a powerful analytical tool that allows senior managers to take stock of their progress in adopting newer technologies and assess the potential for further productivity improvements.

### Collinson Grant

Collinson Grant has been working with businesses in the construction, manufacturing, service and transport sectors for over forty years: helping them to deal with complexity, improve productivity and apply new technologies. Our work draws on strong analytical skills, incisive investigations into opportunities and risks, and the ability to work closely with line managers to develop, test and implement new ideas:

- we help large organisations throughout the United Kingdom and in continental Europe to restructure, improve productivity, reduce complexity and cut costs
- building long-term relationships has allowed us to work with some clients for over thirty years
- our emphasis is on results and value-for-money. We expect to give a first-class return on the investment in us. So we do not recommend action unless we are sure that the outcome will be worth it. We are not afraid to give bad news, or to champion ideas that may not be welcome.