

DIGITAL AUDIT

Shedding light on
capability, performance
and potential



Collinson Grant

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 digital engagement and the associated supporting services, forcing businesses to invest in their customer engagement processes. But there has been an equal revolution in digital capabilities to automate or eliminate previous manually intensive processes and internal tasks resulting in:

- better customer engagement (acquisition & retention)
- higher productivity and significantly lower costs
- better management of assets
- faster and more reliable decision-making
- more consistent and reliable service to customers
- reduced working capital

Most businesses fall into one of three common approaches to digital, applying new technologies to existing products, practices and processes, adopting new ways of engaging with customers (existing and new) or creating an entirely new way of doing business.

A recent survey of business leaders by the Economist supported this view of digital adoption:

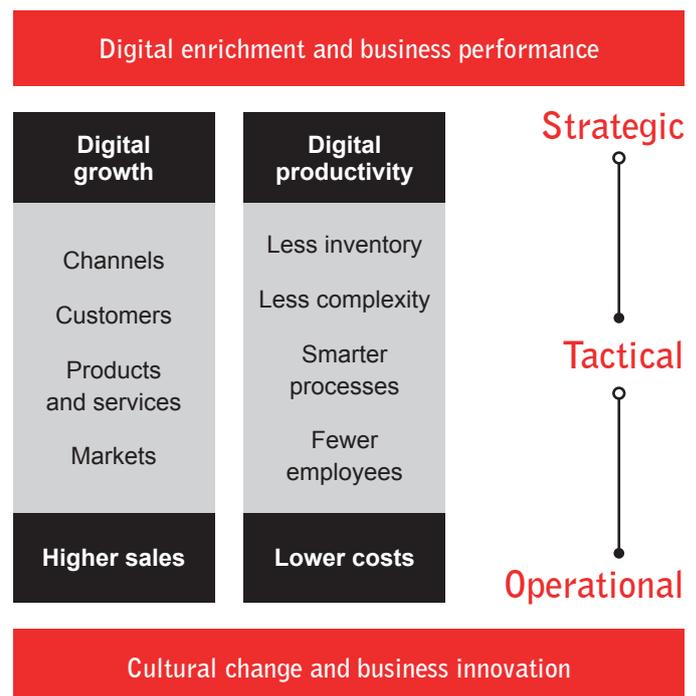
Big data and analytics	58%
Mobile computing	36%
Software as a service	29%
Infrastructure as a service	26%
Electronic payments and settlements	21%

The Economist Intelligence Unit 2016

This view however is often misinterpreted as a project, digital should not be working to a one off customer journey or tactical objective but implementing a cyclical dynamic where processes and capabilities are constantly evolving based on inputs from customers, competitors and technological innovation.

At Collinson Grant we take a strategic view of digital and its impact on a business and its customers, from engagement strategy through to the operational delivery and fulfilment of services. This broad view allows for the development of a consistent transformation plan across all aspects of a business to address immediate pain points as well as set out the business and cultural changes required to support business longevity.

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



The question is are you, your team and your business ready for the impact digital will have on the way you engage with your customers?

Are you digital ready?

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

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, competitors, 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.

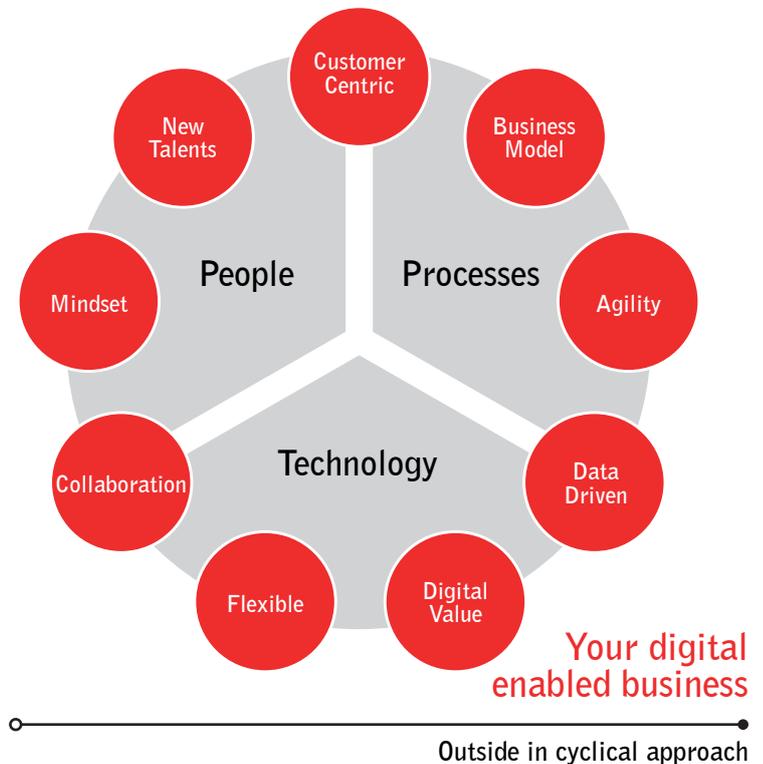
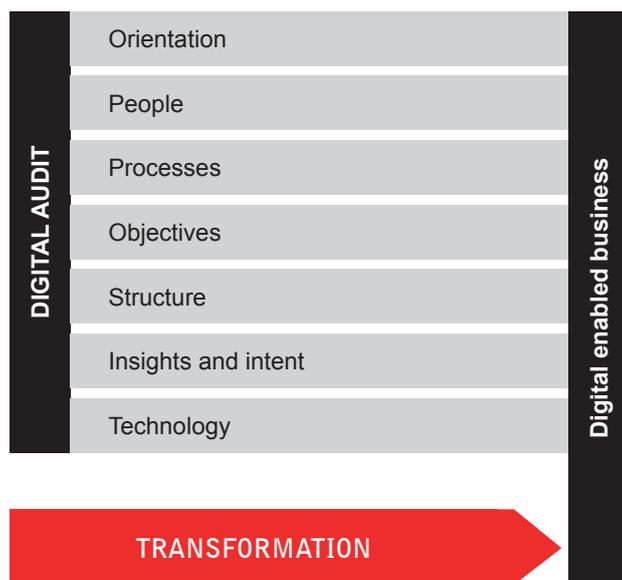
It usually takes between five and ten days depending on the size and complexity of your business. The approach is also tailored to your business objectives, you may already have a digital strategy and you just need a health check, or you may be just getting started and need a full strategic and operational review.

The outcome of the audit 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.

Collinson Grant can provide a strategic plan for the future for you to use internally and we can also work in partnership with you to implement and maintain a digital strategy, from initial transformation to ongoing development and management.

Your business today

Inside out linear approach

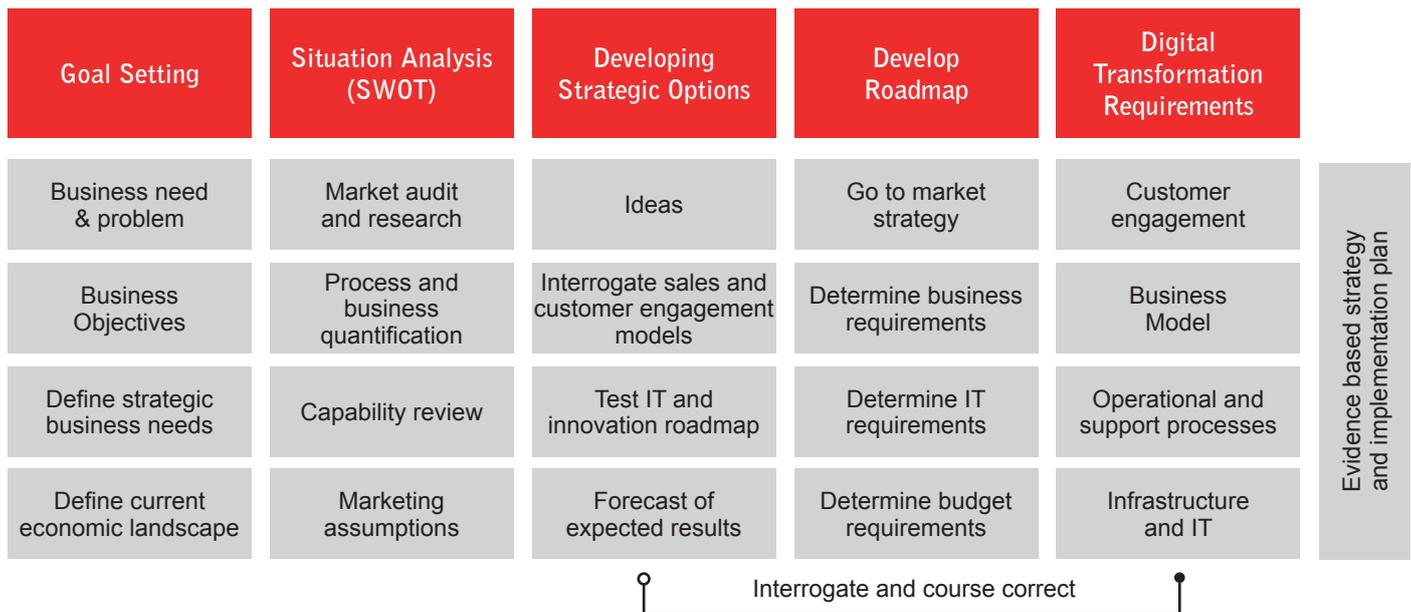


Outside in cyclical approach

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.

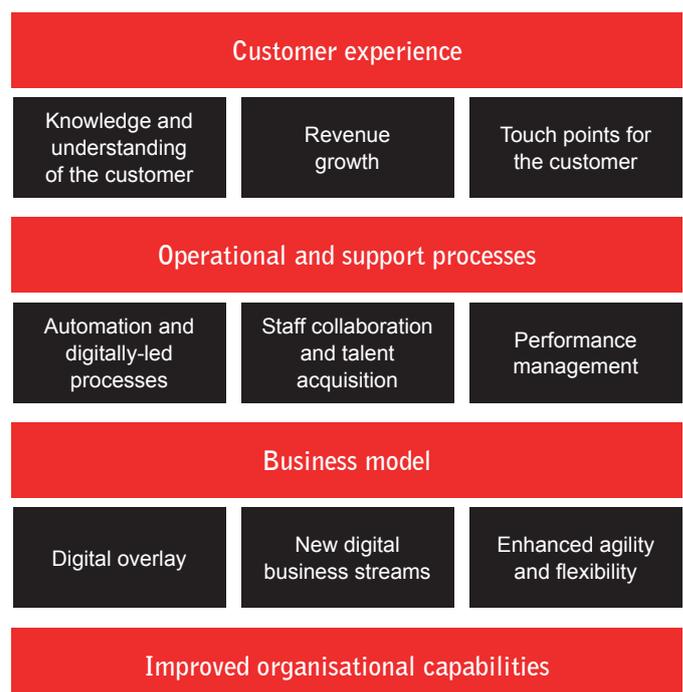
Collinson Grant work on a methodology that challenges all parts of a business and its operating processes. This ensures that any recommendations or proposed activity will be aligned with business objectives and also evidence based for true ROI measurement.



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, IT roadmap and plans

The outputs from the review can be assessed against this framework:



To make a
Decision, all
you need is
authority.

To make a
good decision,
you also need
knowledge,
experience
and insight.

– Denise Moreland
Author of Management Culture



Collinson Grant

33 St James's Square
London SW1Y 4JS
United Kingdom
Telephone +44 20 7661 9382
Facsimile +44 20 7661 9400

Ryecroft
Aviary Road
Worsley
Manchester M28 2WF
United Kingdom
Telephone +44 161 703 5600
Facsimile +44 161 790 9177

Web www.collinsongrant.com