Digital Transformation Insight

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Digital disruption

Today’s business world has changed. It is a simple comment and yet it has had a dramatic change on how we do business and whether a business will thrive or die.

We have seen many household names disappear both online and off the high street. Huge brands like Blackberry that were the leaders a few years ago have nearly collapsed because they could not respond to the changes in technology and customer expectations.

From the way we interact, win pitches, run our private lives, new technology impacts everyone, everywhere. Customers, especially the so-called ‘Generation Z’ born after 1995, now expect to interact with businesses through technology as they wish to, not as the business tells them to.

They are part of the emerging Digital Age.

Is this you?

» You have a very established business, however, your traditional methods of business are changing to digital, you know you need to change but are not sure how.

» You have a very well known business, however, there are new competitors who are stealing market share and you need to know how to re-establish client relationships within the new market.

» You have a global company that provides great returns, however, shareholders expect more and as a CEO you need to understand how you could leverage the digital world to generate larger profits.

» You have a highly successful publishing business but know that a move to digital is required to reduce costs and move the business into the new market.
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Our digital transformation insight process:
The first, practical step into the emerging Digital Age

The process we undertake, from our initial conversation to the final report/presentation, has a single purpose:

To provide you with the information needed to gain organisational and stakeholder buy-in for undertaking the necessary digital transformation.

With the insight you have gained, you will be able to make the key decisions about how your organisation should proceed in order to take advantage of the opportunities that the digital disruption has created.

What’s involved?

- An overview of relevant business strategies, road maps and plans
- A half-day workshop with key stakeholders in order to get an overview of the organisation
- A report and presentation of our insights

“The capable, hands-on management, technical know-how, commitment for excellence and passion for intelligent, needs-led transformative change that drives Plus or Minus Seven was our most valuable asset throughout the long journey from Post-it notes and marker pens to fully-functioning website.”

Sue Holding, Overall Programme Manager Space for Health, Department of Health/NHS
78% of respondents feel that Digital Transformation will be critical to their organization within the next two years. Where Digital Transformation is a permanent fixture on the executive agenda, 81% of people believe it will give their company a competitive advantage.

Capgemini/MIT Sloan Management Review 2013

What we need from you

The digital transformation insight is based on your particular objectives, market, organisational capacity and financial models. In order for us to provide the best insight possible, we need:

- Any strategic documentation or plans for the organisation
- Basic P&L for the last two years
- An overview of the IT environment and capabilities
- Access to key stakeholders and decision makers in the organisation
- Any customer or market insights that you have

What you get out of it

The outcome of the digital transformation insight process is an understanding of:

- The key transformation drivers for your organisation
- The benefits and risks in you undertaking a digital transformation
- An initial strategic roadmap outlining the areas that will be transformed
- A rough estimate of the cost and time involved in delivering the digital transformation
“It's crucial in today’s world of limitless digital choice for an organisation to leverage its users' attention data to improve its services. Our pilot project with Plus or Minus Seven helped us come to terms with the fact that, by harnessing structured and unstructured data we’d have otherwise ignored, we could lead audiences to find content they’d love but would not otherwise have discovered.”

Chris [Media Company]

Plus or Minus Seven: The digital transformation specialists

Plus or Minus Seven are a group of consultants, researchers and programme managers dedicated to helping organisations transform themselves to meet the opportunities and challenges of the emerging digital age. As an overview of our services, we provide:

- Insight and advice
- Strategic advice
- Transformation programme management
- Partner advice
- Rapid prototyping and proof of concepts

With over 30 years of combined experience in working with disruptive technologies and the impact of these technologies on customer expectations, business models and risks, Plus or Minus Seven are the only consultancy that specialises in helping you reinvent your organisation for the emerging digital age.

www.plusorminusseven.com
About your consultant

Stephen Moffitt
Director & Lead Consultant

Stephen has been working with companies in the US, UK and Europe to help them transform themselves for the digital age. He started out in corporate communications for the healthcare industry as one of the early desktop publishers.

Living in San Francisco in the 1990s, he got involved in the emergent dot com explosion when the marketing company he founded started getting requests from clients for websites. After moving to Washington DC, he helped the DC transit authority develop their customer-facing web presence.

He was responsible for implementing the first generation of dynamic web pages and integrating the customer-facing web site with back-end, real-time business systems.

Since moving to London, he has worked as an independent consultant for a number of public and private sector clients while completing his PhD in intellectual property law at Birkbeck.

He founded Plus or Minus Seven in 2008 in order to focus on digital transformation strategy and delivery across a number of sectors.

“...Stephen has a rare ability to translate complex technical ideas into business vision. He clearly led board members through our approach, making them comfortable with the proposed solutions...”

Mhairi Kennedy, Head of Change, FSCS
Get in touch

To find out more about Digital Transformation or if you’d like to speak to us about your initiatives, please don’t hesitate to get in touch with us.

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