

'Banian

DIGITALIZATION STRATEGY

Vision and roadmap for the digital transformation in your company

DIGITIZATION STRATEGY

WHY A DIGITIZATION STRATEGY?

Digitalization is no longer a choice, but rather a must in order to stay in the market. The digitization strategy defines the vision and how to achieve this goal by means of a roadmap. It includes coordination with the strategic guidelines of a company. The organization defined in it ensures that a digital culture can be built up and responds agilely to changes in the market and customer needs, and that these are continuously integrated into the implementation of digitization.

HOW CAN BANIAN SUPPORT YOU?

We support you on your digital journey. It doesn't matter whether you are still on the starting blocks in terms of digitization or whether you are already pursuing a digitization strategy.

- 🔍 **Digitalization strategy and implementation:** You need a vision and roadmap where your digital journey should go and need support in the subsequent implementation?
- 🔍 **Project management:** You already have a strategy and implement measures, but they don't fly and you need a project manager?
- 🔍 **Determination of maturity level processes & data:** You want to build a new digital business model, but don't know if you are ready for it in terms of data and processes?
- 🔍 **Change Management:** The roadmap exists, but you don't know how to take your employees on the digital journey to make it a success?



Your digital
roadmap

OUR UNDERSTANDING OF DIGITIZATION

In our ideal vision of a digital and data-driven company, the three parts of the Banian tree are in harmony and coordinated with each other, so that digital products can be created as fruits. We are convinced that sustainable digitization can only take place if all aspects of the business are taken into account. The reality in companies usually looks different - that's why we are the competent partner who brings these levels together and supports you to create a stable basis in all three areas so that you can push digitalization independently.



WE CONNECT THESE WORLDS

DIGITAL PRODUCTS

- Coordination with strategic guidelines
- Data-driven decisions using reporting & dashboards
- Online presence with customer-centered
- Services (webshops, chatbots etc.)
- Applications for internal process optimization

PROCESSES & ORGANIZATION

- Lived digital and data-driven corporate culture and organization
- Efficient, stringent and customer-oriented processes
- High process quality
- Process automation and process part automation

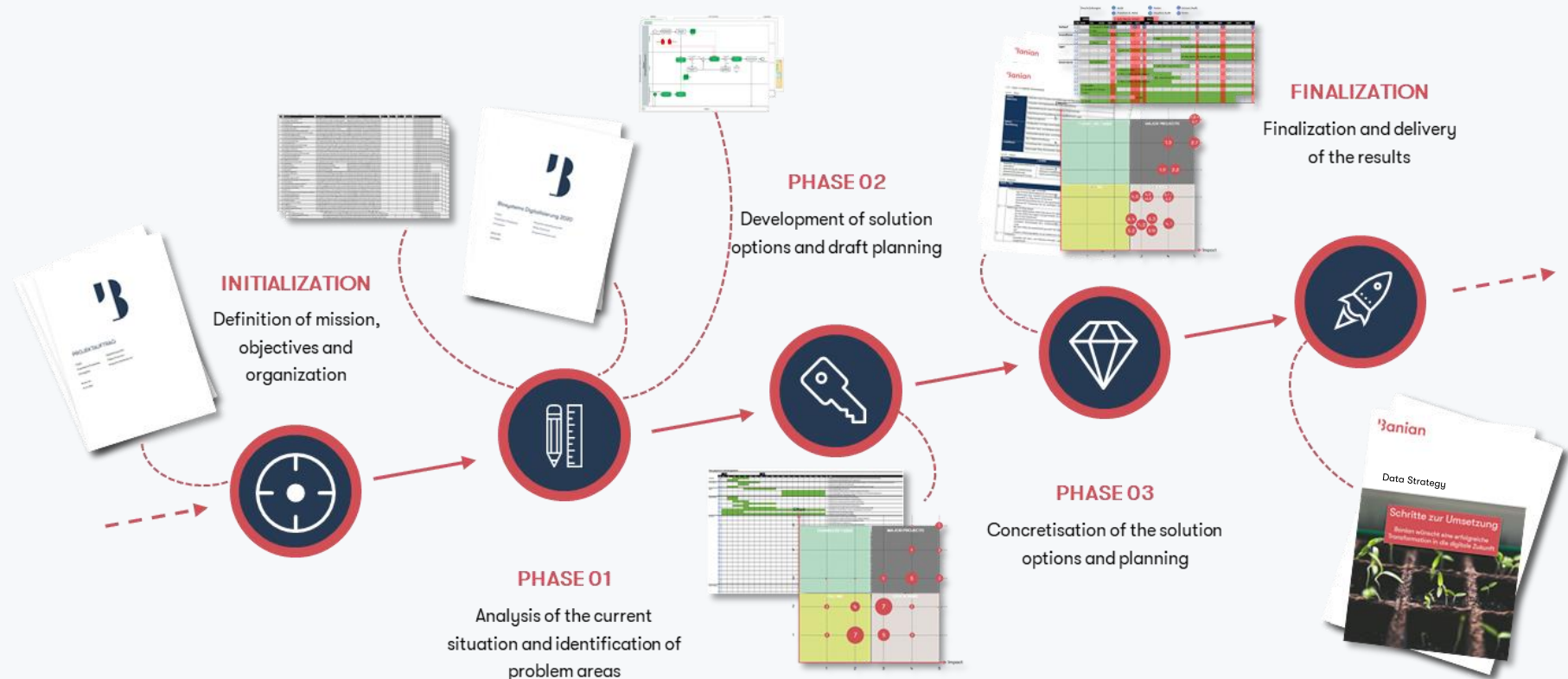
DATA & TECHNOLOGY

- High data quality
- Data availability
- Integrated system landscape
- Business Intelligence & Data Analytics



THE DATA STRATEGY

Development of a holistic data strategy as a starting point for sustainably leveraging the full potential out of data.



OUR OFFER

HOW CAN BANIAN SUPPORT YOU?

We support you on your digital journey. It doesn't matter whether you're still at the starting line in terms of digitization or are already pursuing a digitization strategy.

🔍 STRATEGY & IMPLEMENTATION

You need a vision and roadmap of where your digital journey should go and need support with the subsequent implementation?

🔍 PROJECT MANAGEMENT

You already have a strategy and are implementing measures, but they are not taking flight and you need a project manager?




🔍 PROCESSES & DATA

Do you want to build a new digital business model, but don't know if you are ready for it in terms of data and processes?

🔍 CULTURE & CHANGE MANAGEMENT

The roadmap exists, but you don't know how to take your employees on the digital journey to make the implementation successful?

PASSENDE PAKETE FÜR DEINEN BEDARF

	 Digital Ramp-up	 Digital Readiness Check	 Digitalisierungsstrategie
Duration	1 day	1 week	approx. 3-4 months
Goal	<ul style="list-style-type: none"> • Clear understanding of the topic of digitization • Assessment of what the topic means for the own company 	<ul style="list-style-type: none"> • Rough analysis of strategy, processes and data & systems • Identification of optimization potentials • Draft solutions 	<ul style="list-style-type: none"> • In-depth analysis of the defined areas • Detailed analysis of the optimization potential • Concrete solution approaches • Concrete roadmap for implementation
IT-Strategy	✗	✗	✓ ✓ ✓
Data-Strategy	✗	✗	✓ ✓ ✓
As-is analysis of processes	✓	✓ ✓	✓ ✓ ✓
Digitalization potential and solution options	✓	✓ ✓	✓ ✓ ✓
Roadmap for implementation	✗	✗	✓ ✓ ✓
Detailierungsgrad	✓	✓	✓

WE ARE BANIAN

- **Interdisciplinary team** – With our different backgrounds we generate added value
- **Holistic** – All our activities are carried out with a holistic approach
- **Eye level** – We see ourselves as sparring partners, not consultants. We respond individually to our clients
- **Generalists and experts** – Expertise in many areas – where not yet available, we build it up quickly
- **Quick thinkers and enthusiastic learners** – Acquiring new knowledge is what drives us every day
- **Strong implementers** – Prefer to get down to business rather than countless PowerPoint slides

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2019
founded



Digital natives
with data
in their DNA



Independent partner



Modern technologies



Experience in
complex projects...



...in various
industries



Interdisciplinary
and creative