



Digital Transformation In search of Digital Excellence

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Digital Transformation: Key Messages

There is a large and growing market for Digital Transformation projects:

- 100% interest from our clients

It is a “top of the organization” issue and a top-down transformation:

- Cross-silo transformation
- Potentially touches all points of the organization

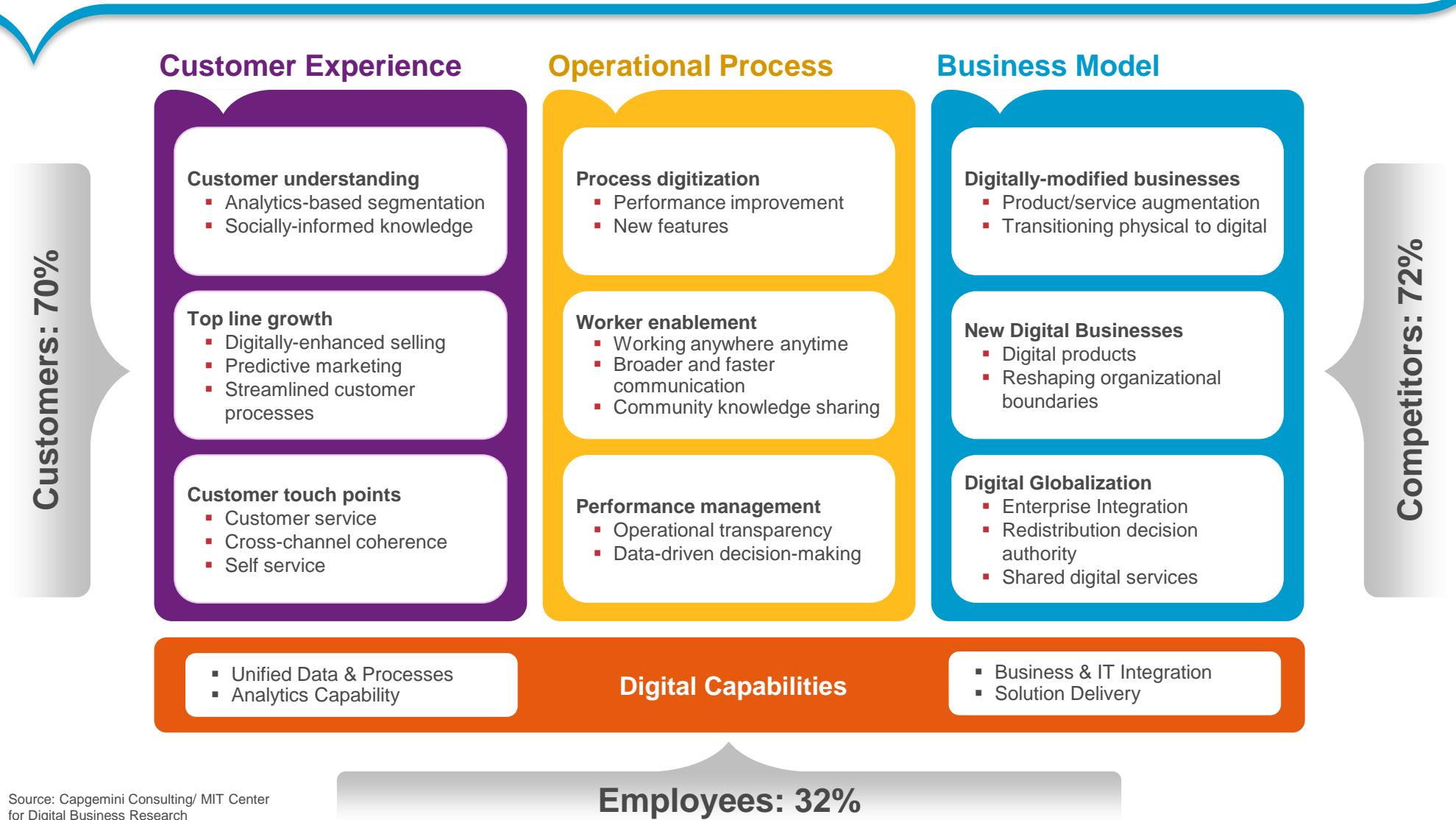
We have a pretty unique competitive positioning and compelling assets:

- Transformative vision
- Partnership with the MIT
- IP developed on projects, e.g. “digital organization accelerator”
- Digital Maturity Assessment model

We are creating traction in the marketplace:

- Focus on 2 case studies: PRISA and Volvo Cars

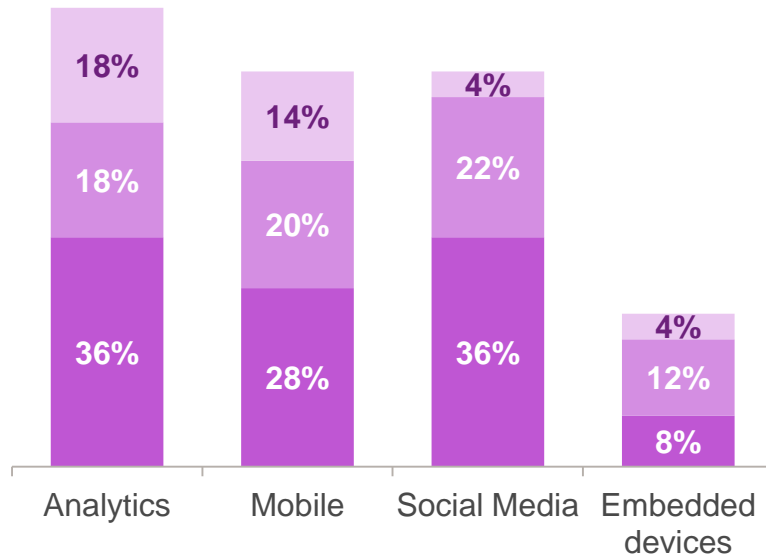
Common pressures and Broadly Common Activities



Source: Capgemini Consulting/ MIT Center for Digital Business Research

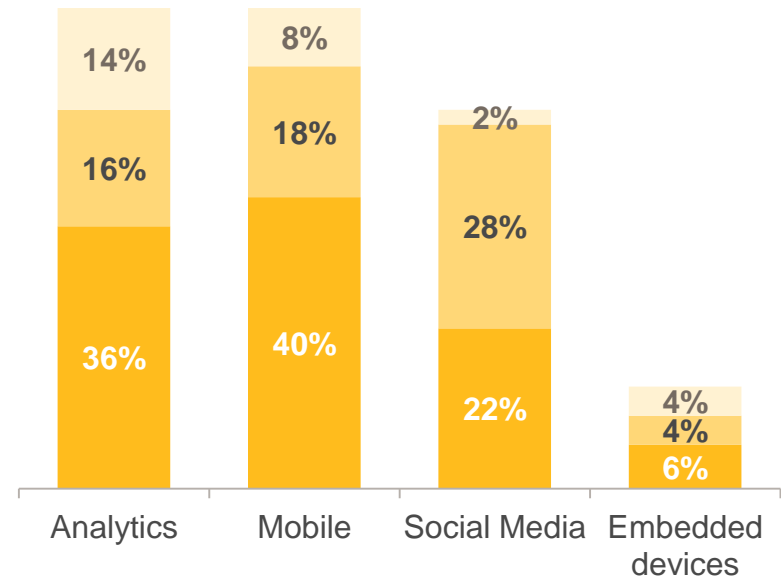
Different results: In the way technology is used

Customer Experience



Substitution
 Extension
 Breakthrough

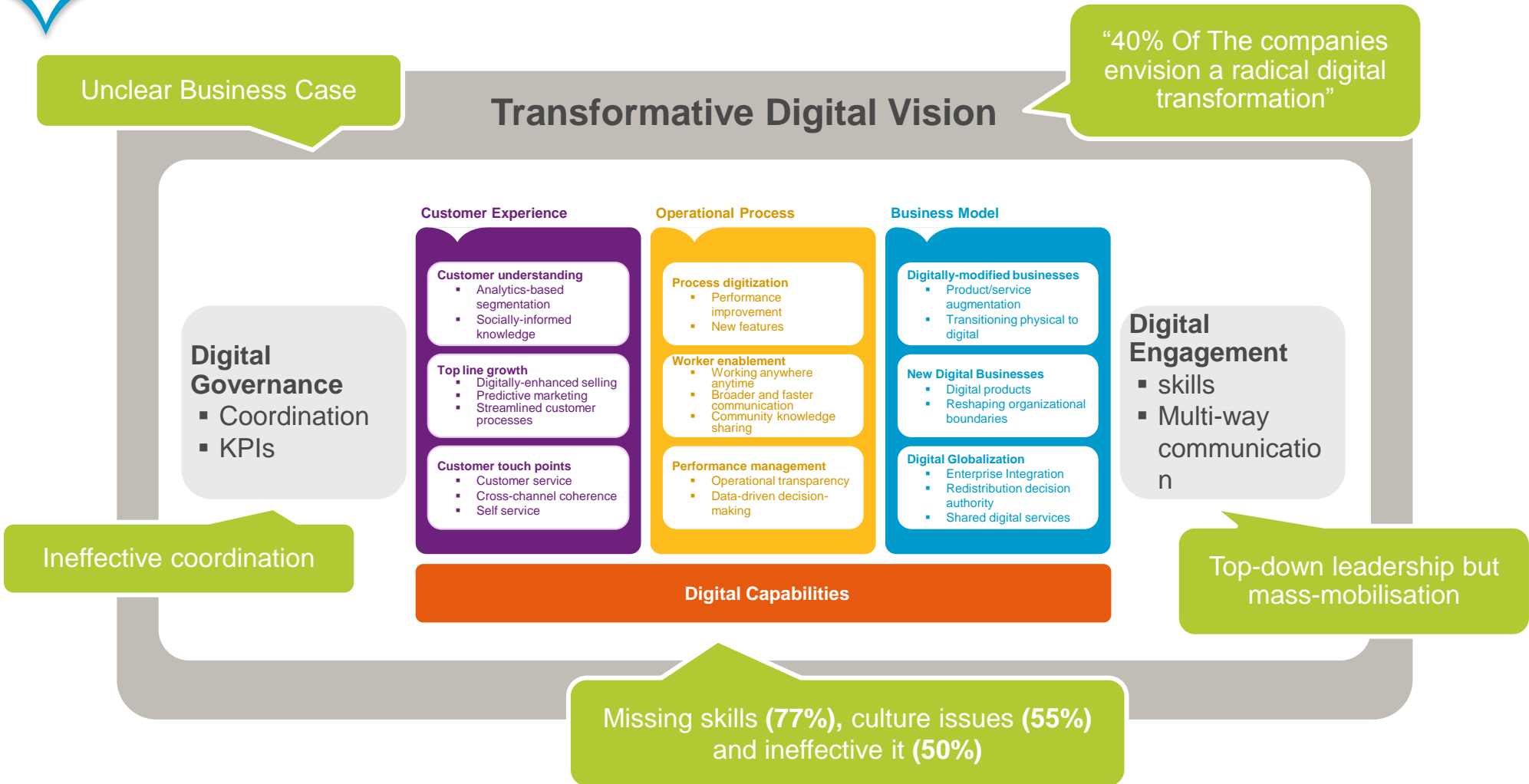
Operational Process



Substitution
 Extension
 Breakthrough

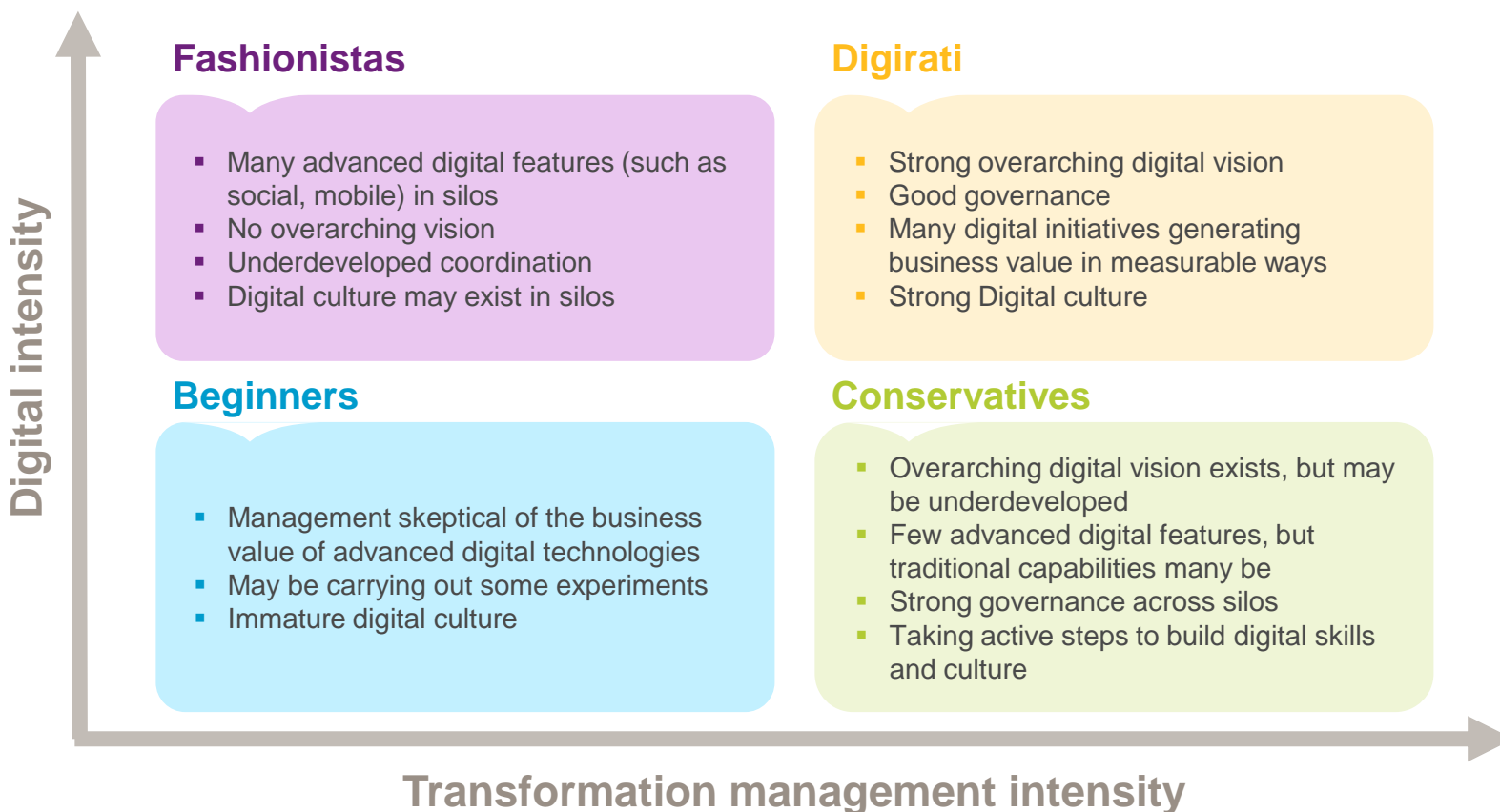
Note: Charts plot how firms are using each technology in customer experience or operational process initiatives. For each firm, only the most radical usage is counted
 Source: Capgemini Consulting/ MIT Center for Digital Business Research

Different Results: In the way transformation is conducted



Source: Capgemini Consulting/ MIT Center for Digital Business Research

Resulting in different Digital Transformation Maturity levels



Source: Capgemini Consulting/ MIT Center for Digital Business Research

Digital Transformation Case study: Prisa



Customer Experience

Increased customer engagement

- Used digital technologies to understand user experience and influence customer behavior
- Single log in access to entire portfolio of online products

Operational Process

Created a federated digital organization

Created a next generation Digital monetization platform

Invested in innovation of digital business

Built internal competencies

Business Model

Established a central digital unit

- A digital business unit as a P&L model
- A centralized digital service centre as a shared service model

Measure the transformation

Digital Transformation case study: Volvo

