

EVIDEN

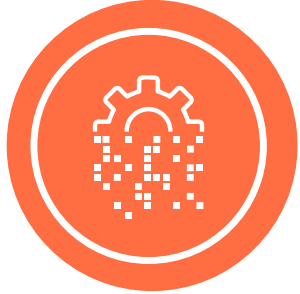
Digital Strategy

Exploiting business opportunities through digital

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Digital is critical for survival and market dominance

The acceleration of digital investment fueled by uncertainty in market conditions is driving the need for digital business services



70% of enterprises will be forced to bring forward existing digital business transformation plans by at least five years as a survival plan by 2024,



69% of boards have responded to COVID-19 with digital business acceleration, while 60% have chosen improving operational excellence through digital business



6.9%. increase in spending on IT and technology across the enterprise, not just in the IT organisation, by 2024

*Market uncertainties include: Geopolitical conflicts, global inflation and recession risk, energy price volatility, supply chain disruptions, rising interest rates

Investing in Digital presents several challenges

We have observed five core challenges organisations face when embarking on such a digital journey

Understanding Digital

- Lacking a clear and consistent internal definition of digital, organisations struggle to connect digital strategy to their business
- Lacking clear ownership of digital creates internal conflicts, inefficient initiatives and misalignment

Legacy and Modernisation

- Large legacy organisations don't have the luxury of starting from a clean state like startups
- Legacy organisations can't walk away from their current business instead they need to digitise their current businesses and innovate new models

Changing Landscapes

- Ecosystems and platforms allow digital players to move easily across industry and sector borders.
- Strategy now has a much broader frame of reference. CEOs are using a wider lens when assessing would-be competitors—or partners.

Embracing Continuous Innovation

- Businesses everywhere are now finding themselves in highly uncertain business contexts
- Businesses need to adapt to changing circumstances and relentlessly innovate to maintain a competitive edge. Digital transformation requires a continuous approach to change

Adopting a Digital Culture

- To enhance an organisation's digital culture typically requires a significant change in operating model.
- Business leaders must balance the "need for speed" with responses to people's privacy and security concerns, while also ensuring that products meet the needs of users.

Digital Strategy provide clarity and confidence in Digital Investments

Achieving market leading performance requires step change across several areas. Digital Strategy provides the answer on 'Where to Invest? Why? and When?'



Exploiting business opportunities through digital

WHO ARE WE?

We help organisations to exploit the business opportunities of the digital age. We address the industry, business, and technology dimensions to create new value for our clients.

Our vision stems from five core challenges for organisations when embarking on a digital journey

- Understanding digital
- Legacy and modernisation
- Changing landscapes
- Embracing continuous innovation
- Adopting a digital culture

HOW ARE WE DIFFERENT?

Digital Strategy enables us to charter a course through the horizons of change to extend our focus through disruptive forces to a vision for the future.

- Digital Advantage
- Accelerated value delivery
- Strong implementation capabilities
- PoC/PoV driven approach
- Sustainability and continuous improvement

WHY DO CLIENTS VALUE US?

- Create new opportunities for your business through digital
- Create differentiating digital business capabilities
- Convert your ideas into digital products
- Target your customers

The Eviden approach

Our methodology focuses on pinpointing opportunities, finding value and considering the external, internal and market conditions



1. What must change?

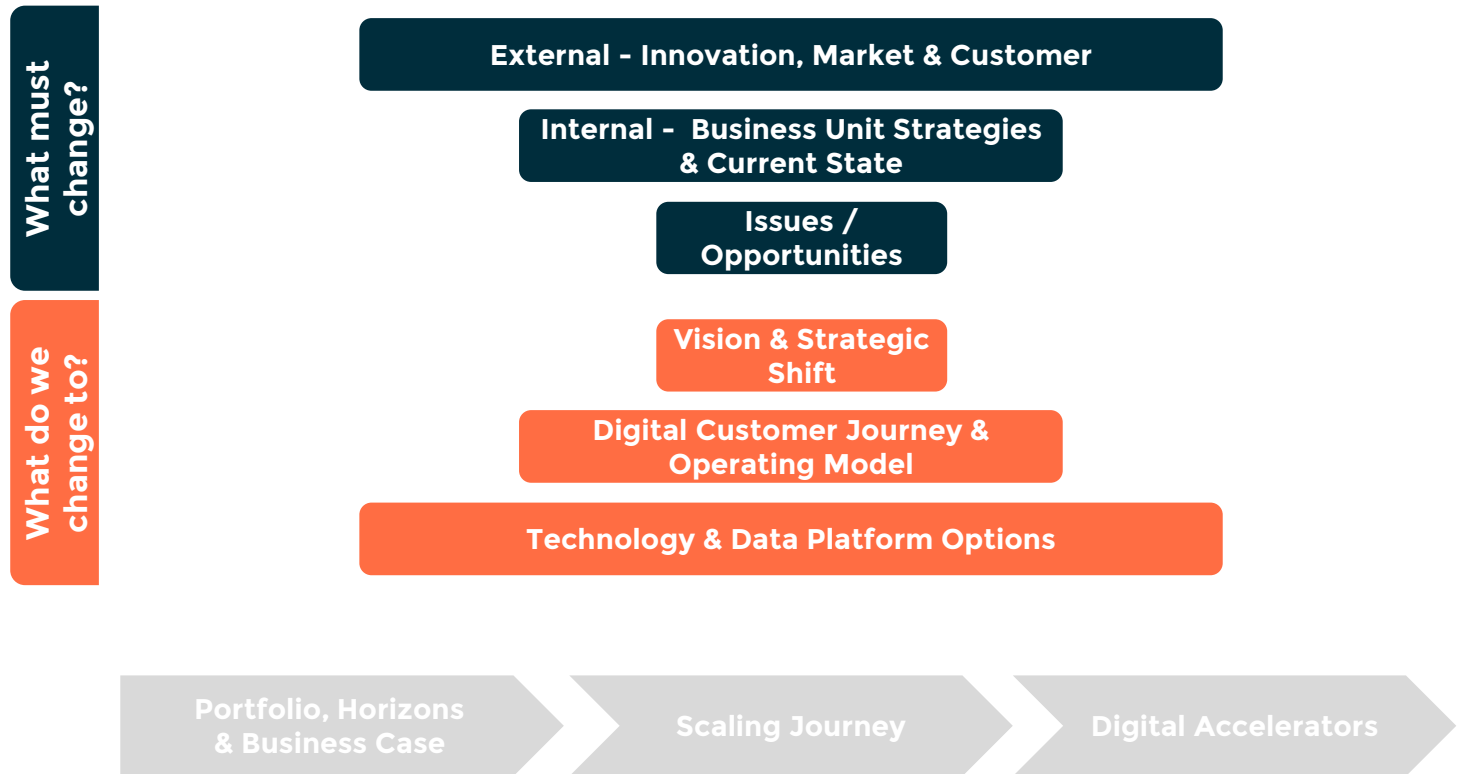


2. What do we change to?



3. The Way Forward:
How do we deliver,
justify and accelerate
the change?

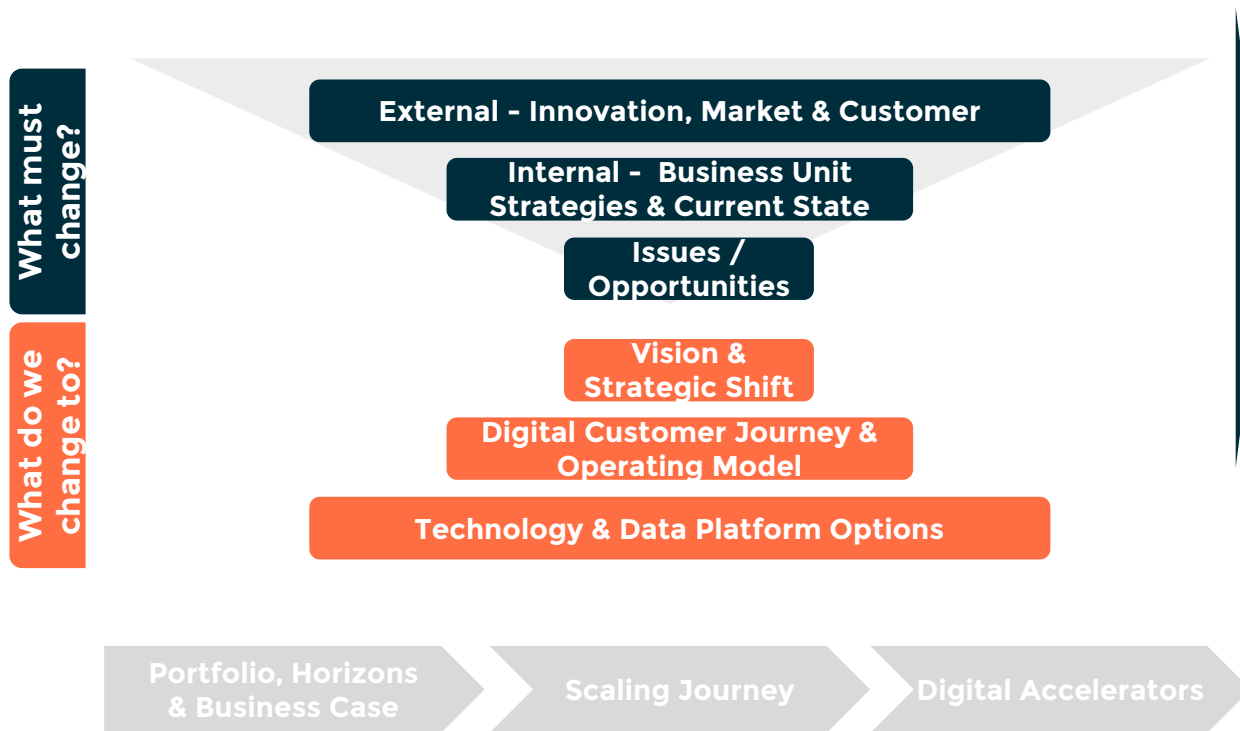
Emergent Digital Strategy Methodology



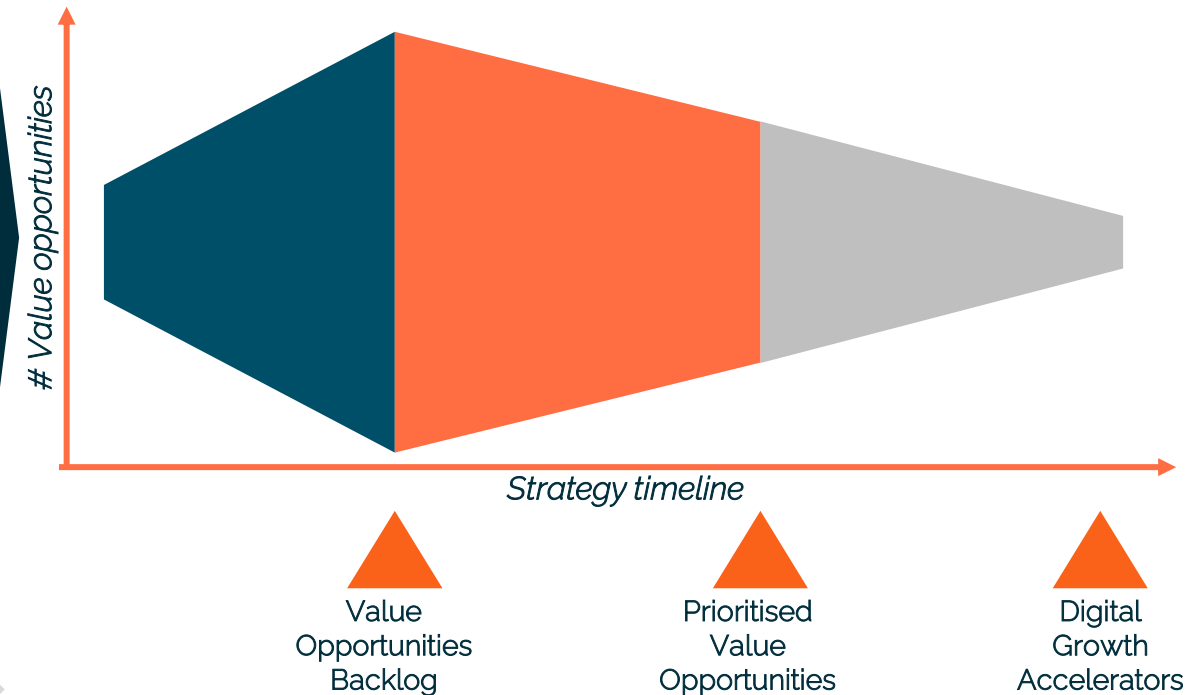
The Eviden Approach

The value funnel prioritises the identified opportunities based on agreed business benefit to ensure rapid and consistent value delivery

Digital Strategy methodology



Value funnel



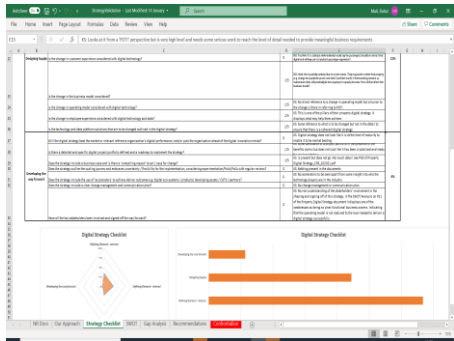
As we progress through our methodology, we create a backlog of all potential value opportunities then converge into a prioritised list by assessing feasibility and the strategic direction of your business. Finally, we narrow down to a transformation portfolio and identified Digital Growth Accelerators.

The Eviden Approach

We have a range of assets and tools to ensure high impact delivery at pace

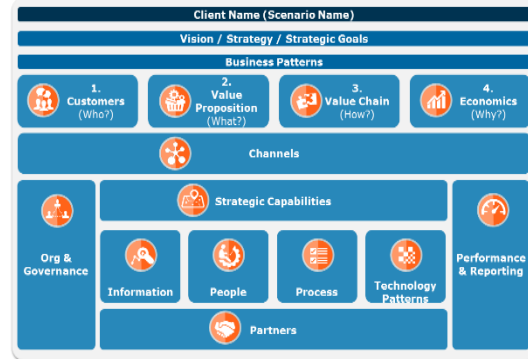
Strategy Assessment

At pace evaluate the existing strategy to determine the strength and what needs to be included into the new strategy



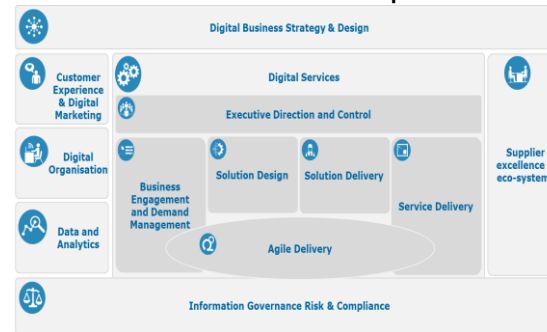
Digital Business Canvas

We will map the impact of Digital Transformation on your business model to highlight business and technology patterns



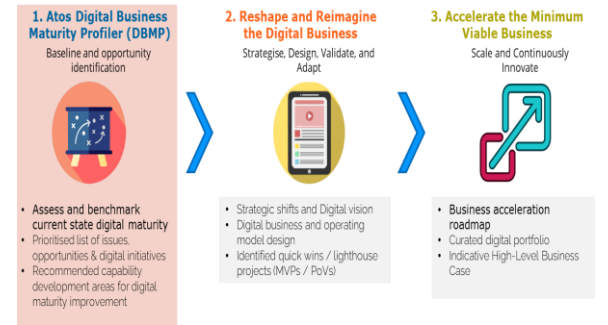
Digital Operating Model - Multiple reference models

A structured approach to conduct a rapid assessment of client capability areas: identify capabilities requiring enhancements and new capabilities



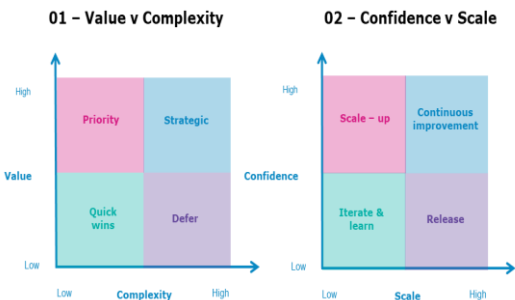
Digital Business Maturity Profiler (DBMP)

The DBMP helps organisations rapidly assess their current digital maturity, and generates actionable insights to accelerate their digital transformation journey



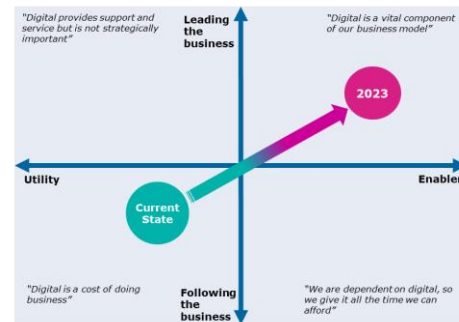
Portfolio Prioritisation

When setting strategies, we harness a unique, structured approach to analyse pertinence and examine opportunities



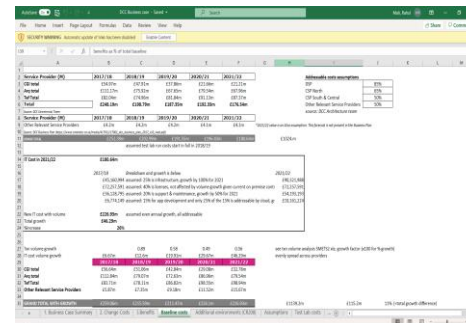
Vision Mapping

Enables organisations to define a long term vision and indicates the strategic shift required for success



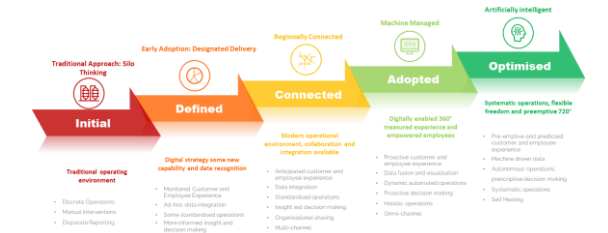
Business Case templates - multiple

Ready-made business case templates to be used to obtain investment approval



Digital Maturity

Identifying and situating the organisation on a digital maturity continuum



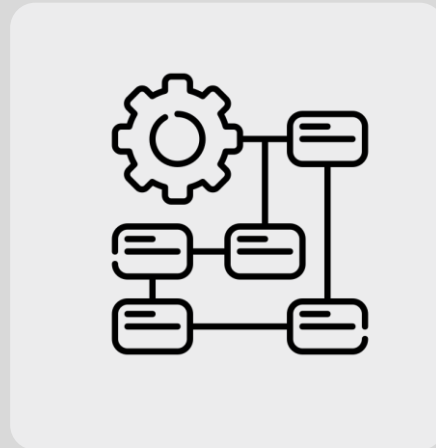
Our key propositions

Digital Strategy



Business Case for Digital

Target Operating Model



Digital Business Maturity Profiler

Setting the digital business strategy to enable digital operating model adoption

Making an impact

Setting the digital business strategy to enable digital operating model adoption

Client Situation

There was a shifting landscape in the local and global energy industry with the growth of renewable energy and the rise of DERs coupled with regulatory changes.

To support these changes, the client required a digital strategy to meet customer, stakeholder, regulatory and financial objectives, including:

1. Proactive customer engagement
2. Align to DfE Strategic Energy Framework
3. Transform from a DNO to a DSO
4. Meet new "Open Data" principles

Our Approach

- **Define Demand:** Conducted a market review and an internal review to identify key performance gaps, and a StratHack to define the digital demands and opportunities.
- **Design Supply:** Designed the changes needed across the digital experience of the customer and the changes required from all levels of the business to adopt new digital ways of working.
- **Develop The Way Forward:** Designed solution to meet the digital demands, with a roadmap aligned to client's funding periods and a cost benefit analysis outlining the investment and estimated ROI

Outcomes

- We proposed 11 initiatives to deliver value through digital.
- An initial spend of £14.6m over five years will deliver an estimated benefit of £17.9m paying back in 4.5 years with an initial ROI of 22%.
- The initiatives will build foundational capability as well as creating efficiencies and cost savings.
- The new digital operating model will enable the client to become a more flexible organisation, able to make decisions at pace and more easily adapt to changes in the market

Setting the digital business strategy to enable digital operating model adoption

Making an impact

Accelerating the digitally-enabled transformation of health and social care

Client Situation

- With intensifying demand and inevitably limited resources, the UK Government and NHS believe that digitally-enabled transformation of health and social care is essential. The New Hospital Programme is the UK's biggest hospital-building initiative in a generation, creating 40 digitally-advanced hospitals between 2020-2030.
- NHSX was established in 2019 to accelerate healthcare's digital transformation. With the mission to put digital strategy at the heart of the New Hospital Programme (not a bolt-on), NHSX asked Eviden to originate a Blueprint for digitally-advanced hospitals.

Our Approach

- We devised the NHSX Capability Model, a strategic tool that integrates 16 clinical and operational hospital capabilities, aligned with digital components.
- This enables any stakeholder to map the trajectory of digital, all based on specific clinical/business/operational objectives.
- In parallel, the team identified the widest-possible catalogue of 170 digital components for a next-generation hospital. This created unprecedented 'bite-sized' access (intellectually and practically) to what is by nature a technical domain – making the Blueprint practicable for a broad user base.

Outcomes

- The speed with which the Blueprint was adopted by Trusts (both formally and by word-of-mouth) NHS policy-makers and Government is a testament to the team.
- With delivery of the first tranche of new hospitals now underway, the Blueprint has already been used by some sites as a practical, robust and flexible tool for planning and delivering digitally-advanced hospitals across England. This has saved incalculable time and resources that would otherwise have happened with duplication of effort.
- In addition, Eviden is one of the finalist for this year's MCA awards in the strategy category for our work with NHSX.



Making an impact

Trusted digital advisor bringing leadership across all competencies of digital transformation for over 8 years...

Client Situation

- Capital One and Eviden/Maven Wave have been in partnership since 2016, bringing a combination of Digital Transformation and Platform Modernization strategies to an engagement that has been focused on enhanced value and digital readiness.

Our Approach

- SAFe implementation (2016);
- App Modernization and Email migration to Google Workspace (2017);
- Data Transformation and Migration to Cloud (2018);
- Product Analytics and Data Mining (2019);
- Mainframe Migration, Product Enhancement and SharePoint Migration (2020/21);
- Digital Strategy for Tap-to-Verify Digital Product –cloud and go-to-market strategies
- Card Tech –application modernization– (2022).

Outcomes

- Long term partnership with a trusted Digital Advisor along each step of Capital One's digital transformation journey >> from strategy to design and delivery.
- Tangible benefits are sensitive information for this client.

Digital Strategy Enthusiasts



Global DS
Community

