



Transitioning from traditional to digital

Digital Transformation: Today's Critical Challenge

BMIM

80% of UK Companies are still in the early stage of responding to digital transformation or are just trying to ignore it.

Digital expertise is still scarce in the senior ranks of many traditional companies so executives struggle to understand the threats and opportunities. Confronted by unfamiliar new technologies and competitive moves some do their best to ignore the threat. Others nervously overreact to the hype!

What are the successful companies doing?

Understand the need to respond and that this will evolve along with their experience and capabilities.

Acquire expertise rather than wait for innovators to come to them.

Create isolated innovations before bringing the core and the innovators together, transforming the company to create innovations on their own.

Get the timing right and optimise the speed of transition, keeping the competition guessing.

BMIM has created the 4Ts Framework to guide companies through their digital development.

Evolve your tech experience and capabilities

Framework for extending the core business, building technical capabilities and generating cash

TechPeople	TechStrategy	TechExecution	TechCash
<p style="text-align: center;">Digital Literacy</p> <ul style="list-style-type: none"> Mastering the basics TechLogue – Tech Jargon 	<p style="text-align: center;">Strategic Plan</p> <ul style="list-style-type: none"> Framework for constructing industry domination plan Industry diagnoses TechStrategy creation: differentiating activities 	<p style="text-align: center;">Ambition</p> <ul style="list-style-type: none"> Digital ambition assessment Priority setting for digital transition 	<p style="text-align: center;">Cashflow</p> <ul style="list-style-type: none"> Cash acceleration strategies Improve business financial model Innovative ways to gather cash internally Create cash culture
<p style="text-align: center;">Talent Strategy</p> <ul style="list-style-type: none"> Acquire right expertise to innovate (technical and creative) Right people in the right seats 	<p style="text-align: center;">Business Model</p> <ul style="list-style-type: none"> Reshaping organisational boundaries Combine digital with physical Identify innovation opportunities in value chain 	<p style="text-align: center;">Data</p> <ul style="list-style-type: none"> Analytics augmented with intelligence gathering Data driven decision making 	<p style="text-align: center;">Profit</p> <ul style="list-style-type: none"> Cost-saving initiatives Waste reduction Pricing
<p style="text-align: center;">Digital Culture</p> <ul style="list-style-type: none"> Create digital mindset Culture transformation (traditional to digital) 	<p style="text-align: center;">Tech Capabilities</p> <ul style="list-style-type: none"> Product/Service augmentation Align and integrate traditional and innovative business units Partnerships/acquisitions 	<p style="text-align: center;">Performance</p> <ul style="list-style-type: none"> Metrics that matter Collective intelligence for better decision-making Communication that breaks barriers and integrates 	<p style="text-align: center;">KPIs</p> <ul style="list-style-type: none"> KPIs to measure true revenue and profit Measure labour efficiency to drive profitability
<p style="text-align: center;">People Engagement</p> <ul style="list-style-type: none"> Stronger relationships between functions/business units People accountabilities for functions and processes 	<p style="text-align: center;">Customer Experience</p> <ul style="list-style-type: none"> Analytics based customer segmentation Socially informed knowledge Create 'wow' for priority customer segments 	<p style="text-align: center;">CyberSecurity</p> <ul style="list-style-type: none"> Secure, fast, scalable InfoSec infrastructure Data integrity, data authentication, data confidentiality 	<p style="text-align: center;">Capital</p> <ul style="list-style-type: none"> Money investment strategies to maximise business value Reduction of funding management waste Align the books with info-based economy

Contact us today to book an appointment with one of our Strategists!

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