

DIGITAL STRATEGY

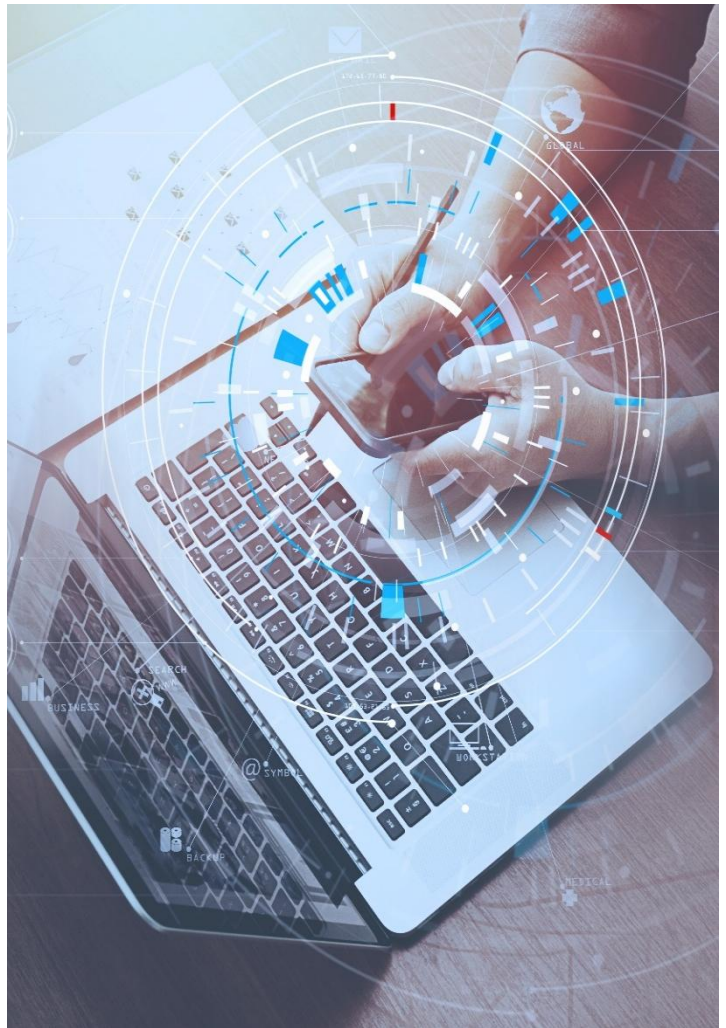
DECODING THE MEANING OF DIGITAL FOR BUSINESS

Technology is rapidly changing how firms create value and differentiate their services/ offerings. Customer demands have evolved, and they expect better, cheaper, quicker, and newer offerings; and several companies have emerged to offer them this choice. Industry boundaries are thinning, and competitive advantages are being redefined. Technology can help businesses generate higher value by providing better customer experience, optimising efficiencies and developing innovative business models.

Digital strategy is a critical part of an overall corporate strategy to ensure an organisation's readiness for disruption. The interpretation of 'Digital' is different for various stakeholders and the strategy must define a common, cohesive understanding for the organisation. The strategy must factor in the organisation's vision, current digital maturity, and industry best practices to arrive at the digital roadmap.

The most common questions a digital strategy should help answer are:

- ▶ What areas should I focus my investments on (e.g., Sales, Finance, Operations etc.)?
- ▶ What ROI should I expect on my digital investments?
- ▶ Should we do a big-bang transformation, or should we have smaller interventions?
- ▶ How should an organisation prepare for digital change?
- ▶ How should we decide on build v/s buy v/s lease?
- ▶ What is the risk of doing nothing?



HOW BDO INDIA CAN HELP

We help organisations define their digital vision and help build a strategy relevant to their business. We assess the organisation's current digital maturity against relevant benchmarks, analyse competition from traditional as well as disruptive players and prioritise digital interventions required in alignment with the corporate strategy. We help build 'Digital First' and 'Digital Only' mindsets within the organisation. Our holistic, practical, financially responsible digital roadmap creates excitement about the opportunities and builds confidence in plans.

OUR SERVICES



DIGITAL - ART OF POSSIBLE

- Assess current digital maturity against the relevant benchmark
- BDO India's proprietary diagnostic tool reveals digital readiness and guides on next steps
- Understand desired capabilities and identify potential digital interventions



DIGITAL PLAYBOOK

- Design the target operating model, organisation structure and talent needs for the transformation
- Prioritise digital interventions, build detailed schematics and create roadmaps including investment considerations
- Build program governance and organisation change plan



DIGITAL VENTURES

- Visualise digital disruptions and build venture vision
- Validate product/service concept feasibility with primary & secondary data sources
- Define venture operating models, sales & marketing strategies and organisation, technology & operations requirements
- Build a top-down business case

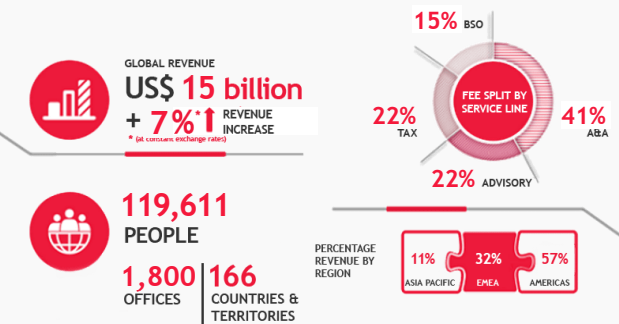
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BDO Global

BDO is an international network of independent public accounting, tax and advisory firms. We support organisations with an unwavering focus on quality, industry expertise, and the innovative use of technology to deliver impactful solutions. Our commitment to people, clients, and communities is at the core of everything we do. With our people-first culture, we foster an environment where diversity thrives, growth is nurtured, and continuous learning drives lasting progress for a sustainable future.

BDO India

BDO India offers Assurance, Tax, Advisory, Technology Products & Solutions, Digital Transformation, and Managed Services & Outsourcing to domestic and international clients across various industries. Bringing together expertise, innovatively driven and delivered through technology, we empower businesses to navigate their unique challenges with transformative, impactful, client-centric solutions. The team in India comprises over 11,000* professionals, led by more than 350 Partners and Directors, operating out of 20 offices across 14 key cities.



*Includes employees from BDO RISE and BDO EDGE

*As of September 2024

CONTACT US

For queries regarding our services, please [get in touch](#) with us
 For any other comments or feedback, kindly write in to marketing@bdo.in

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