



GET TO KNOW

# BDO'S DIGITAL TRANSFORMATION ACCELERATOR POWERED BY SMARTDiagnostic

Middle-market businesses are exploring new and innovative ways to leverage digital technologies to disrupt and lead in the marketplace. In order to accomplish these goals, a new mindset is a necessity.

To become disruptors and leaders, you must start by benchmarking your digital strengths and weaknesses. You have to determine where you stand today, in order to lay a digital foundation and envision your future path. This will ultimately enable you to become a market leader of tomorrow, if you are able to take advantage of the three underlying driving forces of the digital ecosystem:



To benchmark your current position in this ecosystem, BDO's Digital Transformation (DT) Accelerator and SMARTDiagnostic tools help organizations obtain an assessment of their present state, in a digital context, specifically in key business areas such as Customer Experience, Operations, and Technology.

Our SMARTDiagnostic provides a quick, efficient way to evaluate your digital readiness and IT alignment with your business strategy, based on our proprietary BDO Digital 3+1 approach. The DT Accelerator takes it to the next level, leveraging market data to benchmark against market peers and best performers.

**We help clients disrupt, innovate, and transform by:**

- ▶ Assessing your digital readiness
- ▶ Developing digital strategy
- ▶ Prioritizing digital opportunities
- ▶ Implementing digital solutions

**The results?** An increase in revenue, profitability, and security.

After the SMARTDiagnostic assessment, our advisors work on identifying potential future opportunities, which align with your overall business strategy, and which can be shared throughout the organization.

- ▶ Understanding the overarching business strategy
- ▶ Performing a diagnostic across key areas of the business – via the application of a SMARTDiagnostic
- ▶ Delivering an executive report containing results of the diagnostic, opportunity portfolio and next steps

Our DT Accelerator offers the following additional milestones with the ultimate goal of generating an effective digital strategy, aligned with a company's business strategy:

- ▶ Benchmarking the firm against the broader industry & peers - subject to availability of market data
- ▶ Determining areas for ROI: possible revenue enhancements, cost take-outs, reduced risks, and roadmap recommendations
- ▶ Creating a portfolio of opportunities and charting a roadmap that aligns with the existing business strategy
- ▶ Identifying KPI candidates during discovery sessions

## APPROACH

Our two-phase approach works with companies from the very initial discovery phase through transformation.

	Activity	Deliverables
PHASE I: ASSESSMENT	<ul style="list-style-type: none"> <li>▶ Validate project goals and understand business strategy &amp; objectives</li> <li>▶ Identify key functional owners &amp; assess management priorities</li> <li>▶ Establish communications criteria, status process, &amp; project plan</li> <li>▶ Plan and execute SMARTDiagnostic</li> <li>▶ Identify key gaps against leading practices, capture challenges and issues with the current state</li> </ul>	<ul style="list-style-type: none"> <li>▶ Aggregate week 0 background materials</li> <li>▶ Kick-off presentation and project management plan</li> <li>▶ Current state assessment</li> <li>▶ Gap analysis with risks &amp; challenges outlined</li> <li>▶ SMARTDiagnostic results</li> </ul>
PHASE II: TRANSFORMATION	<ul style="list-style-type: none"> <li>▶ Assess organizational capabilities against strategic direction</li> <li>▶ Conduct benchmark of the firm against peers and market leaders (subject to availability of market data)*</li> <li>▶ Gather and assimilate all data, formulate opportunity hypotheses for stakeholders/steering committee*</li> <li>▶ Develop an executive report providing findings and suggested next steps around the following areas, as applicable:                             <ul style="list-style-type: none"> <li>• Validated areas of opportunity*</li> <li>• Recommended opportunity roadmap for execution along with ROI*</li> <li>• Summarized results of SMARTDiagnostic</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Benchmark report*</li> <li>▶ Compiled portfolio of opportunities along with ROI*</li> <li>▶ Executive report with final recommendations</li> </ul>

\*Only available with Digital Transformation Accelerator

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