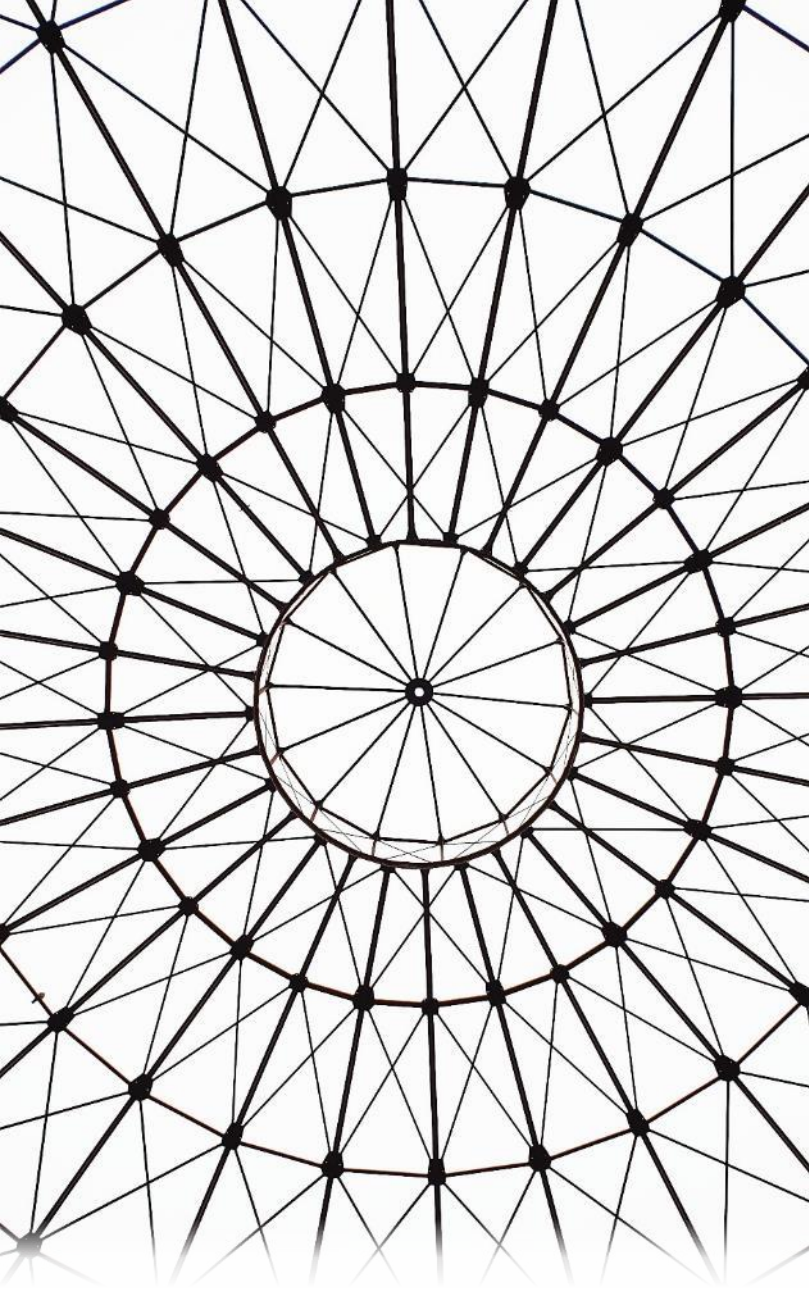


# DIGITAL BASELINING

**A holistic approach to the  
digital transformation**



April 30th, 2021  
McManus, Starz



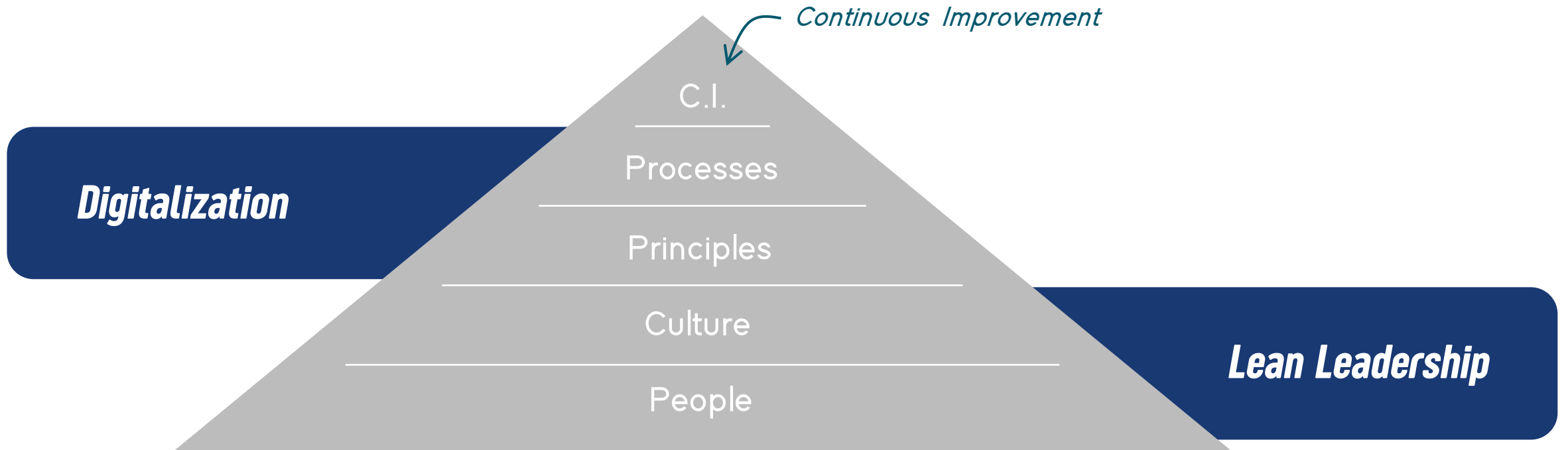
# Agenda

- 1 LDG Philosophy
- 2 Digital transformation approach
- 3 Analytics Use Case: Corona Tracker
- 4 Training preview: Power BI for business dashboards
- 5 Live Demo & Questions
- 6 Contact Info

## What is our philosophy?

**We believe a strong foundation makes a company grown on its on.**

Five core pillars support our Digital Baselineing.





# What is the difference between “Digitalization” and “Digital Transformation”?

## Digital Transformation is a journey.



### Digitalize

“Go digital”

- Data digitally recorded
- Key point: create a digital base

### Digitalization

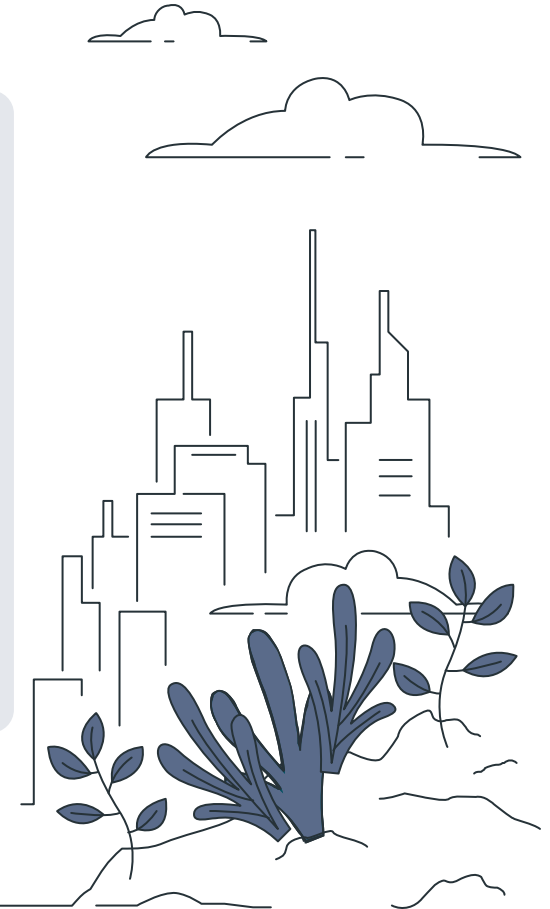
“Save money”

- Establish digital process chains
- Implement digital technologies
- Key point: Improving the efficiency and quality of the processes

### Digital Transformation

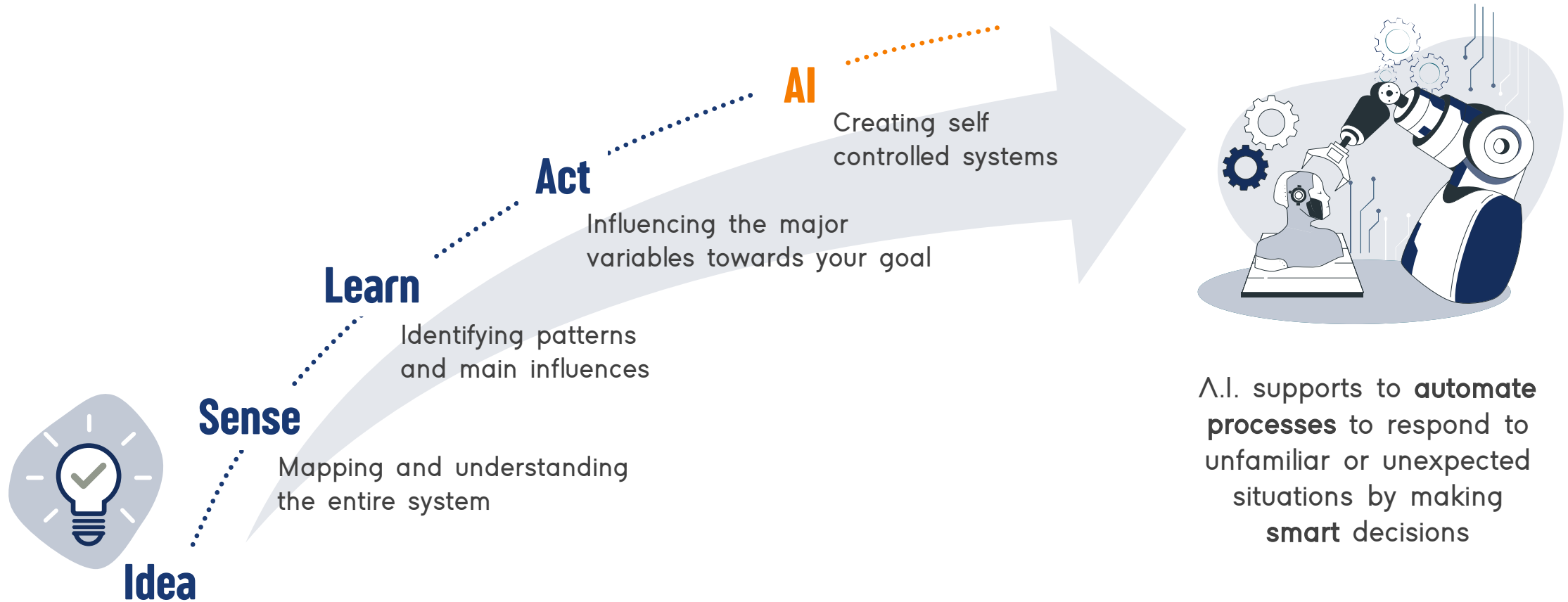
“Make money”

- Levering organizational and technical changes for maximum customer benefit
- Key point : Creating new business models which influence and adapt to new customer needs



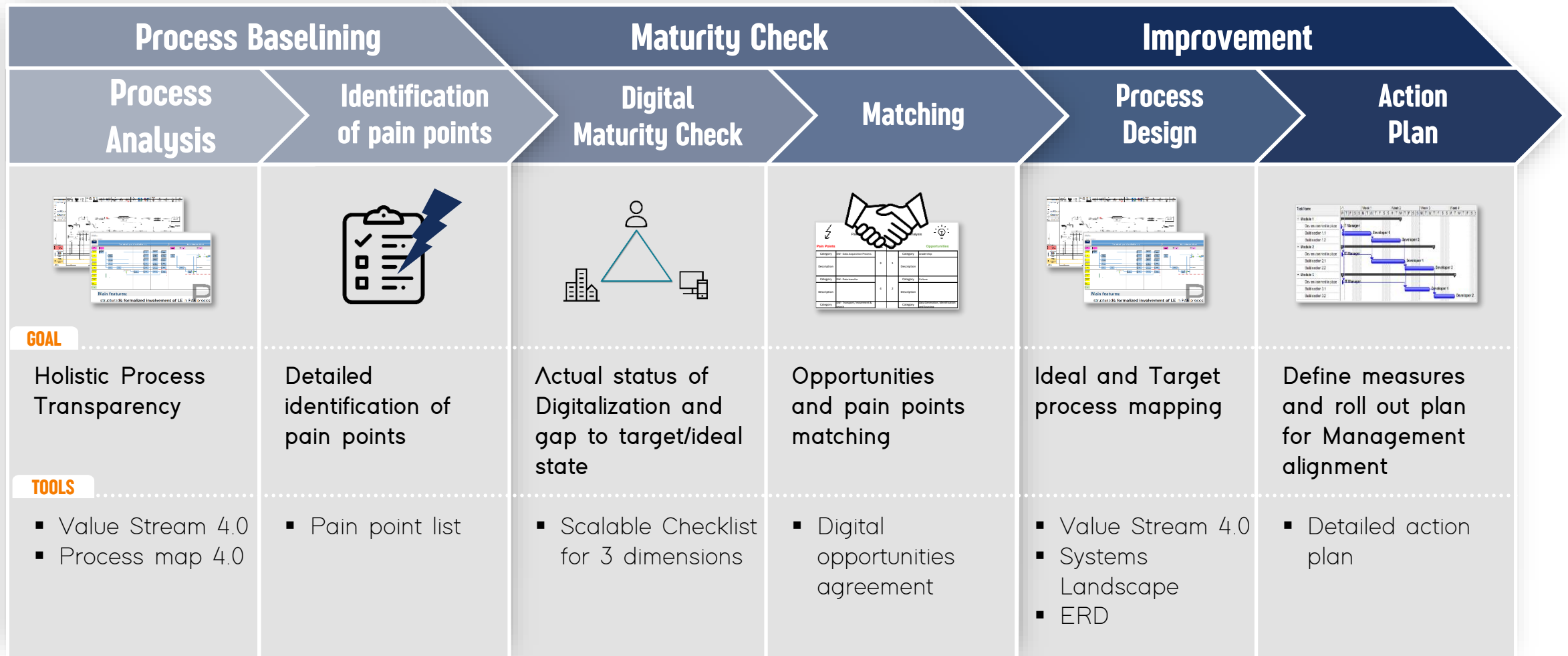
# From one idea, when do we reach self controlled systems?

The implementation of digital technologies progress gradually.



AI supports to **automate processes** to respond to unfamiliar or unexpected situations by making **smart decisions**

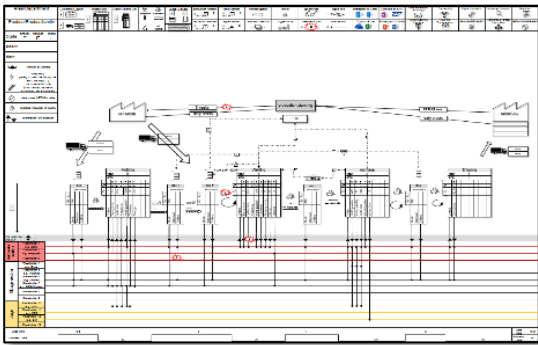
# How do we approach Digital Transformation?



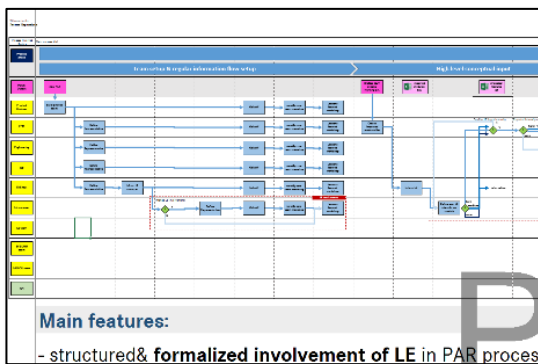
# Process Analysis: Tool application overview

## Tool description

### Value Stream 4.0



### Process Map 4.0



#### Features:

- More details on IT Systems and interfaces
- Process box interlinked with digital data usage
- Digitalization Modules integrated in symbols

#### Features:

- Process and through put times
- System Landscape linked to Process Map
- Digitalization Modules integrated in symbols

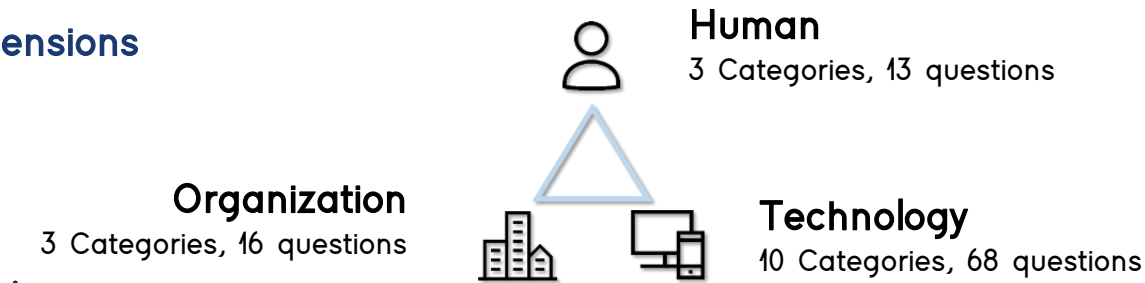
## Main deliveries

- General and digital waste
- Process, information and material flow
- System details
- Process participants
- Details on individual process steps
- Digital implementation observable in process analysis
- Pain points location and impact in process

# Digital Maturity Check (DMC)

## Methodology overview

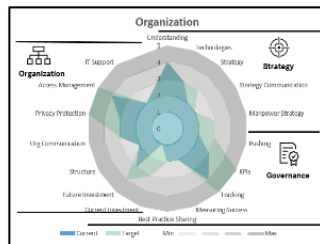
### Dimensions



### Structure

No	Category	Description	Current Rating	extremely low (1 Pts)	low (2 Pts)	neutral (3 Pts)	high (4 Pts)	extremely high (5 Pts)	Target Rating
1	Requirements	Knowledge about necessary process parameters	1	▲	⊕				2
2	Creation	Existence of relevant data points, sensors, etc.	1	▲		⊕			3
3	Identification	Unique data identification and knowledge about source	2					⊕	5

### Summary & Visualization



Biggest discrepancy between Current and Target state					
Group	Category	Question/Statement	Current Rating	Target Rating	Gap
5 - Digital Automation	Automation Rate	Usage of process automation due to limited number (<50) of rules/scenarios	1	5	4
5 - Digital Automation	Simplification	Process simplicity in terms of rules/scenarios, participants and systems	2	5	3
7 - Advanced Analytics	Application	Usage and usability/simplicity of advanced analytics software	1	4	3
10 - Self controlled System	Exception Management	Degree of exception management definition	1	4	3
1 - Data Generation, Identification and Sourcing	Identification	Unique data identification and knowledge about source	2	5	3

## Description

- 3 dimensions digital maturity assessment
- Self defined target state can be chosen in addition to ideal state
- Scalable questionnaire on sub categories
- Flexibility: if sub categories have no relevance they can be dropped
- Summary section provides current, target and ideal state visualization
- Biggest gaps between current and target state are ranked and listed



# Process Design : From ideal to target state

## Process step details



Matching Table

Category	Item	Priority	Category	Item
Category 1	Item 1	1	Category 2	Item 2
Category 1	Item 2	2	Category 2	Item 3
Category 1	Item 3	3	Category 2	Item 4
Category 1	Item 4	4	Category 2	Item 5
Category 1	Item 5	5	Category 2	Item 6

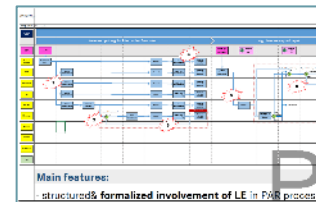
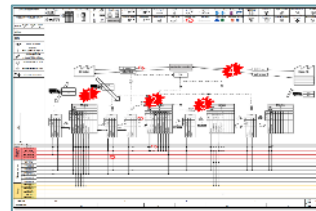
Gap prioritization List

Item	Priority	Category
Item 1	1	Category 1
Item 2	2	Category 2
Item 3	3	Category 3
Item 4	4	Category 4
Item 5	5	Category 5

Ideal State



Target State



Action List

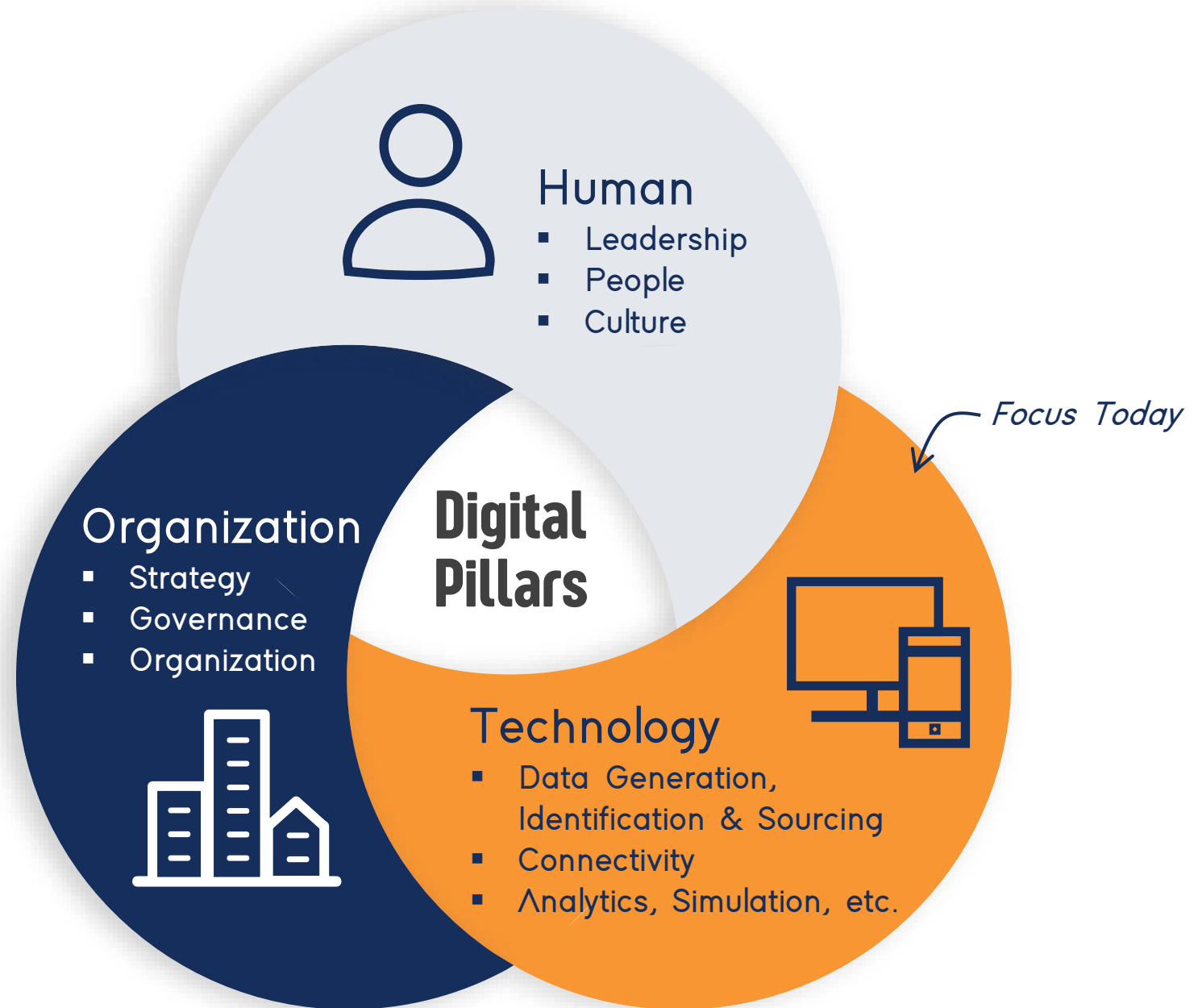
Activity	Start	End	Status
Activity 1	2023-01-01	2023-01-15	Completed
Activity 2	2023-01-16	2023-01-31	In Progress
Activity 3	2023-02-01	2023-02-15	Not Started
Activity 4	2023-02-16	2023-02-31	Not Started
Activity 5	2023-03-01	2023-03-15	Not Started
Activity 6	2023-03-16	2023-03-31	Not Started
Activity 7	2023-04-01	2023-04-15	Not Started
Activity 8	2023-04-16	2023-04-31	Not Started
Activity 9	2023-05-01	2023-05-15	Not Started
Activity 10	2023-05-16	2023-05-31	Not Started

## Description

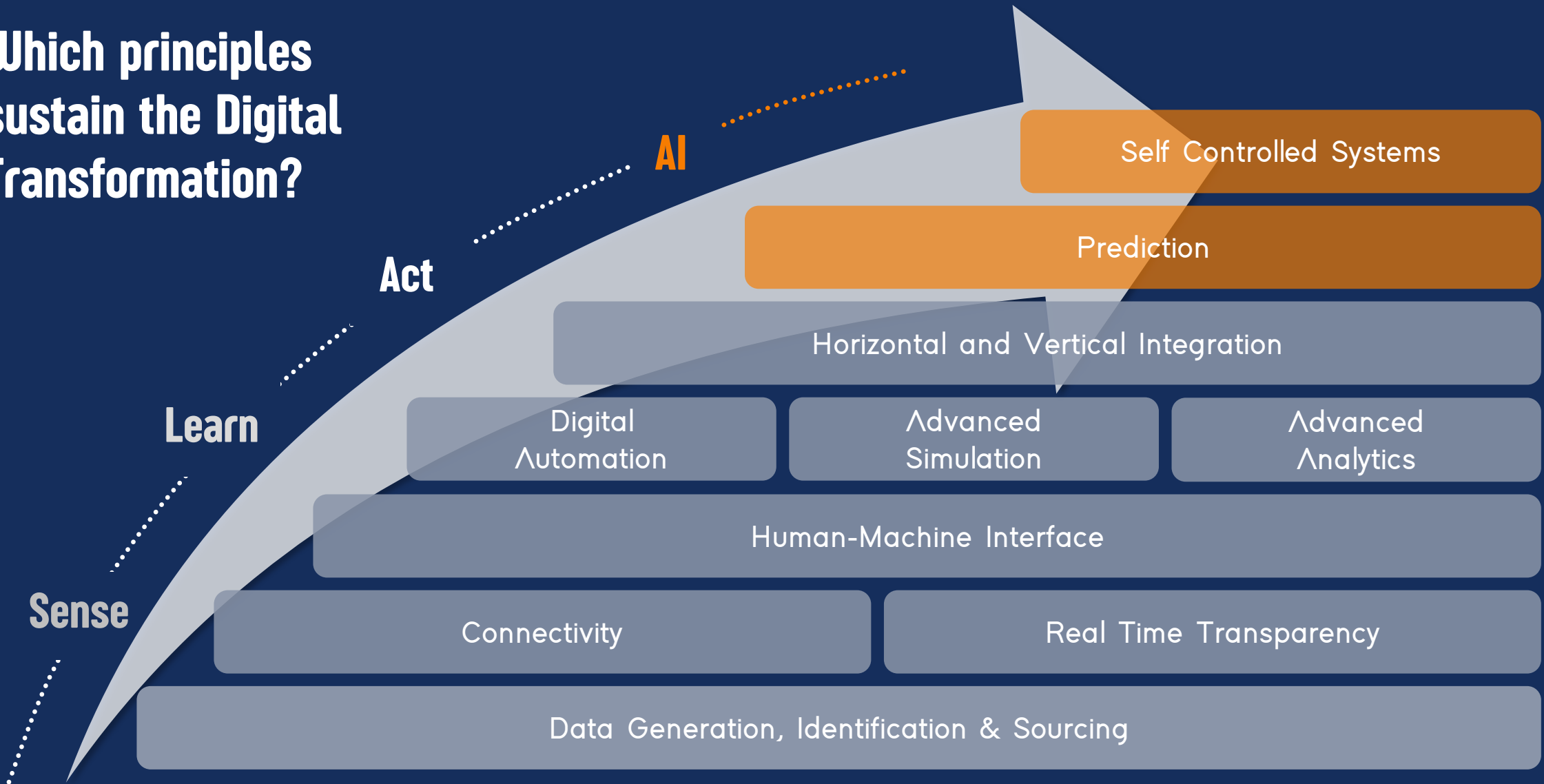
- Matching table provides paired pain points with digital opportunities
- Development of an ideal state process, documented in VSM or process map logic
- Target state definition reveals list of necessary actions to fulfill target state



# What do you need for a successful Digital Transformation?



# Which principles sustain the Digital Transformation?



# Where does advanced analytics can be used in real life?

Data storage and management	Customer insights (visualization)	Security and risks	Productivity
Design of database/data warehouse / data lake	Customer segmentation	Fraud detection	Sales productivity
Automation of data storage	Behavior analytics	Cybersecurity	Operational efficiency
Inventory optimization	Affinity analysis	Defense	Internal process improvements
	Customer service improvements	Trading analytics	Human resource planning & management
	Pricing analysis	Insurance analytics	
	Campaign management	Real state	
	Demand forecast		



# How do we approach Advanced Analytics Projects?

