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DIGITALIZATION –
A driving force fueling global businesses

How companies create profitable digital business models

The adoption of digital technology and the creation of platform business models helps companies get closer to their customers and derive data-driven decisions

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INVESTMENT IN DIGITALIZATION – key considerations to generate value

Digitalization is at the core of most strategies. A key enabler for businesses to innovate their offerings, create new business models, and become more sustainable, lean, and flexible. And yet, companies struggle to sharpen their strategy and operational approach, when looking to go digital.
To get there requires **careful analysis, planning, and disciplined execution**.

Have you been on the cusp of adopting a full-fledged digitalization strategy but got reluctant as you couldn´t see direct value? Here some questions which might be yours as well:

Low

Digitalization Depth

High

- What should the **digital strategy** be for my organization, and can it be aligned to the overall business goals?
- Does my organization need to develop **digital capabilities**? If yes, do I build it in-house, or should I outsource to tap maximum impact?
- Can **digital automation** and data-driven strategies help my company increase productivity and by how much?
- Is there a possibility to improve my **sales and distribution channels** through digitalization to generate direct value?
- How long before the digital investment makes **economic sense?** How can I monetize data to achieve faster break-even?
- What should I do if my company needs an **organization level change**, but I am worried that it would negatively impact my business?

Chief Experience Officers around the globe are concerned about digital investments, mostly because they can not find successful precedents in their industry and are unsure of the Return on Investment (RoI) in terms of impact and time needed. And yet, **more than 60% of the Fortune 500 organizations in the world today are operating on digital business models**, either on their own or doing business through third party platforms.

E-COMMERCE – the adoption of digital business models

The global economy is becoming increasingly digital. Companies are using digital technologies and leveraging mobile and cloud solutions to get closer to consumers, **bringing all stakeholders together on one digital platform.** This digital **platform economy** has successfully established a new **business model**, contributing to more than **22% of global retail volume**, interactively bridging consumers with businesses in real-time, offering 24/7 e2e convenient shopping experiences, and collecting data points to gain better customer insights. Immediate visibility of results due to digital consumer engagement and **AI-driven data analysis** is leading companies to invest further in digital transformation.

Three building blocks contributing and leading to a digital platform economy

Digital Technology

■ **Mobile & Internet** ■ **Automation** ■ **Data, ML & AI**

- Ubiquitous presence of the internet and mobile
- vast development and adoption of digital technologies
- automation and data-driven decision making
- digital revolution

Cloud Adoption

■ **Cloud computing is the foundation of digital-first enterprises**

- enabling an integrated **mobile-first ecosystem**
- generating a **seamless omnichannel customer experience**
- Driving **shared services industry** like PaaS, SaaS, MaaS etc.
- **Connecting devices, systems & people**
- The public cloud market is expected to reach **425 bln EUR by 2022**

Platform Business Models

Digital tech & cloud services enable companies to **adopt platform business models,** orchestrating one to many and many to many stakeholder relationships

- **E-commerce platform**
- Company specific digital platforms, marketplaces or e-retailers (B2B/ B2C)
- **Adjoining services**
- Payment gateways, connected supply chains, CRM/ ERP / SCM systems
- **Supporting elements**
- Cyber security, data design, analytics and validation etc.
- Global e-Commerce sales in 2024 is expected to reach **4.3 trillion EUR**

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DIGITALIZATION – a comprehensive EAC offering

EAC is offering a comprehensive spectrum of consultancy services, supporting enterprises mastering the digital revolution. **We focus on digital-first** to create a data- and AI-driven organization to improve productivity and customer centricity through automation. We help clients to gain resilience against digital disruption and become sustainable and ESG compliant.

1. DIGITAL STRATEGY

We define visions to master digital disruption

- Assessment of Digital Strategy Maturity
- Analysis of Competitiveness
- Definition of Digital Strategy Future State
- Ideation for new Business Models
- Support of Data Strategy & Cloud Adoption
- Evaluation of Digital Platform Strategies

2. DIGITAL CAPABILITY

We help to establish digital maturity

- Building of digital Skills & Resources
- Definition of digital Capability
- Screening of Technology & Start-ups
- Evaluation of IoT & AIoT Automation
- Location Footprint Intelligence (LI)
- Industry Benchmarking

3. DIGITAL SALES AND MARKETING

We evaluate digital roadmaps for a better customer engagement

- Analysis of Market & Products, including LI[1)]
- Assessment of e-Commerce Sales, Marketing and Distribution Excellence
- Assessment of Business and Operations Model
- Proposal of best-fit Partnerships
- Optimization of Sustainability & Supply Chain

4. DIGITAL TRANSFORMATION

We support to build a digital-first organization

- Support of digital Product Innovation
- Assessment of Digital Culture & Organization
- Assistance in building a lean & agile Operation
- Evaluation of Sustainability and Resilience
- Quantification of Business Impact

1) Location Intelligence

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EAC DIGITALIZATION – our experts around the globe

EAC MUNICH

Anna Ahlborn

Pietro Hagemann

EAC SHANGHAI

Rick Chu

Jean Qian

EAC MUMBAI

Rituraj Shailendra

Unmesh Lohite

Contact our experts directly to discuss your digitalization goals and ideas.

EAC – your partner in Asia

> 25 years of consulting experience in

> 50 countries with

> 2,500 projects in growth markets

= our expertise

Partner Dietmar Kusch / Daniela Bartscher-Herold / Daniel Berger / Uwe Haizmann / Ashish Kumar / Anna Ahlborn / John Deng / Eric Luo

EAC- Euro Asia Consulting PartG
Widenmayerstraße 29
80538 München
Germany
T + 49 89 92 29 93-0
eac-muc@eac-consulting.de

Changzhou Euro Asia Consulting Co., Ltd.
Sunyoung Centre, Rm. 801
No. 398 Jiangsu Road
200050 Shanghai / China
T + 86 21 63 50 81 50
eac-sha@eac-consulting.de

EAC- Euro Asia Consulting Pvt. Ltd.
306-310, Peninsula Plaza
A / 16, Veera Industrial Estate
Andheri (West) Mumbai – 400053 / India
T + 91 22 49 74 12 33
eac-mum@eac-consulting.de

EAC - Euro Asia Consulting OOO
Potapovskaya Roshcha 7/1,
Office 37
108814 Moscow / Russia
T + 7 49 56 40 10 13
eac-mos@eac-consulting.de

www.eac-consulting.de