

## Digital Strategy Accelerator

This fixed-cost engagement is designed for clients who are looking to make changes to their business and have identified specific business outcomes that they want to achieve through digital transformation. It lasts for 6 weeks and involves a series of short workshops and assessments.

### During the engagement, Productive Edge will work with you to:

- Understand how the digital opportunity is shaping your industry and the role that technology plays in it
- Identify new products, experiences, services, and business models that can be enabled through technology
- Document the outcomes, key metrics, and proof of value that will define success

We will help you prioritize digital opportunities that align with your business strategy based on value potential, and identify any gaps or enablers (such as people, process, and technology) that need to be addressed in order to succeed.

The results of this Digital Strategy Accelerator will include a prioritized roadmap of digital initiatives, organization-wide alignment, and an optimized operating model with a clear understanding of the gaps and enablers needed to succeed.

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### THIS INFORMATION MAY BE PARTICULARLY RELEVANT AND USEFUL FOR:

1. Clients who are looking to make changes to their business and have identified specific business outcomes that they want to achieve through digital transformation.
2. Companies that are interested in understanding how the digital opportunity is shaping their industry and the role that technology plays in it.
3. Organizations that want to identify new products, experiences, services, and business models that can be enabled through technology.
4. Teams that want to prioritize digital opportunities based on value potential and identify any gaps or enablers that need to be addressed in order to succeed.
5. Businesses that are looking for a fixed-cost engagement to help them develop a digital strategy and roadmap in just 6 weeks.