

Why now?

The exponential **rate of change** in today's markets is opening the door to significant opportunity – the opportunity to **differentiate**, the opportunity to **disrupt**, the opportunity to **capture breakthrough value**. How can you turn aspiration into reality? How can you prioritize focus to capture value before the market evolves? You need an **end-to-end solution** that translates strategy into achievable and sustainable business and operating models.

How Deloitte can help:

The **Business Transformation Approach** provides all assets to architect and execute these complex transformations, **from identifying opportunities for change through to successful implementation** of the transformation, across all layers of the operating model. Deloitte's unrivalled depth of transformation expertise helps clients to successfully address their transformational challenges and achieve their value objectives.

Why now? – Need for Change

What? – Operating Model

How? – The right Questions & Actions

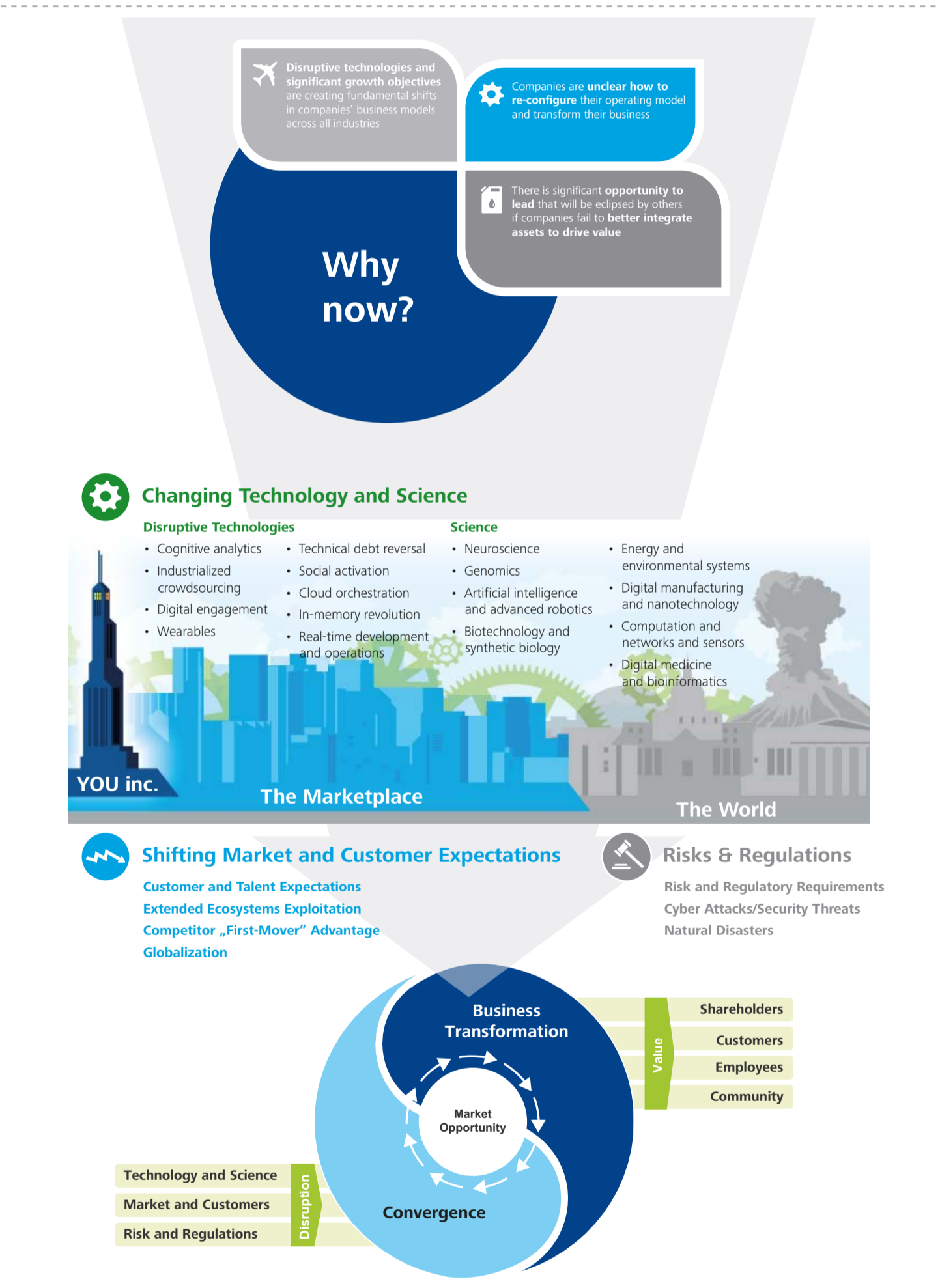
When? – Plan and Execute

Disruptive technologies and significant **growth objectives** are creating fundamental shifts in companies' business models across all industries. Companies are **unclear how to re-configure** their operating model and transform their business.

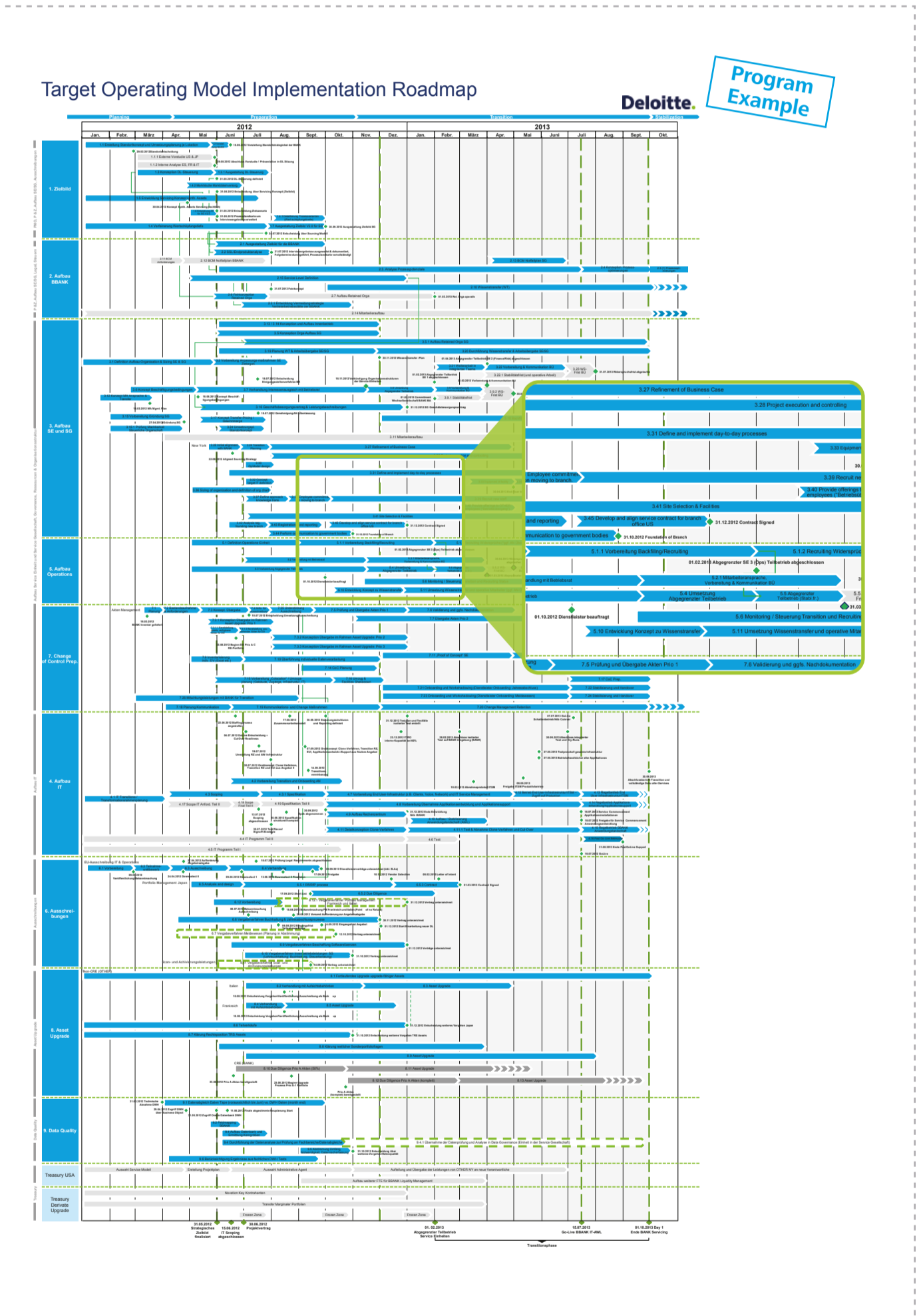
The Deloitte Business Transformation Approach addresses **all nine layers of the operating model** to define the corresponding, tailored Target Operating Model (TOM) and derive **targeted areas for change**.

Our assets provide **detailed guidance and work packages** for every layer of the operating model across all phases of the transformation journey, derived from a wealth of project experiences and best practices.

The **Deloitte Transformation Roadmap** ensures consistent planning and efficient execution. It documents all relevant work packages, dependencies, and milestones and serves as the key management tool.



Planning & Preparation	Transition & Execution	Stabilization
<p>1. Customers</p> <p>1.1.1. Customer Segments: Identify and define customer segments and their needs. Develop customer personas and journey maps.</p> <p>1.1.2. Value Proposition: Define the unique value proposition for each customer segment.</p> <p>1.1.3. Channels: Identify and define the channels through which to reach each customer segment.</p>	<p>1.2.1. Customer Acquisition: Develop and execute customer acquisition strategies for each segment.</p> <p>1.2.2. Customer Retention: Develop and execute customer retention strategies for each segment.</p> <p>1.2.3. Customer Support: Develop and execute customer support strategies for each segment.</p>	<p>1.3.1. Customer Satisfaction: Monitor and improve customer satisfaction for each segment.</p> <p>1.3.2. Customer Loyalty: Develop and execute customer loyalty programs for each segment.</p>
<p>2. Channels</p> <p>2.1.1. Channel Strategy: Define the overall channel strategy and objectives.</p> <p>2.1.2. Channel Selection: Identify and select the most effective channels for each customer segment.</p> <p>2.1.3. Channel Integration: Integrate the selected channels into a cohesive channel strategy.</p>	<p>2.2.1. Channel Development: Develop and execute channel development strategies for each channel.</p> <p>2.2.2. Channel Optimization: Monitor and optimize channel performance for each channel.</p>	<p>2.3.1. Channel Efficiency: Monitor and improve channel efficiency for each channel.</p> <p>2.3.2. Channel Scalability: Develop and execute channel scalability strategies for each channel.</p>
<p>3. Products & Services</p> <p>3.1.1. Product Strategy: Define the overall product strategy and objectives.</p> <p>3.1.2. Product Development: Develop and execute product development strategies for each product.</p> <p>3.1.3. Product Innovation: Develop and execute product innovation strategies for each product.</p>	<p>3.2.1. Product Launch: Develop and execute product launch strategies for each product.</p> <p>3.2.2. Product Support: Develop and execute product support strategies for each product.</p>	<p>3.3.1. Product Satisfaction: Monitor and improve product satisfaction for each product.</p> <p>3.3.2. Product Profitability: Monitor and improve product profitability for each product.</p>
<p>4. Processes</p> <p>4.1.1. Process Strategy: Define the overall process strategy and objectives.</p> <p>4.1.2. Process Design: Design and optimize processes for each layer of the operating model.</p> <p>4.1.3. Process Automation: Identify and implement process automation opportunities.</p>	<p>4.2.1. Process Implementation: Develop and execute process implementation strategies for each process.</p> <p>4.2.2. Process Monitoring: Monitor and optimize process performance for each process.</p>	<p>4.3.1. Process Efficiency: Monitor and improve process efficiency for each process.</p> <p>4.3.2. Process Scalability: Develop and execute process scalability strategies for each process.</p>
<p>5. Information Management</p> <p>5.1.1. Information Strategy: Define the overall information strategy and objectives.</p> <p>5.1.2. Information Architecture: Design and optimize information architecture for each layer of the operating model.</p> <p>5.1.3. Information Security: Identify and implement information security measures.</p>	<p>5.2.1. Information Implementation: Develop and execute information implementation strategies for each layer of the operating model.</p> <p>5.2.2. Information Monitoring: Monitor and optimize information performance for each layer of the operating model.</p>	<p>5.3.1. Information Efficiency: Monitor and improve information efficiency for each layer of the operating model.</p> <p>5.3.2. Information Scalability: Develop and execute information scalability strategies for each layer of the operating model.</p>
<p>6. Organization</p> <p>6.1.1. Organization Strategy: Define the overall organization strategy and objectives.</p> <p>6.1.2. Organization Design: Design and optimize organization structure for each layer of the operating model.</p> <p>6.1.3. Organization Culture: Identify and implement organization culture measures.</p>	<p>6.2.1. Organization Implementation: Develop and execute organization implementation strategies for each layer of the operating model.</p> <p>6.2.2. Organization Monitoring: Monitor and optimize organization performance for each layer of the operating model.</p>	<p>6.3.1. Organization Efficiency: Monitor and improve organization efficiency for each layer of the operating model.</p> <p>6.3.2. Organization Scalability: Develop and execute organization scalability strategies for each layer of the operating model.</p>
<p>7. People & Talent</p> <p>7.1.1. People Strategy: Define the overall people strategy and objectives.</p> <p>7.1.2. People Design: Design and optimize people structure for each layer of the operating model.</p> <p>7.1.3. People Development: Identify and implement people development measures.</p>	<p>7.2.1. People Implementation: Develop and execute people implementation strategies for each layer of the operating model.</p> <p>7.2.2. People Monitoring: Monitor and optimize people performance for each layer of the operating model.</p>	<p>7.3.1. People Efficiency: Monitor and improve people efficiency for each layer of the operating model.</p> <p>7.3.2. People Scalability: Develop and execute people scalability strategies for each layer of the operating model.</p>
<p>8. Technology</p> <p>8.1.1. Technology Strategy: Define the overall technology strategy and objectives.</p> <p>8.1.2. Technology Design: Design and optimize technology architecture for each layer of the operating model.</p> <p>8.1.3. Technology Security: Identify and implement technology security measures.</p>	<p>8.2.1. Technology Implementation: Develop and execute technology implementation strategies for each layer of the operating model.</p> <p>8.2.2. Technology Monitoring: Monitor and optimize technology performance for each layer of the operating model.</p>	<p>8.3.1. Technology Efficiency: Monitor and improve technology efficiency for each layer of the operating model.</p> <p>8.3.2. Technology Scalability: Develop and execute technology scalability strategies for each layer of the operating model.</p>
<p>9. Locations</p> <p>9.1.1. Location Strategy: Define the overall location strategy and objectives.</p> <p>9.1.2. Location Design: Design and optimize location structure for each layer of the operating model.</p> <p>9.1.3. Location Development: Identify and implement location development measures.</p>	<p>9.2.1. Location Implementation: Develop and execute location implementation strategies for each layer of the operating model.</p> <p>9.2.2. Location Monitoring: Monitor and optimize location performance for each layer of the operating model.</p>	<p>9.3.1. Location Efficiency: Monitor and improve location efficiency for each layer of the operating model.</p> <p>9.3.2. Location Scalability: Develop and execute location scalability strategies for each layer of the operating model.</p>



Execute with Excellence

- Deep Industry Experience and World Class Capabilities**
Un-paralleled global breadth and depth in transformation capabilities across all major industries, sectors and ecosystems
- Integrated Approach and Tools**
Market-proven, end-to-end approach supported by a set of integrated, proprietary tools that drive value seamlessly
- Agile Talent**
A talent base being able to operate across functions, technologies, and industries
- Disruption Mindset**
Providing insight into market and technology changes, allowing clients to anticipate and benefit from disruption
- Focus on Value**
Unrelenting attention to framing, defining, structuring, sustaining and expanding value throughout a business transformation

The Deloitte Business Transformation Approach provides **comprehensive guidance** to transform your business. It integrates our Consulting services to **bring forward solutions** that enable our clients to redefine their business and operating models in today's dynamic environment.

Deloitte Business Transformation Services provide both, **the right tools and assets**, and **experienced teams committed to delivery**.