

# Monetize continuous digital change

## DXC Digital Strategy and Transformation Consulting

Guide enterprises to sense and respond to digital disruption while creating value as an agile, digital enterprise.

### Benefits

- Grow business with new business models and value networks
- Enhance customer experiences to increase loyalty
- Improve performance with digital processes and automation
- Monetize digital transformation initiatives continuously

### Key insights

- Digital lifestyles are the new norm — consumers are in charge and will define your next move.
- Platforms are disrupting value chains — competition will come from unexpected sources.
- Winners exploit platform effects driven by a culture of continuous change.

As digital technology unlocks new sources of business value, companies need to understand how it creates opportunity and disruption. New consumption and ownership models are evolving, and customers are exerting more influence in product strategy and development. Digital platforms are reducing barriers to entry, allowing new competitors from unexpected sources. New or alternative sources of supply are enabling business innovation, benefiting companies that optimize returns on their assets.

Businesses must seek to exploit new sources of digital value by:

- Creating unique, compelling customer experiences
- Offering differentiated, relevant digital products and services
- Developing innovative business models that exploit ecosystem economics
- Refining business operations and processes

Historically, business transformation has been a glacial process characterized by lengthy planning and implementation cycles and a heavy reliance on business advisory services. In the digital era, that just doesn't work. As more information enters the public domain, digital doesn't

just support the business, digital is the business. To capitalize on the new digital reality, you need rapid consensus building, access to innovation, continuous change and value creation, and a partnering model.

### Destination: digital

DXC Technology's Digital Strategy and Transformation Consulting brings a fresh perspective to business transformation, anchored by our innovative Digital Change Lifecycle. Our approach emphasizes inclusive, outside-in techniques as well as access to expertise and innovation to explore the new digital business context, eliciting new market strategies, capability requirements and a digital value-creation agenda.

The evolution of a digital core platform is an essential transformation for every enterprise with digital aspirations. Through incubation and prototyping, as well as more traditional design techniques, we'll help you clarify and prioritize your digital strategies and initiatives, develop transformation plans that take advantage of new opportunities, and form the foundation of an agile digital enterprise.

**Accelerate your digital transformation**

We bring guidance and expertise to your digital enterprise journey. We'll partner with you to accelerate your digital transformation with our world-class expertise and unique IP to confidently guide you from strategy to implementation, as we've done for these clients:

- DXC worked with a major railway operator to digitally transform its aging paper-based maintenance operations into a mobile-enabled, insight-driven, digital workforce that yielded a 33 percent reduction in effort to process work orders and a 40 percent reduction in operational costs.
- DXC supported a government agency in its effort to digitally transform citizen services, delivering enterprise agility across agencies and reducing operational costs by €97 million a year.
- DXC helped an automotive manufacturer develop a new customer experience strategy and a new integrated digital services platform that enabled the manufacturer to grow the business with additional services such as insurance and roadside assistance, delivering a seamless omnichannel experience that increases customer loyalty.

**Key service features**

Our consultants give you the expertise and guidance you need to develop strategic plans for digital transformation. We translate strategy into executable transformation flight plans; create the business cases; manage organizational change; and architect, design and execute the transformation program.

Our services include:

- **Digital Strategic Alignment** — align stakeholders around the transformational implications of their digital strategy, and develop an executable transformation roadmap

- **Digital Imagination and Co-innovation** — explore new business and product ideas using design thinking, test and then go-to-market
- **Digital Customer Experience Strategy** — develop a digital customer experience strategy around consumers' new digital lifestyles
- **Digital Operating Model Strategy** — understand the current operating model and develop a target operating model for a client's digital business
- **Digital Technology Strategy** — develop a strategy for a client's new digital core, together with a prioritized transformation roadmap
- **Digital Workplace Strategy** — understand the value of the digital workplace and develop a strategy and transformation roadmap
- **Digital Partner Strategy** — understand the new digital partnering paradigm and develop a strategy and transformation roadmap

**Key business outcomes**

Digital transformation provides new opportunities to create value as you continuously monetize initiatives on your transformation roadmap. Success is measured by the economic value added to the business and the return on invested capital.

Digital transformation will help you grow your business through business model innovation and new value networks. You'll increase customer loyalty with new digital customer experiences. And you'll reduce your operational cost with new digital business processes and automation.

As your digital core develops, enterprise agility increases exponentially, giving you the ability to rapidly scale new products and services.

**Why DXC Technology?**

DXC's staff of over 16,000 world-class consultants brings hands-on experience with business and technology transformations to every solution we develop. We provide end-to-end services — from strategy to business to technology consulting — that are executable through our technology offerings.

We deliver hundreds of high-quality projects around the world, which we leverage in our solutions. These projects provide a rich source of credentials, methods, project templates and other accelerators that help us deliver faster at lower risk.

In addition to our own experts, the DXC Partner Network includes our strategic alliance with PwC that brings together expertise in strategy consulting, business consulting and technology consulting to guide you on your digital transformation journey. Together, we are a global powerhouse for digital transformation that leverages the expertise of more than 400,000 people across the globe.

The results of our project success and thought leadership have been widely recognized by the industry. DXC has received the Management Consultancies Association (MCA) Awards for Innovation, Digital Technology and Consultant of the Year; Information Technology Senior Management Forum (ITSMF) Award for Thought Leader of the Year; and the Lauréat from the IT Innovation Forum for our Blockchain with Homomorphism solution.

Contact us to discuss how DXC Consulting services can guide you on your digital transformation journey.

**Learn more at**  
**[www.dxc.technology/consulting](http://www.dxc.technology/consulting)**