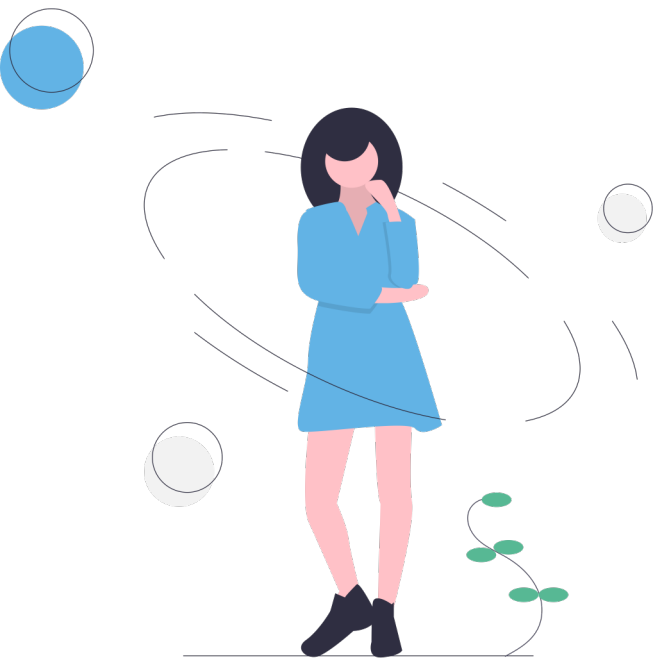


Pressure Cooker for Digital

How prepared are you for growth?
How about your resilience in chaos?

Current situation accelerates the shift from offline to online



Does this pose a threat to your business in short term?

Is this a golden opportunity to differentiate and beat the competition?

Have you asked yourself...

Can you convert your customer from brick and mortar to eCommerce channel without losing them to competitors?

Is your brand and offering aligned both in online and offline channels and touchpoints

Are you able to provide omnichannel communication across your process domains; Marketing, Sales, Customer Service?

How personalized and context-aware your automated communication is?

Are your customers able to easily purchase products online?

Are you able to provide contextual recommendations to meet customers' situation?

Do your customers have real-time visibility to product availability?

Are you able to provide customers with zero-touch payment and delivery methods?

How resilient and scalable your end-to-end processes are?

Do you have aligned processes between your marketing, sales and commerce teams to convert customers?

Are you nurturing your customers with relevant information to support their buying journey?

Are you able to fulfil increased online order volume?

Are your service / sales agents equipped with tools providing 360 view and supporting remote work?

Are you able to provide more intimate services and digital meetings for your loyal customers?

Reach your customers

Convert the customer

Retain the customer

Economic climate forces you to embrace digital channels

Your customers are using digital channels and they expect superior customer experience.

You have invested in technology, people and way-of-working to be able to match and exceed expectations.

But, how well are you actually doing?

While working in Status Quo, typically various type of maturity models are utilized to evaluate ***“Are we doing the things right?”***

But when reaching for growth and preparing for the unexpected, the question is ***“Are we doing the right things?”***

When working in top management, it is your **responsibility to drive digital growth**, even if organizational barriers, IT challenges and budgetary constraints are always present.

- How well are you currently able to drive this change?
- How well can you communicate expected business impact to other stakeholders?
- Are you reaching targeted business impact?
- How well can you provide clarity and guidance to enable various teams to succeed?

To be better equipped for digital innovation, growth and resilience, you need dualistic approach to plan optimal next steps

*Are we doing
the right things?*



+

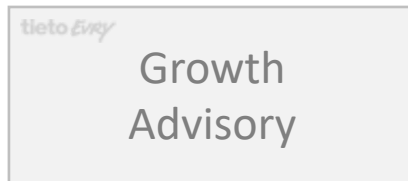


*Are we doing
the things right?*

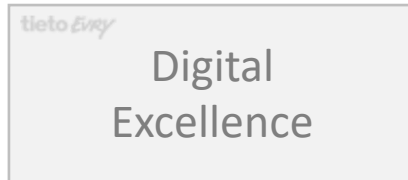
Discover tools, processes and people required to for data-driven innovation, growth and continuous improvement.

Identify & execute changes needed to master digital operations for better impact, resilience, added agility and lower TCO.

But, before jumping into actions, Pressure Cooker with a free discovery meeting provides you with added insight.



+



Discover tools, processes and organization geared towards data-driven growth and continuous improvement.

Identify & execute changes needed to master digital operations for better impact, resilience, added agility and lower TCO.

Pressure Cooker - A consulting service with dualistic approach to provide realistic as-is state and guidance on where to focus next.

TietoEVERY **Pressure Cooker for Digital** is a service for top-level management to identify bottlenecks and increase business impact of your digital investments.

It gives you **tools to make better decisions** when developing digital channels with innovation, growth and end-to-end mindset.

This service is **free**, with no strings attached. And, it can be completed in just **two weeks**.

Facilitated by experienced individuals and supported by battle-proven methodology, Pressure Cooker consists of:

- Self-assessment
- Structured discovery meeting
- Analysis and recommendations for next steps

Topics to be touched in Discovery meeting and final report

- Business target state, digital ambition and leadership model
- Existing digital services and related customer journeys
- Growth tactics & methodologies
- Agility and DevOps maturity in development model
- Technology evaluation and target scenario evaluation with end-to-end approach
- Estimated business impact and priorities for identified improvement areas

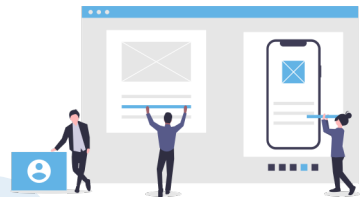
Pressure Cooker - What's next?

1

Today – Reflect your situation and prepare for discovery meeting

- Fill in online self-assessment canvas
- Focusing on business target state, focus areas in digital, identified challenges and information needs
- Reflect your ambition level and prepare for the meeting

► **Value:** Time for self-reflection to clarify where you are and what information you need to move forward.



2

This week – Meet and brainstorm with professionals

- Discovery meeting with TietoEvery's principal consultants.
- Review current state of digital capabilities
- Identify and categorize opportunities with business impact estimates
- Identify and categorize improvement areas with business impact estimates

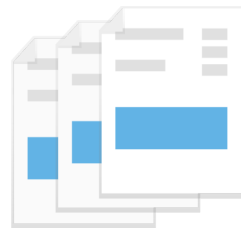
► **Value:** Fruitful workshop providing up-to-date view on as-is state and new ideas for short-term and long-term.

3

Next week – Receive concrete actions and recommendations

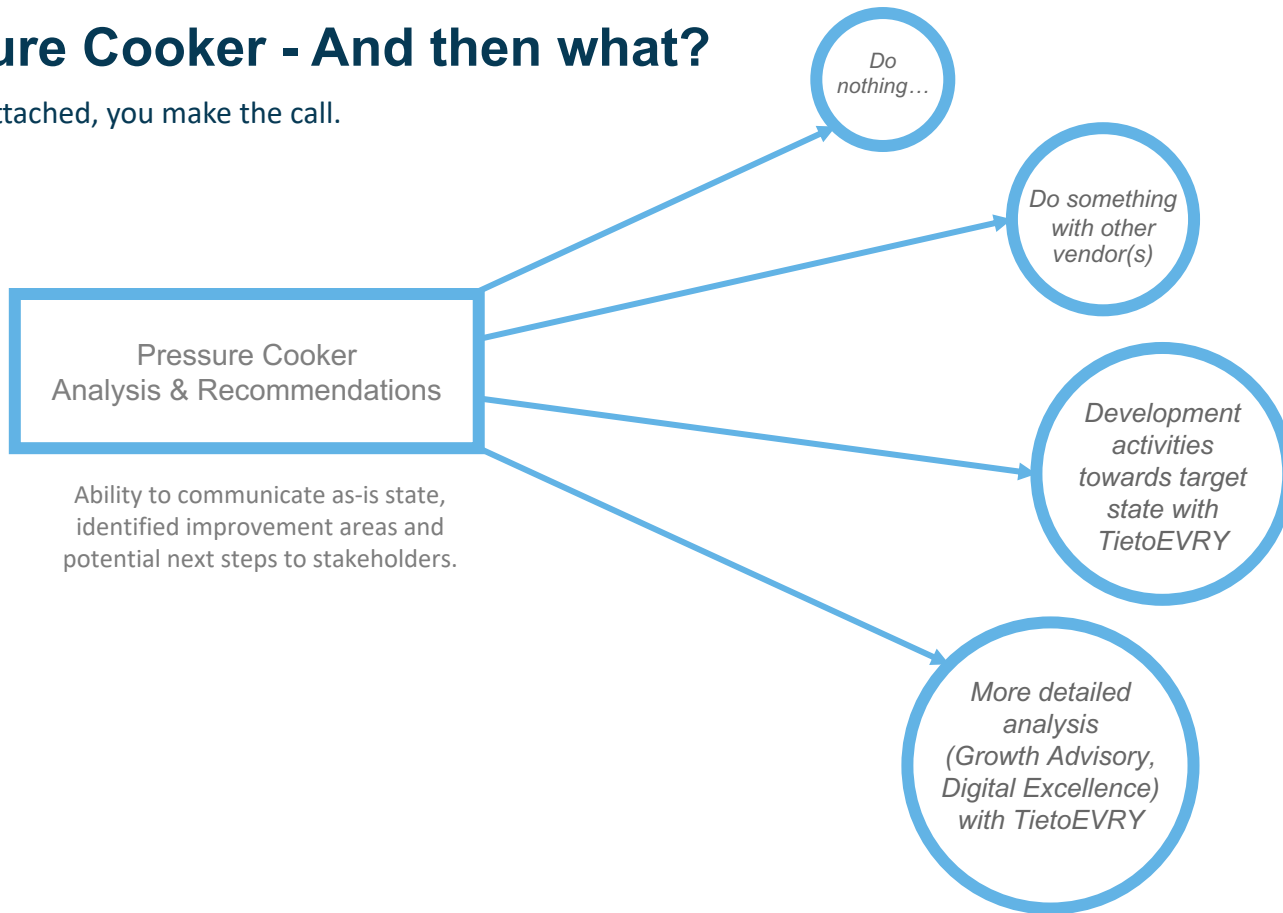
- As-is state and most clear gaps compared to digital leaders
- Identified improvement areas and growth opportunities with business impact estimates
- Site performance analysis (Dynatrace Synthetic)
- Actionable roadmap and recommendations for next steps
- In addition, TietoEVERY proposal for first activities and/or more detailed assessments.

► **Value:** Ability to communicate as-is state, identified improvement areas and potential next steps to stakeholders. No strings attached!



Pressure Cooker - And then what?

No strings attached, you make the call.



Our growth optimization customers



Customer experience impact maximization



Customer acquisition & digital marketing and sales ramp-up



Customer retention, loyalty, and lifetime value



Activation marketing & customer interaction optimization



Customer data activation



tieto *EVRY*

Start Pressure Cooker today with self-assessment:

<https://www.tietoevry.com/en/campaigns/2020/ce-pressure-cooker/>