

Digital Use Cases

There is a growing pressure on companies to leverage the benefits of digital improvements from efficiency gains to new customer services:

- Digitalisation spending has increased significantly and is, on average, almost 5% of annual turnover.
- There is a growing pressure on companies to leverage the benefits of digital improvements from efficiency gains to new customer services.
- Improvements for increasing efficiency, quality, services and new business models are often being discovered and implemented independently in each business area and department.

Yet central roles find it difficult to track and control large amounts of different digital activities within the organisation due to a lack of transparency.

It is challenging to prioritise and allocate resources to the most promising initiatives, nor are there clear processes in place to support sharing use cases internally, let alone externally.

So, how can companies most effectively steer their digital initiatives in order to increase benefits and guarantee a stable growth?

And how do we identify Digital Use Cases?

Well, we don't. Our clients do, assisted by AFRY's consultants and their deep sector know-how. We engage a company's entire organization to discover and manage digital initiatives, supported by AFRY's own digital online platform along the way. We can support organisations to prioritize initiatives by strategic objectives and constraints. Our industry experts can help to challenge the identification of new use cases. We can help to accelerate transformation progress by tracking progress against objectives and ultimately facilitate collaboration on Use Cases within or beyond organisational boundaries.



The Platform

AFRY's Digital Use Cases Platform is a web application that supports the Digital Use Case approach by prioritising, visualising, tracking and sharing initiatives throughout the organisation and beyond. The platform allows users to:

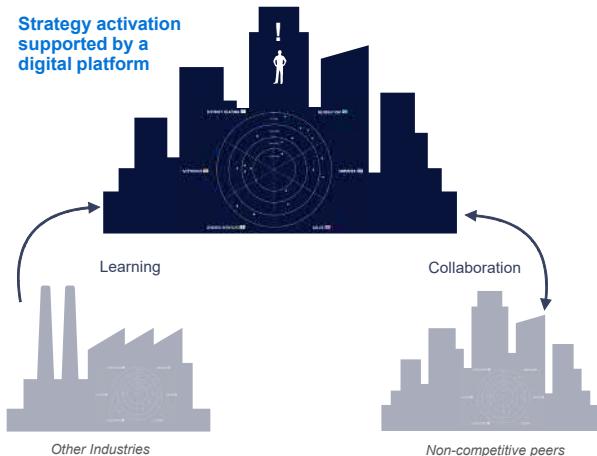
- increase transparency throughout the organisation;
- keep track of implementation status;
- navigate and discover Digital Use Cases from various entities;
- find ideas and initiatives through various search criteria; and
- maintain strict control over access to information both internally and externally.



The Outcome

With this approach AFRY enables companies to visualise a wide range of digital initiatives throughout the organisation and coordinate a company's digital transformation in line with strategic priorities. It empowers organisations to:

- enhance the digital competences of individual units and employees;
- increase transparency, improve communication and collaboration of digitalisation initiatives within the organisation and with external partners;
- identify and learn about digital initiatives from other organisations; and
- communicate the entire process throughout the organisation, as well as with key external stakeholders.



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