

20

21

SAS- Fans CI meeting

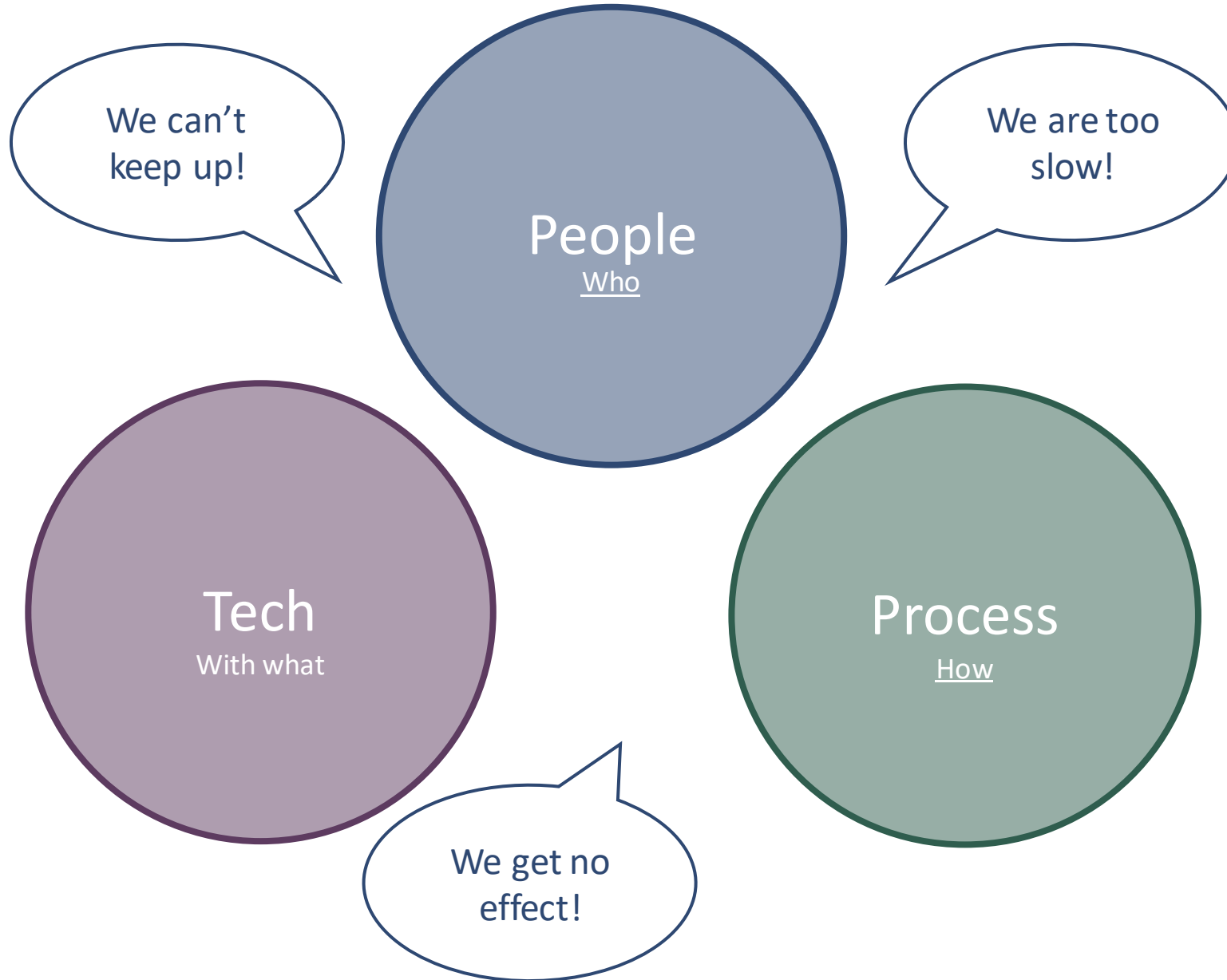
2021-28-10

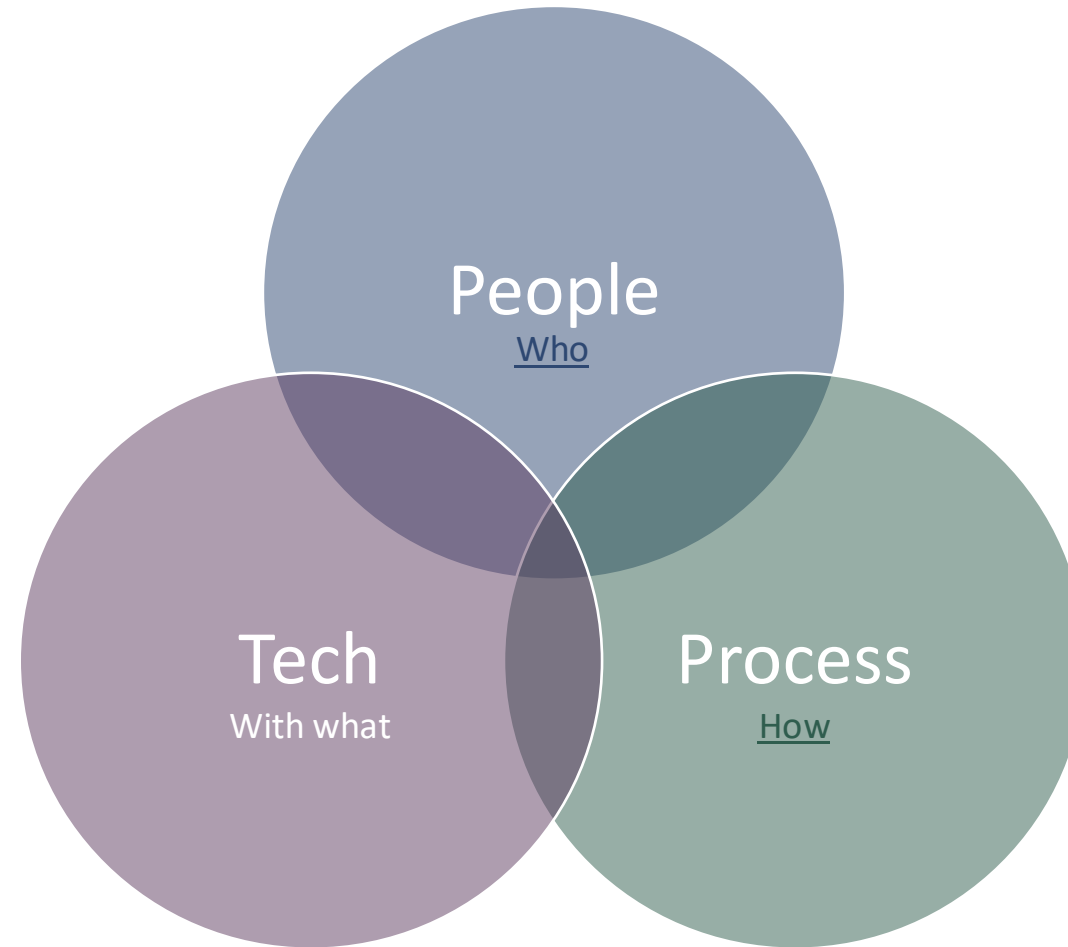
# Digital Strategi Skandinavien AB

- Founded 2011 by Allan Russel.
- Has customer assignments in Sweden, Denmark, Norway, Finland and France.
- 100% owned by operating partners.
- Appointed DI Gasell company\* 2017, 2018, 2019 & 2020.
- SAS Partner since September 2021

\* Award for rapid growth by Sweden's leading business paper, Dagens Industri







= reach business goals

” We develop people, technology, and processes so that your full business potential can be realized.”

# Poll I

Do you have clear business goals for your work with CI?

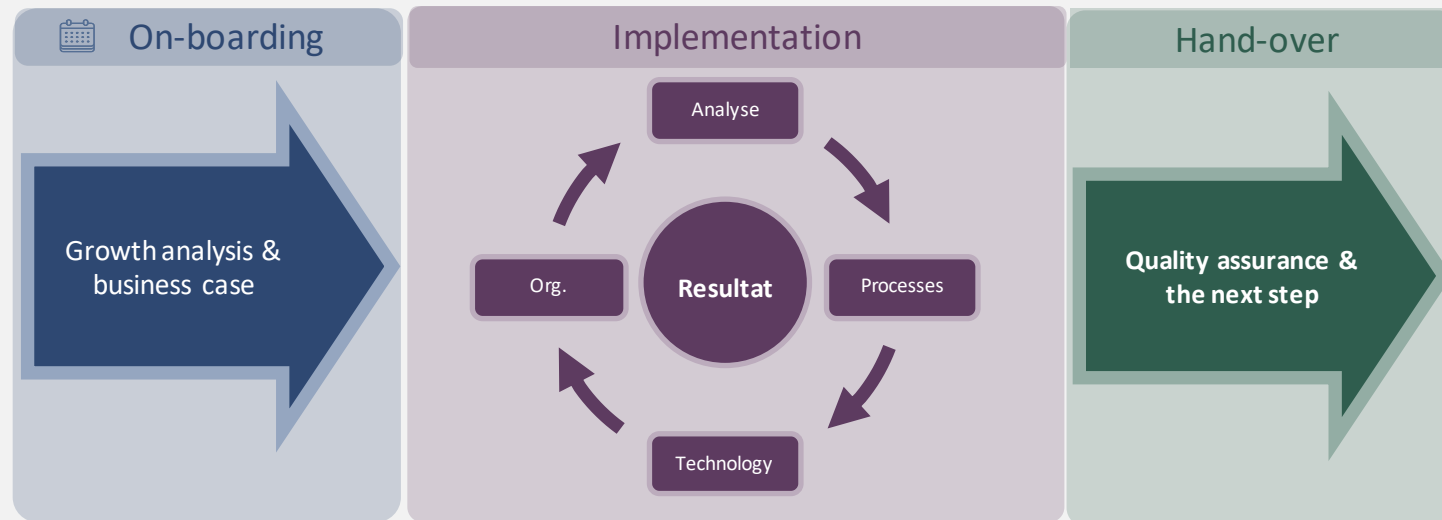
1. No goals at all.
2. Goals somewhat defined (overall effect)
3. Goals clearly defined (KPI:s + timing)

# Poll II

Do you have the right competencies and processes in place to reach your current business goals.

1. Lack of both competencies and processes.
2. Lack of competencies
3. Lack of processes
4. Good on both

# What makes Digital Strategy Scandinavia special ?



We work hard to no longer be needed

Results. Together

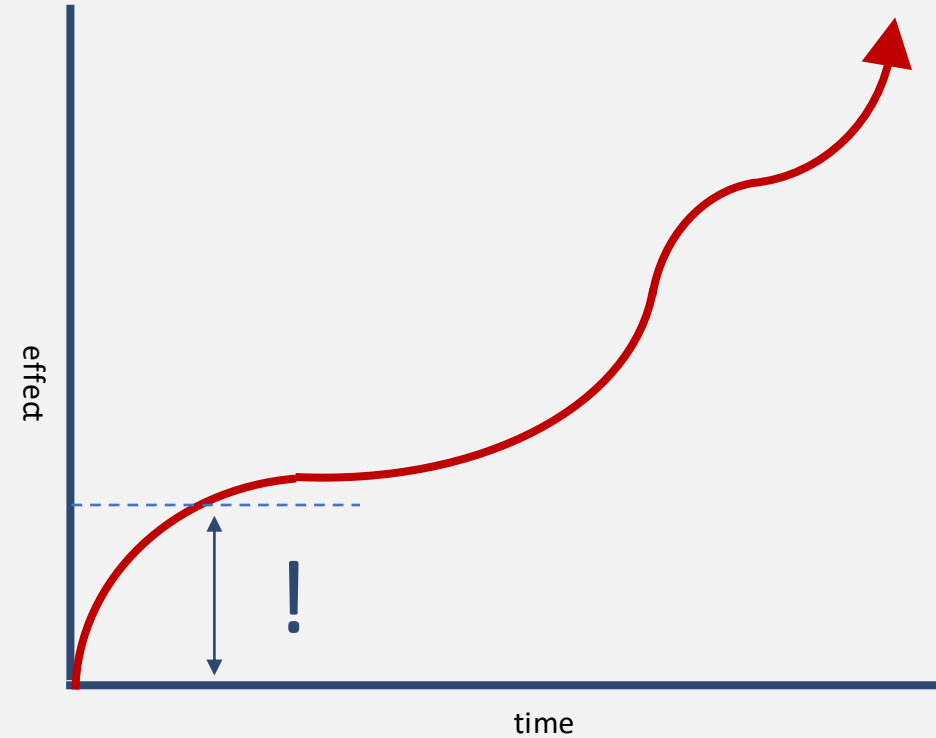
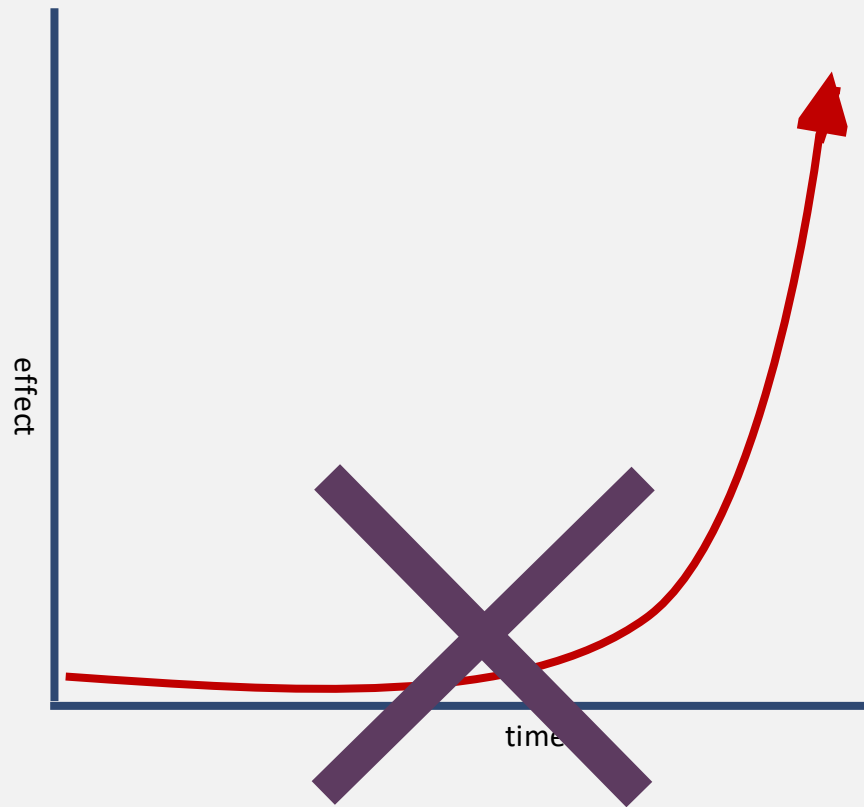




## Keys to succes

- One plan.
- Hands on support for transformation.
- Internal capacity.

# Rapid results are important ...



... to drive further transformation.

# Cases . Different Industries & business challenges - common root issues



## The Insurance Company

### Main challenge - business structure



Customer dialogue



Competence



Platform



## The Union

### Main challenge - legal demands



Mandate



Decreasing membership



Silos



## Hospitality organization

### Main challenge - changing habits



Globalization



Lack of processes



No roadmap



Common  
plan



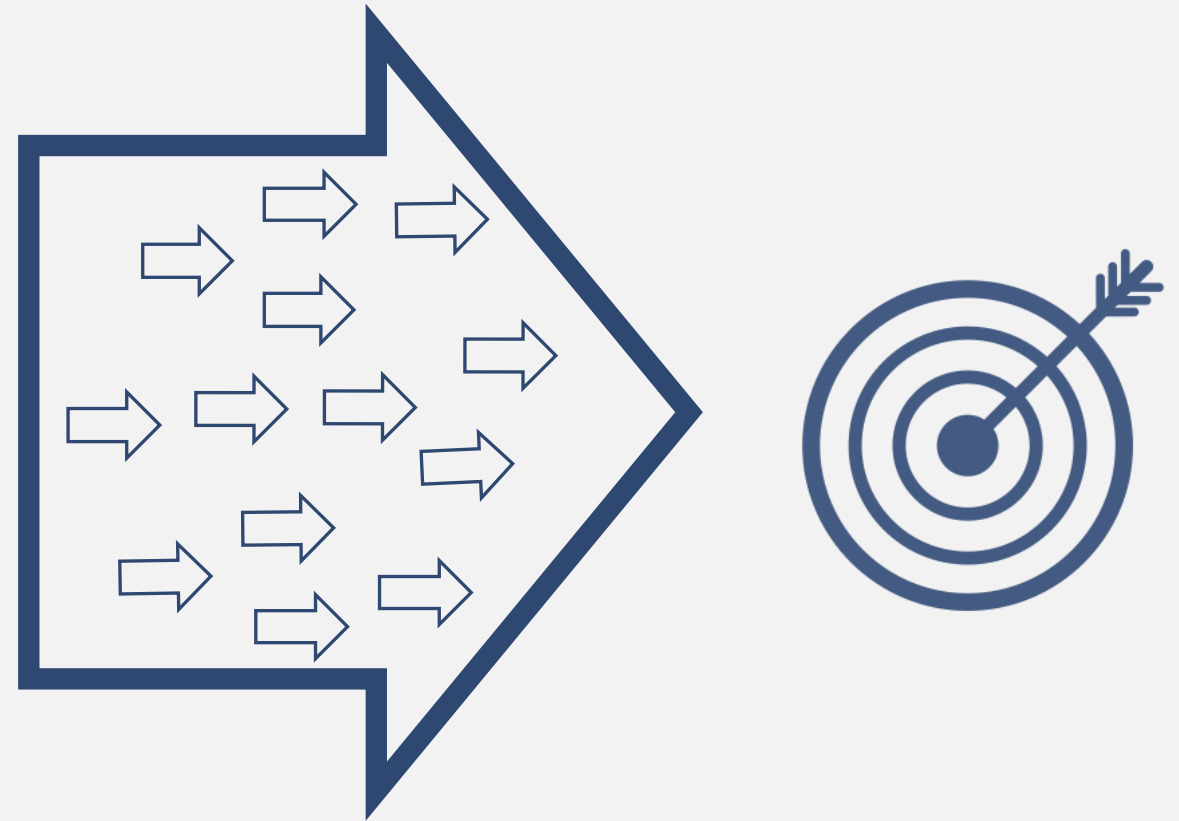
Capacity for  
datadriven WoW



The right '  
resources

# Summary

-  Activities are often ongoing
-  Unclear targets & limited coordination
-  Lots of skilled employees make efforts without clear effects



One plan - Access to resources - Internal capacity !

# Thanks for your attention!

**Allan Russel**

Digital Strategi

+46 733 39 01 06

Allan.Russel.@digitalstrategi.se

# Agenda 30 min

- Presentation DSS 3 min
- Tec/competence/process. 3 min
- DSS – strategy + implementation. 3
- Two questions 5
- Key findings 3
- Three Cases 5
- Summary 3