

TRANSFORMATION
STARTS **HERE.**



Achieving **business transformation** doesn't just require a mindset shift, it **requires the evolution of almost every element of your organization.**

From embedding new ways of thinking, to enlisting fresh approaches to technology, leadership, business models, employees and customers. At its core, it's the ability to predict, recognize and respond to the changes that will impact your business in the long run.

OUR TRANSFORMATION SERVICES

Business Design

(Re)shape the business

- / Digital Business Strategy Development
- / Business Planning & Modeling
- / Venture Building
- / Brand Development

People and Organizational Development

Inspire cultural change

- / Business Agility
- / Human-centered Design
- / Deep Collaboration & Change Management

Product and Service Innovation

Forge new products and services

- / New Product & Service Design
- / Products & Services Enhancement
- / Innovation Lab

Digital Capability Building

Develop capabilities for the digital age across:

- / Marketing
- / Technology
- / Commerce

Manufacturing & Distribution

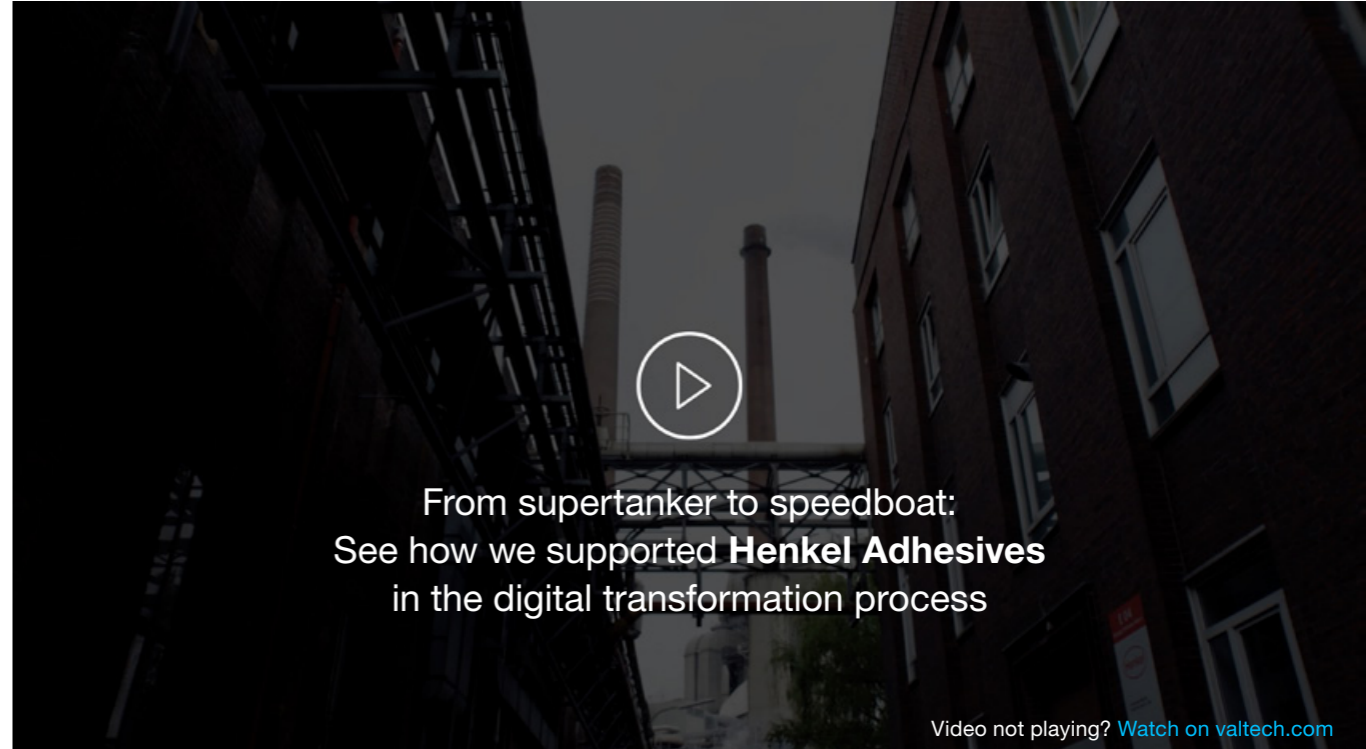
By **Randy Woods** / EVP, Valtech North America
Christoph Kipp / Global VP of Commerce, Valtech
Mark Pepin / VP of e-Commerce, Valtech North America

Today, the need for digitization is **universal**.

Other industries got a jump on the changes needed to meet this predominately digital world years ago, when digital competition forced them to adapt or close up shop for good. Manufacturing and Distribution is one area where the need to digitize has been adopted more slowly. However, the time to accelerate that transformation has arrived in force. In much the same way that it disrupted much of the B2C market, Amazon has come to shake up the B2B space with Amazon Business.

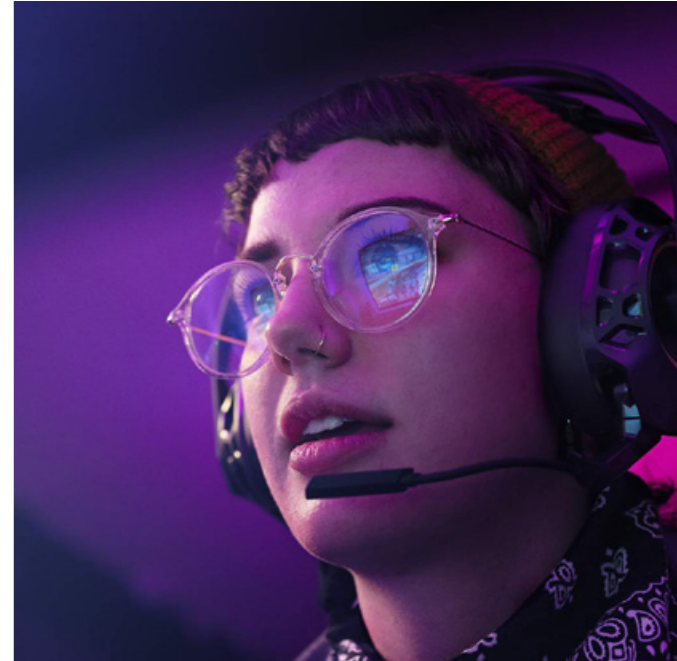


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More than **70%** of **B2B respondents** in countries like the U.S., UK, Spain and Australia **all agree that digital marketplaces are more convenient.**

With the trust and strength that comes with the Amazon brand, Amazon Business is already making a massive dent in the B2B market space, and there's no reason to assume that will slow down in the future. With more than 70% of B2B respondents in countries like the U.S., UK, Spain and Australia all agreeing that digital marketplaces are more convenient, and more than 50% of companies already admitting to adoption of Amazon Business for their purchasing, the need to transform in order to remain competitive has hit M&D at a massive scale.



M&D companies face new challenges.

In a world where consumer expectations are changing to meet technological and contemporary UX/UI advancements, it's crucial that your offerings and platforms evolve to meet those expectations. M&D risks falling behind in this area because a lot of their advancements have been small steps towards digitizing like Electronic Data Interchange (EDI). While EDI has been an important step in the industry's transformation, Companies should be creating strategies to move these e-commerce activities using more open UI/UX experiences whereby it's not just about sending an order transaction but also enabling work tools that help companies plan and manage alongside their workflows to reduce friction.

BUSINESS TRANSFORMATION DOESN'T STOP AT RE-ENVISIONING YOUR CUSTOMER'S PURCHASE JOURNEY



As digital continues to evolve and exert its influence on the physical world, M&D companies have unique opportunities to change and meet these new expectations in many different ways. Whether that's adopting the subscription models we see so many digital companies employing, creating digitally accessible product demos and educational materials, or leveraging data to provide more client-specific recommendations, the possibilities are endless for the companies bold enough to take them.

Beyond the digital evolution, there are other factors driving M&D towards the need for overall business transformation.

With the reduction in physical events and tradeshow as a result of Covid, M&D companies face an immediate need to rethink what was once a major factor in the sales funnel. As we're seeing in a number of different industries, this kind of major disruption offers an opportunity to go further than simply digitizing your original business model (i.e., finding new ways to host virtual tradeshow) and instead lead the way in transforming the business model as a whole.

A lot of companies avoid this kind of massive transformation project because it can feel daunting. With a partner like Valtech, however, it's a painless process. We serve many clients in the Manufacturing & Distribution vertical, and our clear communication, iterative way of working and user-first design ideology make business transformation projects more manageable.

This most recent disruption will usher in the next wave of transformation to M&D. If you're looking for a digital partner poised to help you navigate the inevitable changes and lead the pack before the competition, [contact us](#) today.

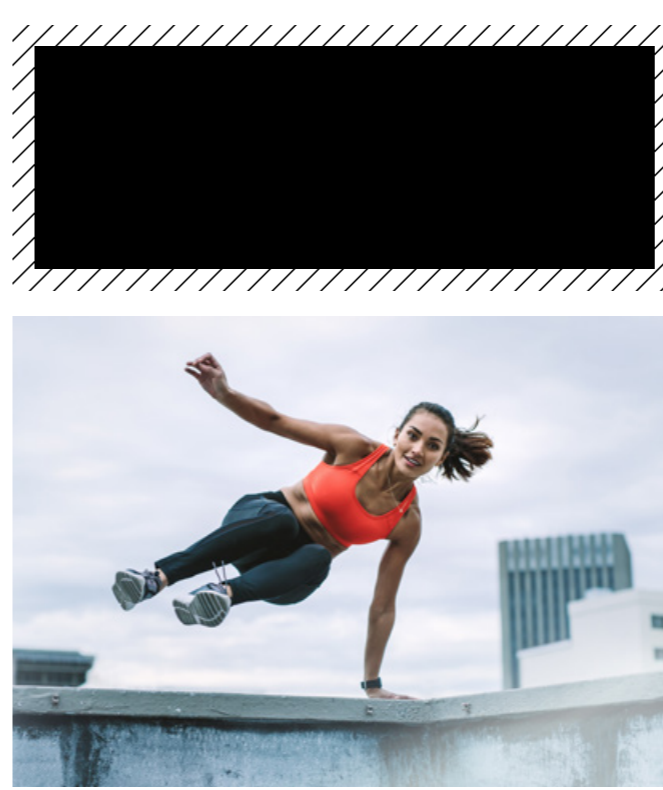
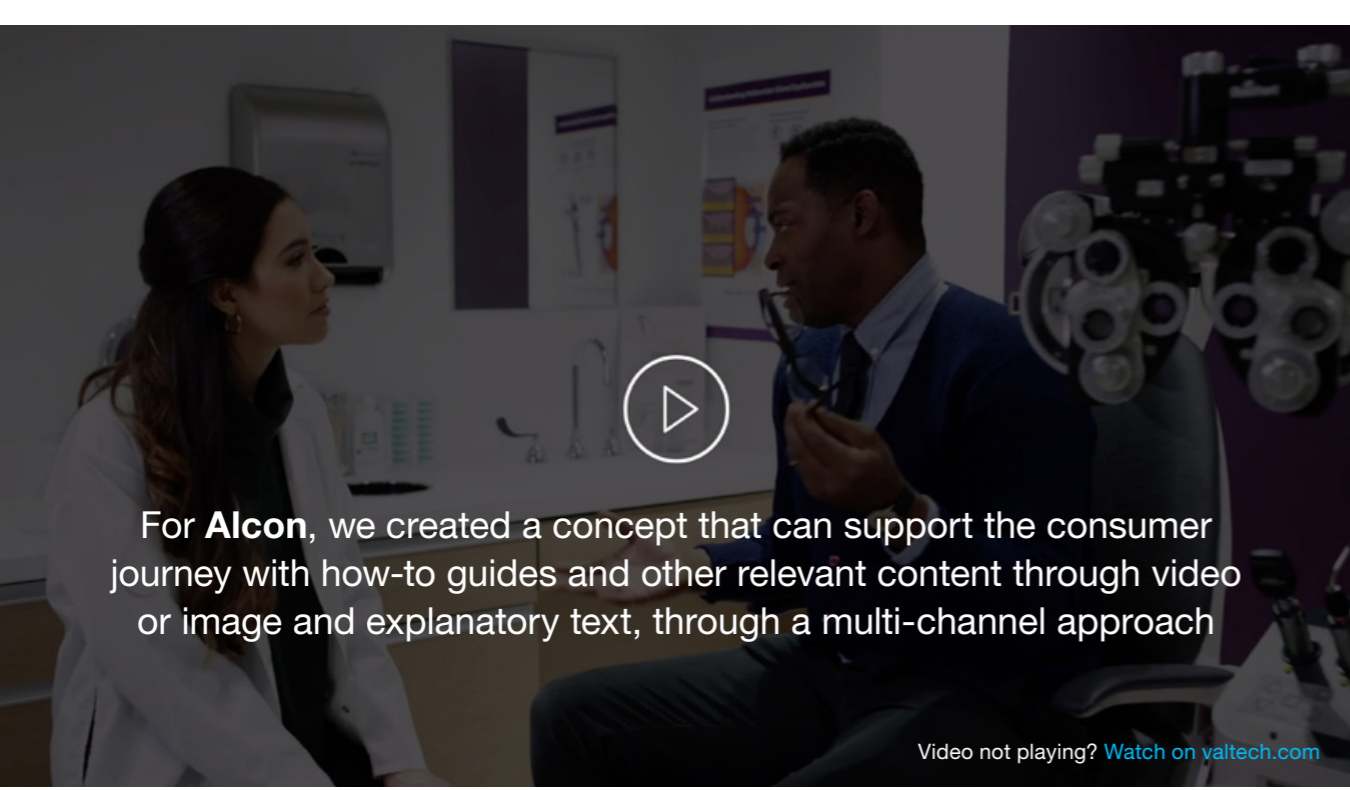


Health

By Conny Carlzon / Global Industry Lead for Health at Valtech

As the world finds itself exiting the worst of the Covid pandemic, industries are pushing forward into the future of the new normal.

This is every bit as true for Health as it is for other verticals. A lot of industries are ushering in business changes directly in response to Covid. Health is an industry that will feature changes accelerated by the pandemic, but the larger business transformation opportunities go further than simply adapting to a post-Covid future.



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These types of **changes take time and work to implement** as they require a **fundamental shift** in the tools and processes employed in healthcare.

The possible transformative measures that could be taken are too vast to fully engage with here. They include ideas like building accountable coalitions of health providers, enabling our out-of-system ability to create meaningful experiences that produce regenerative health outcomes. These types of changes take time and effort to implement as they require a fundamental shift in the tools and processes employed in healthcare as well as in the perception of the people who have viewed the industry in one set way for a long time.



Easier opportunities for transformation can be seen in the manner that Health companies collect and use data in order to better understand patient behaviour, needs and expectations to create meaningful experiences that produce positive health outcomes.

For a leading example of this kind of transformation, we can look to Alcon. When they noticed a specific problem (that about 50 percent of first-time users of contact lenses drop out after only two days), they set out together with Valtech to systemize data gathering to help them to better understand why that was and to design solutions using these insights to support first-time users of contact lenses with relevant content and services to address their individual set of challenges.



Another option is to change the way Pharmaceutical and Life Sciences companies in general view patient engagement as a whole.

Novo Nordisk identified a gap in available offerings for people living with diabetes in access to reliable, trustworthy and peer generated content. As their strategic digital partner, Valtech helped to transform the way Novo Nordisk engaged and created unique online experiences for people living with diabetes, with the understanding that diabetes is a multifactorial and complex disease. We designed and delivered the new Novo Nordisk portal uniquely designed for people living with diabetes, offering personalized and relevant experiences to the users.

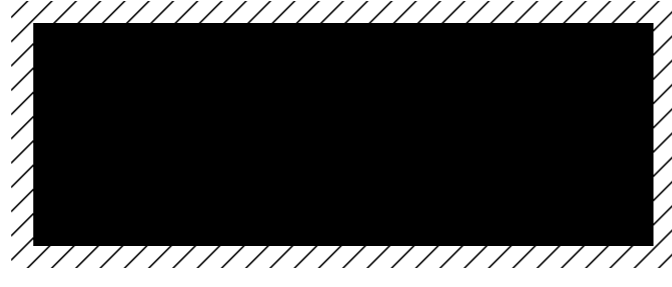
There are many trends shaping Health today.

Data and an increased focus on patients and health outcomes are only two focal points. Changes in these areas are just the tip of the iceberg when it comes to the possibilities of business transformation within Healthcare. Valtech's work helping these companies as well as our work with organizations as varied as Philips, the NHS and AO Foundation have us well positioned to help with other business transformation projects in the future.

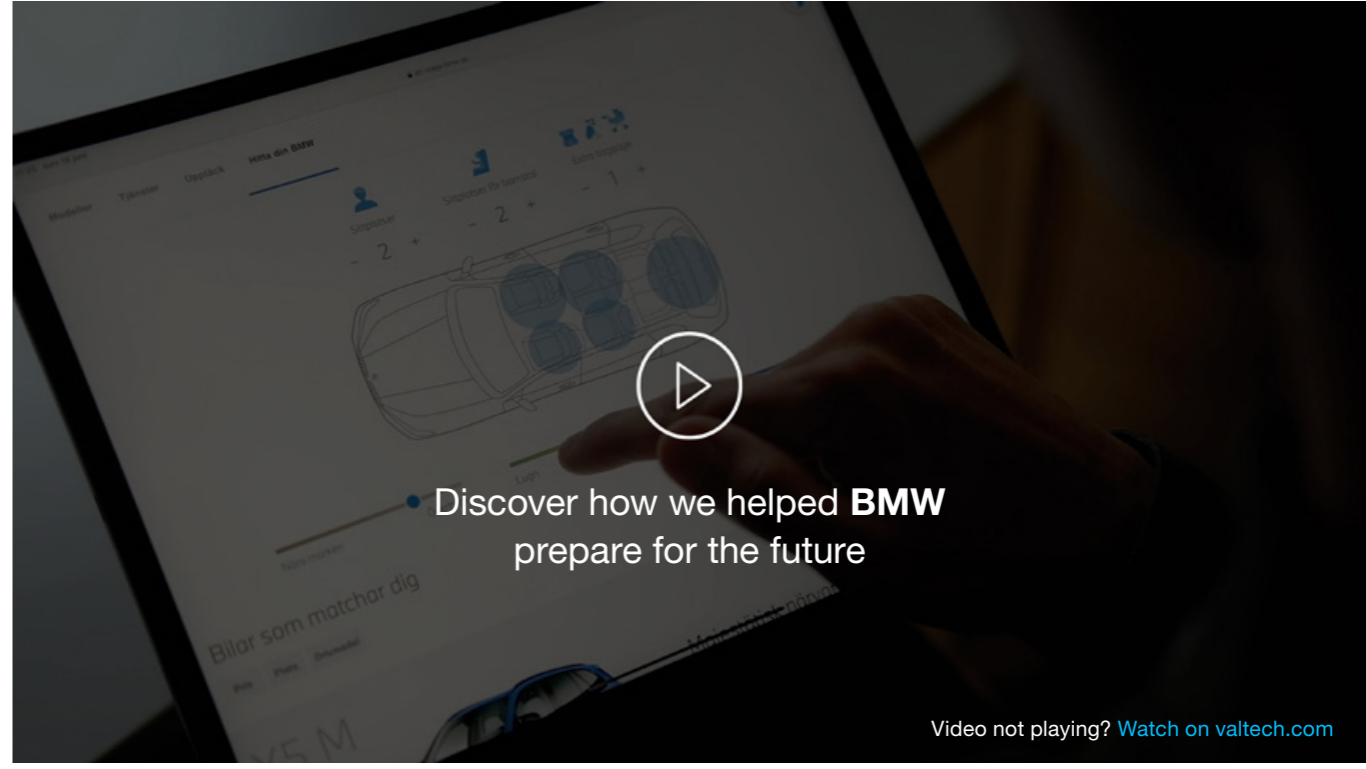
Technological advancements are guaranteed to change the face of Healthcare. To be best served in meeting those changes and to get out in front of the next big disruption, joining forces with a digital partner like Valtech is crucial. To see what our business transformation experts are capable of, [contact us](#) today.

Since the days of Ford's assembly line, the automotive industry has progressed with very little disruption.

The working model for the industry, with OEMs creating a product and then handing that product over to distributors, has remained consistent for years. Even with the growing popularity of electric vehicles, the change brought to the industry is the need to design a new type of vehicle rather than to redefine an entire method of working. However, one of the things that has kept the industry steady for years is the fact that customer expectations hadn't shifted. That's far less true today than it was even five years ago.



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As digital continues to dominate our world, people's shopping habits have changed.

The digital interface has become a crucial portion of every buying journey. Everything from reading reviews to researching the differences between brands and models to price comparison and deal shopping is done online. Within the automotive industry, however, the purchase and delivery steps of the journey still often take place in person. Leaders within mobility are forced to ask what does the future hold for this process?

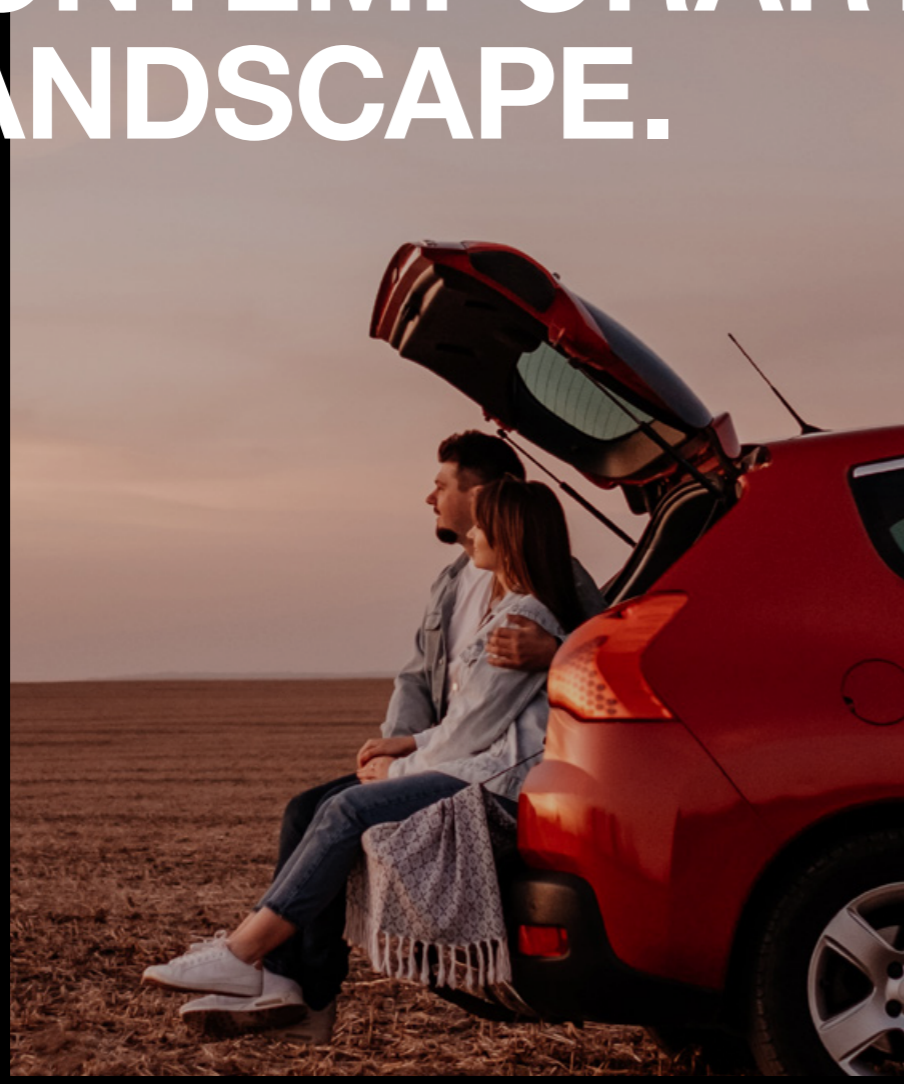
Certain new car manufacturers have already entered the market with more than just a new product. They're also leading the way with a direct-to-consumer business model the industry hasn't seen at this level before. The evidence suggests that consumers are ready for a process that more closely resembles their other shopping habits.



Luckily, the automotive industry isn't shy towards technological advancement.

We've already seen a number of leaders within the space expand and enhance their technology stack in order to bring new features to their products and to enhance the UX and CX inside as well as outside the car. Equally, dealerships have taken steps to create virtual showrooms through various digital channels, including AR & VR, in order to update the existing business model with contemporary technology and customer experiences. With these early steps in mind, how can you best make use of these advancements to receive the best ROI for the transformation work that's already been started?

IT'S TIME TO START THINKING OF WAYS TO **CHANGE THE BUSINESS MODEL TO FIT THE CONTEMPORARY DIGITAL LANDSCAPE.**



To achieve the kind of business transformation needed to lead the way into the future and to remain competitive with the many new companies poised to disrupt the market, automotive companies have to go a step beyond simply upping their technology tools and digitizing the existing model. It's time to start thinking of ways to change the business model to fit the contemporary digital landscape.

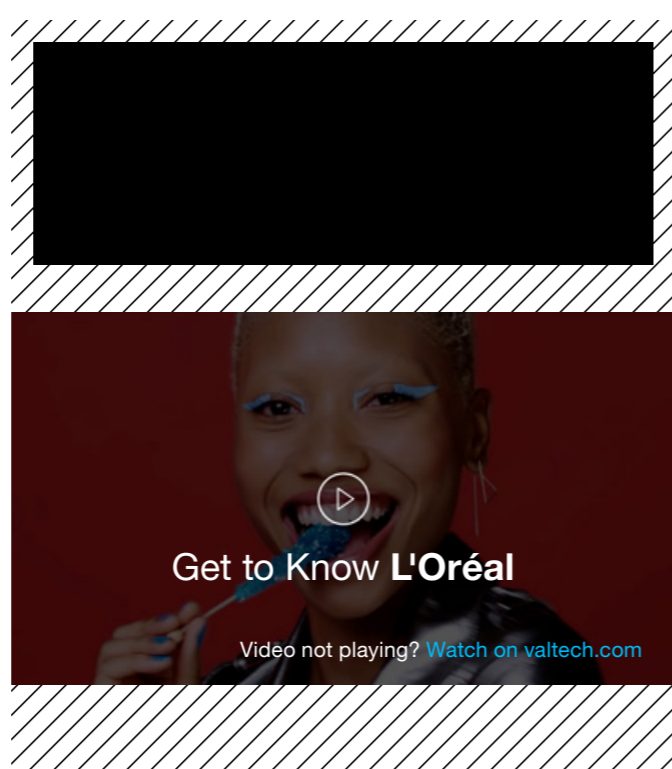
The nature of business transformation within mobility is multifaceted and the possibilities are nearly endless. In thinking of ways to transform the industry to meet the growing needs of consumers, there's the opportunity to break down the silos within any given OEM operation. By so doing, companies can unify manufacturing, marketing, sales and distribution under one collective goal. Creating this singular focus, and the tech stacks that will be needed to support it, has the ability not only to unite a company under one shared vision, but also to deliver the kind of experience consumers have come to expect from all of their shopping endeavours.

Transforming the way a team works or the way an industry operates seems like a lot of work, but with a strong and experienced partner, it doesn't need to be quite as big of an undertaking. Valtech has a long history of helping automotive and other companies navigate their own business transformation projects. With our innate focus on the end user and our iterative working style, we understand how to take the temperature of what consumers need. We're also experienced in how to test what we build to make sure all decisions are informed by the best data available.

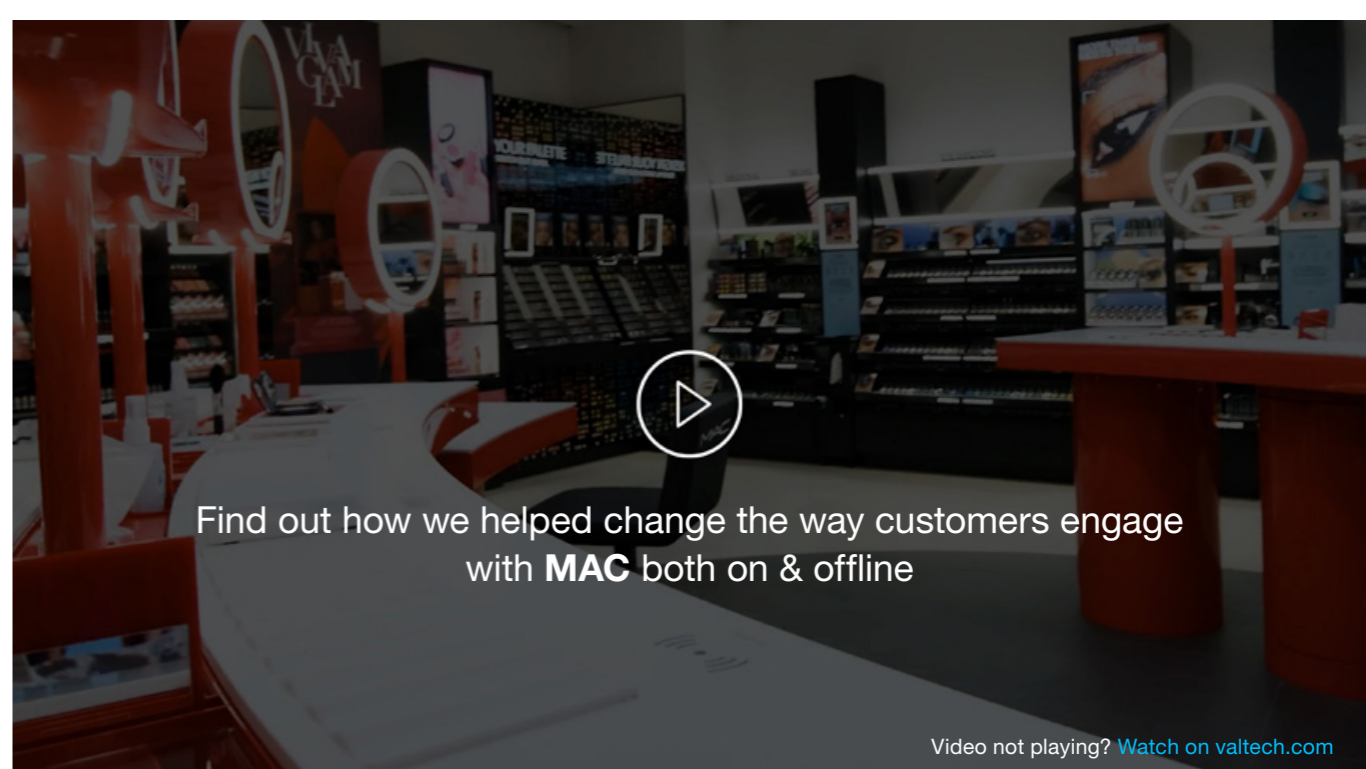
The future is quickly approaching, and it's time for mobility companies to get the most out of the tech changes they've invested in recently in order to best meet the challenges of tomorrow. If you're ready to see what business transformation can do for your company, [contact us](#) today.

Most industries have experienced a monumental shift in recent years, but it's possible that no other industry has changed quite as much or as quickly as Retail.

Just as many brands were getting used to the changed consumer behavior brought on by the e-commerce wave, a global pandemic hit that changed behavior even more. And while this change didn't usher in anything that wasn't already on the way, it accelerated and evolved the omnichannel journey faster than a lot of people expected.



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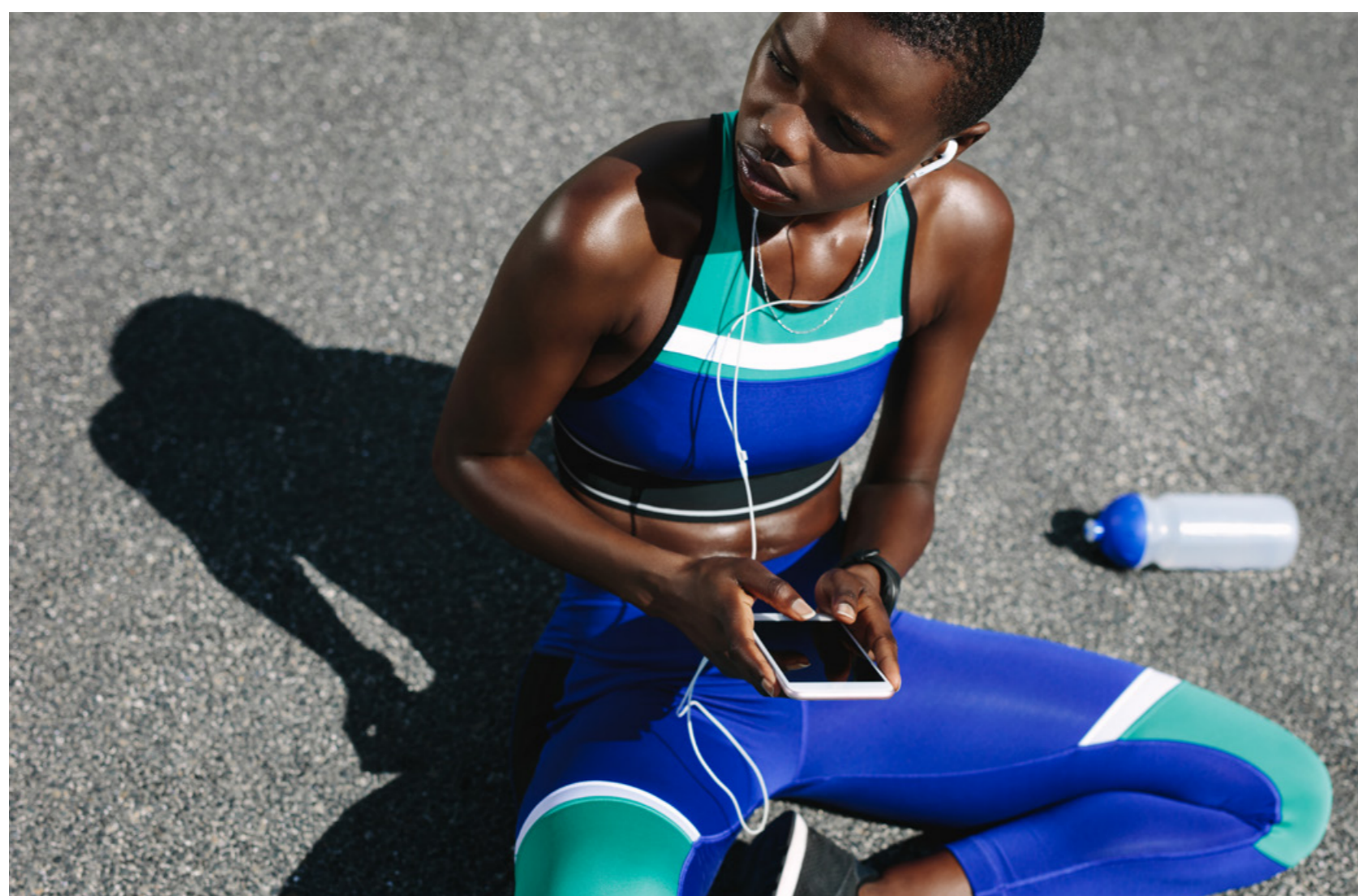
To meet the challenge, a lot of brands adapted quickly.

Buy online, pick up in store (BOPIS) options became the baseline for a lot of retailers. Entities like grocery stores which, thanks to specific logistics cost limitations/protections, had primarily avoided a lot of the changes other retailers experienced as a result of the e-commerce boom, started offering same-day delivery complete with the ability to track your driver's progress in real time. In short, there was a quick pivot by retailers to meet the new challenge.

Now, with these new offerings on the market, and still being iterated to the point where we'll see more ubiquitous adoption spurred by not only necessity but also desire on the part of the end user, the time is perfect for a bigger change. While the shift into omnichannel adoption has been high, we can easily see that the next wave of change in consumer behavior is right around the corner. To meet it, a business transformation towards centering mobile accessibility and personalization is needed.



During the push before COVID, when omnichannel retail was the primary focus, the physical store was still at the center of the omnichannel journey, and so transactions remained predominately within the physical store. In today's world, however, a lot more of life is spent in the digital as opposed to the physical spaces. Not only did the pandemic drive many people indoors, but just about every moment of the customer journey has shifted to digital. Consumers go online to research products before deciding if they want to buy. They compare prices before determining which source to buy from, and they compare delivery methods to determine how to get their products faster and safer than before. After the purchase, they equally jump online to leave reviews and to post about their buying experience on social media.



The digital is de facto overtaking the physical in its level of importance in the buying journey. Moreover, these digital interactions are almost exclusively taking place on mobile devices. This means it's no longer enough simply to create an app or to have a responsive version of your website. It's crucial to prioritize the functionality and the personalized UI/UX of mobile offerings while also taking the next step in things like BOPIS upgrades. A digital content production revolution will also need to occur within the core retailers' processes.

These are the types of changes needed in the business transformation for retail. The online store has been designed around the tenets of the original store itself. The focus on the "phygital" meant that the physical was always the basis of design, but it doesn't have to be. A true business transformation within retail will require a rethinking of what customers can and will use their phones to do and how behavior will continue to change in the future. Customers are already using their phones for every aspect of the shopping journey outside of the store; it's time we bring that same functionality into the store as well.

To accomplish this kind of transformation, every available option needs to be explored. Whether its QR codes like we see in many retailers in the APAC region, or the RFID that enables customers to simply walk into a store, grab what they want and walk out again. What people's mobile phones are capable of is plentiful, and to meet the next wave of disruption within the retail industry, brands have to be prepared to capitalize on those possibilities, and particularly on the unlimited online and "phygital" data available along these new journeys.

While a big business transformation project can seem daunting, the truth is with a partner like Valtech, the process is painless. We've worked with many retail companies of various sizes to deliver their own business transformation projects. Our open communication, partnership mindset, focus on the end user's needs and iterative working process all combine to create a seamless experience.

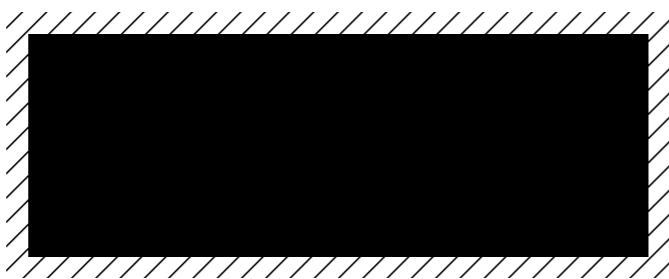
If you're interested in seeing what's possible through business transformation with a partner that believes the only way to progress is to Transform by Doing, [contact us](#) today.

Travel & Hospitality

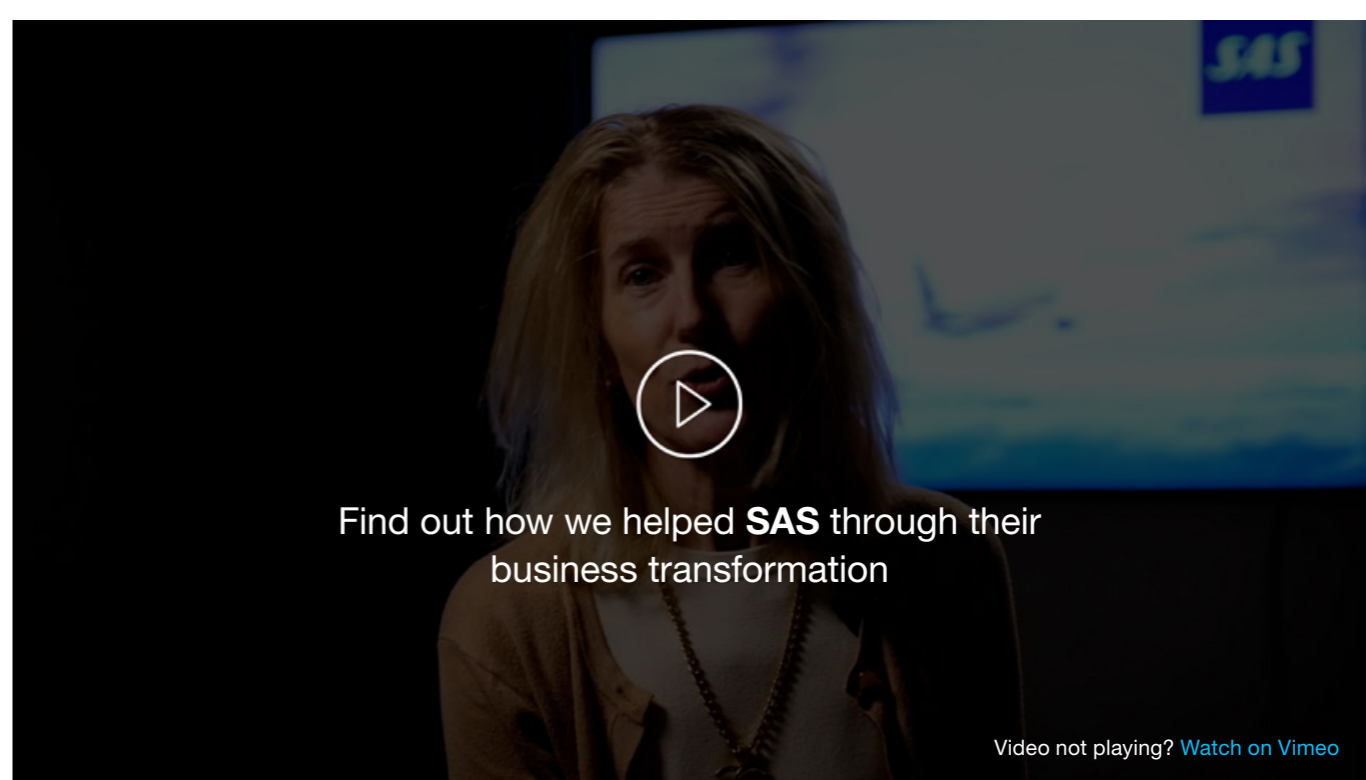
By Dennis Esser / Client Service Director, Valtech Germany

No industry has been as affected by the global pandemic as completely as Travel and Hospitality.

All over the world, companies have been scaling back and facing untold levels of uncertainty. The need to keep the business above water long enough to see things return to some kind of normality has been at the forefront of the minds of all the leaders in this sector. With this necessary focus on keeping the lights on, it's easy to understand how thoughts about the next big business transformation have fallen by the wayside.

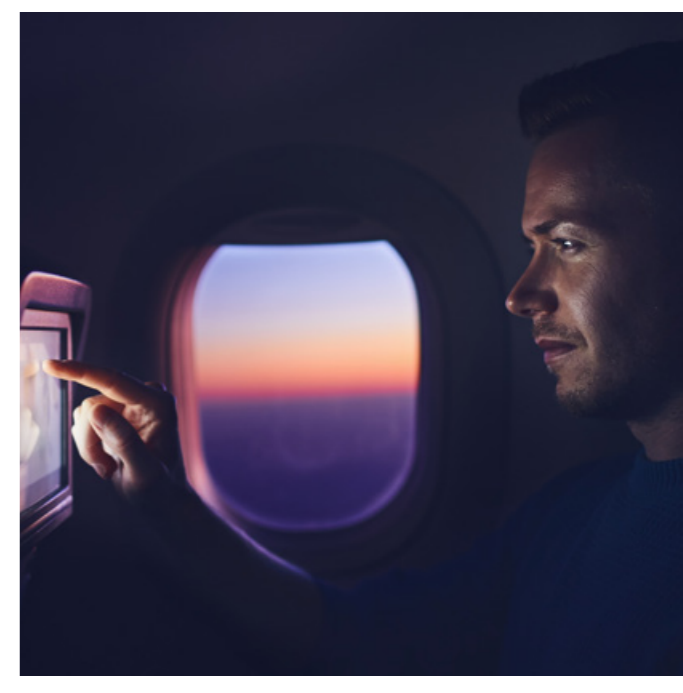


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We're free to **innovate** and come up with **forward-thinking solutions** to ensure you can tap into those future potentials when the sea calms down again.

While it's true that every industry disruption presents opportunities to change your business in distinct ways to be ready for the future, this particular disruption has been so impactful that it's hard for Travel and Hospitality companies to clearly think about the next big thing in travel innovation. That's why a partnership with a company like Valtech becomes so important. We're free to innovate and come up with forward-thinking solutions to ensure you can tap into those future potentials when the sea calms down again.



For the entirety of the pandemic, Valtech has had our eyes on the future.

We've looked at the technologies likely to be crucial for success after the pandemic ends. We've thrown ourselves into the work of developing Proofs of Concept (POCs) that harness the technologies our research and our experts agree will be the foundation of the new normal in travel. As such, we're perfectly poised to transition a company from monolithic platforms to a tech stack built on flexible and future-ready MACH principles. We've already built out platforms that can harness the power of customers' smartphones as we collectively continue to adapt to our predominately contactless society. We've even explored the power of gesture and voice control interfaces. What these technologies can do for companies in Travel and Hospitality remains to be seen, but we're more than ready to implement them for our clients when the time comes.

ADAPTING IN THE PRESENT DOESN'T ELIMINATE THE NEED TO ALSO **PREPARE FOR THE FUTURE.**



There's opportunity to address the concerns that have faced the T&H industry for years. Building resilience into the industry should be a top priority as the possible disruptions the future might bring can likely be tied to existing concerns. Questions around long-term environmental, social and economic sustainability still need answers. Which is to say nothing about the opportunities for consumer/travel experiences.

A lot still needs to happen before the world is ready to travel at the rate we saw before the pandemic, and even more has to happen before companies are ready to start undertaking the true business transformation necessary to lead the way into the future.

However, in preparation for when that time does arrive, Valtech can help you now to make sure you are ready to meet your customers' enthusiasm to return to travelling and enjoying great hospitality.

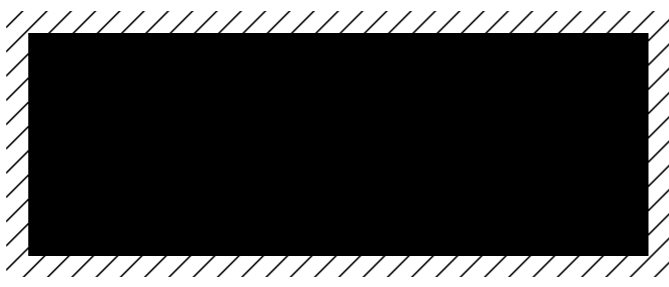
To see what our Future Studios team has been working on, and what our business transformation specialists are capable of, [contact us](#) today.

Financial Services

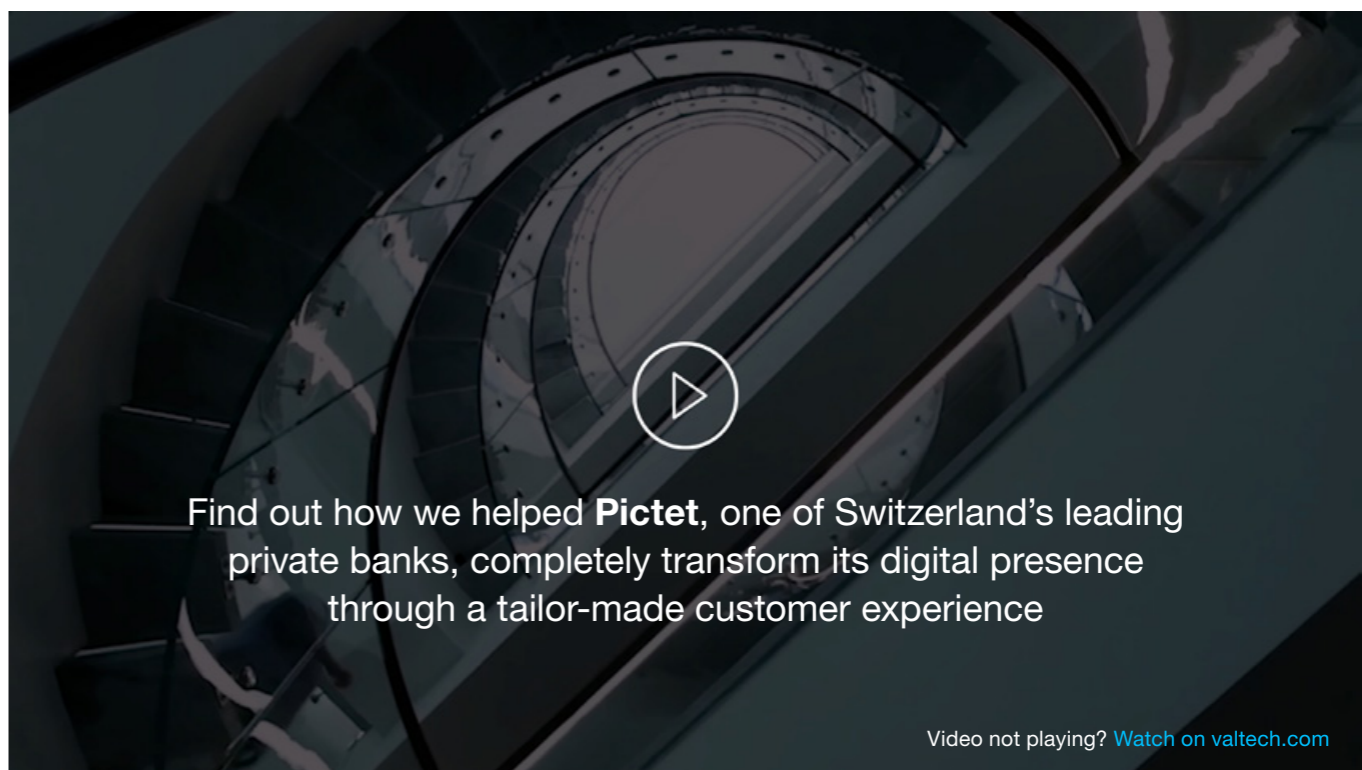
By **Sandro Tarchini** / Industry Lead, Financial Services, Valtech Europe

Banking is an industry that's been around in some form or another for centuries.

As with any longstanding industry, the market has weathered a number of changes and advancements over the years. While the changes these advancements have brought have been weathered well, the general tenets of the industry have remained unchanged because there never seemed to be a need to fundamentally question them.

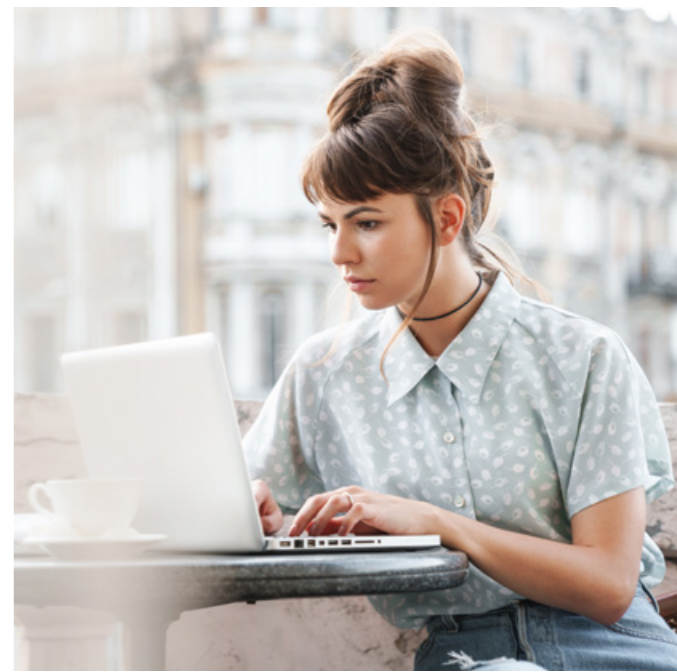


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As we move forward into a truly digital world, some of the tenets of traditional banking, e.g., the hierarchical structures and the generally siloed nature of the organizations are quickly becoming inhibiting factors. And while that hasn't been a problem in the past due to a lack of competition, that day is quickly coming to an end.

Since 2010, around 233 new banks have been founded worldwide that operate on completely different premises than the established financial institutions. Rather than applying the old banking structures and business models, they orient themselves at the business models portrayed by the big technology companies.



The existence of this competition offers an opportunity for established companies in the financial services sector to get the jump on transforming to meet the needs of tomorrow.

Because these young companies are still very limited in their offerings, the opportunity for established companies to use their years of experience to lead the way into the future of banking is strong. However, to break into that requires a dedication to leave familiar tracks and adopt real business transformation.

Although the new competition is still small, incumbents need new ways to react to this shift in the market and the changed demands of their customers. Big banks are perfectly poised to meet the needs of their customers better than the young upstarts because they're already in a position to offer more services than the competition and benefit from a sometimes decades-old demonstrated trustworthiness.

The trick then is to digitize the widest possible range of services your bank offers, break down the silos within your organization, and leverage the data you already have from your customers to deliver the kind of experience and personalization these younger banks already offer on a smaller scale. This is what is meant by business transformation within financial services.



It's no longer enough to have a banking app that simply allows customers to check their balance and transfer funds between accounts.

It's crucial that all of the services that are available within the branches are available to be performed online/mobile as well. Banks that allow customers to smoothly open an account, build a profile, and then continually interact with the services they need in one easy to use, and easy to access location (such as all in one mobile app) are the banks that will best meet the disruption these new institutions are poised to bring to the industry.

Business transformation within financial services requires a bold willingness to change well established working models. It includes building the platforms and forming the UI/UX that will be the most appealing to end users, but it also means being ready to break down the traditional product silos and enable the use of relevant client data throughout the organisation. The good news is no organization has to take on all of those changes at once.

At Valtech, we're experts at iterative work, and we pride ourselves on making decisions that are informed by data. This means a major business transformation project can take place over time with each individual piece of the project being researched, built, tested and then iterated before moving on to the next piece of the project. This way, if we work together to digitize one of your products, e.g., your mortgage lending operations, we can use the learnings from the process to help direct the future transformation of your savings & investments services, and so on.

With Valtech as a partner, business transformation for your financial institution needn't be the large overhaul it seems. We can institute the small iterative changes needed as well as advise you on the organizational changes that will usher in the future of the industry.

If you're interested to see what business transformation can do for you, [contact us](#) today.

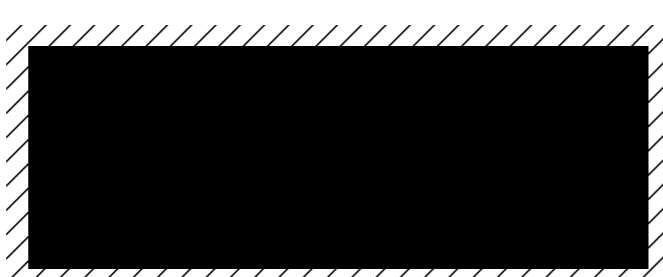
Public Sector

By Ross Nichol / Sales Director, Valtech UK



Citizens and the Public Sector have benefited greatly from digital transformation.

This digitization has made us all efficient as we can now transact with the government from any device for almost all the services that you expect your government to provide. As the public becomes ever more reliant on the digital world to accomplish regular tasks, the government will continue to benefit from adopting digital preferences into their processes. Improving on the functionality of those digital services will improve productivity, sparking a business transformation that can lead to new, optimized ways of working within the sector.

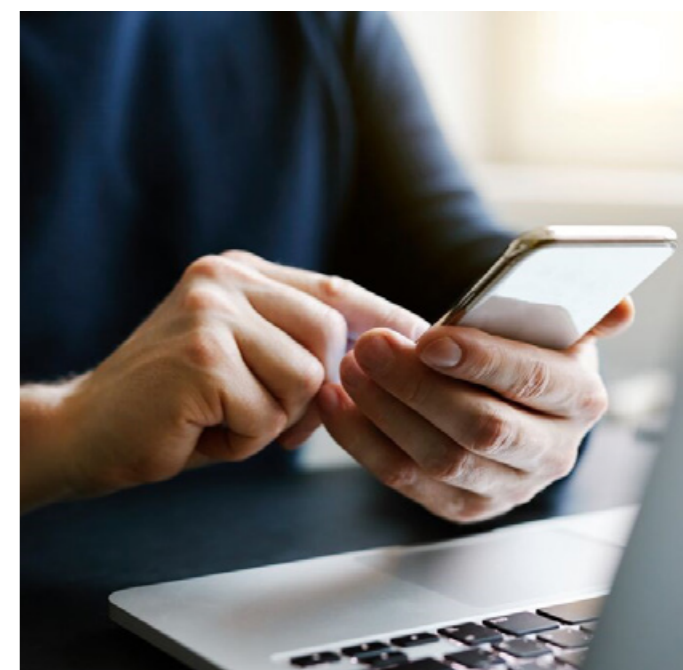
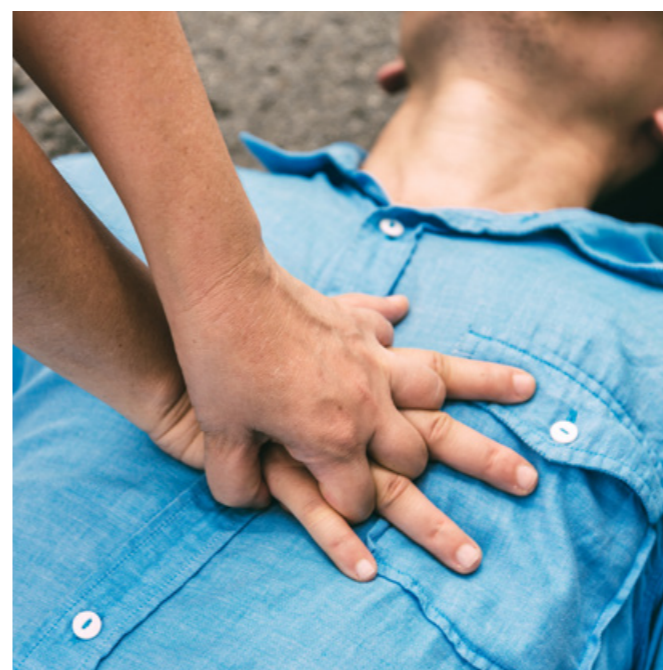


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The importance of a UX that keeps up with consumer expectations is crucial.

Every country, state, city or municipality features processes that can either be digitized or are already digital—many could benefit from upgrades given new innovations and approaches. Unlike in other industries, this digital transformation isn't fueled by competition from rival companies. However, just like with other companies, the importance of a UX that keeps up with consumer expectations is crucial. People who intuitively log on to a platform to request needed services or access public records have no need to clog up lines of communication with simple requests. In turn, this frees up public sector employees to perform more complicated and necessary tasks.



Digitizing tasks that are currently reliant on paper or people also leads to a kind of natural business transformation within the sector.

When you digitize the process of applying for a passport, for example, you enter personal information into a shared system, making it equally accessible if that same person ever needs to apply for Jobseekers Allowance. By breaking down the barriers of access to the information within the government system, you also break down the silos across departments.

DIGITAL TRANSFORMATION WITHIN THE PUBLIC SECTOR ALSO LEADS DIRECTLY TO IMPROVED CITIZEN SATISFACTION RATES.



We've seen application times cut in half and application completion rates more than double after digitization of certain services. We've also seen a major reduction in citizens needing to show up to a physical building to have their needs met. In the post-COVID landscape, this will be a crucial factor.

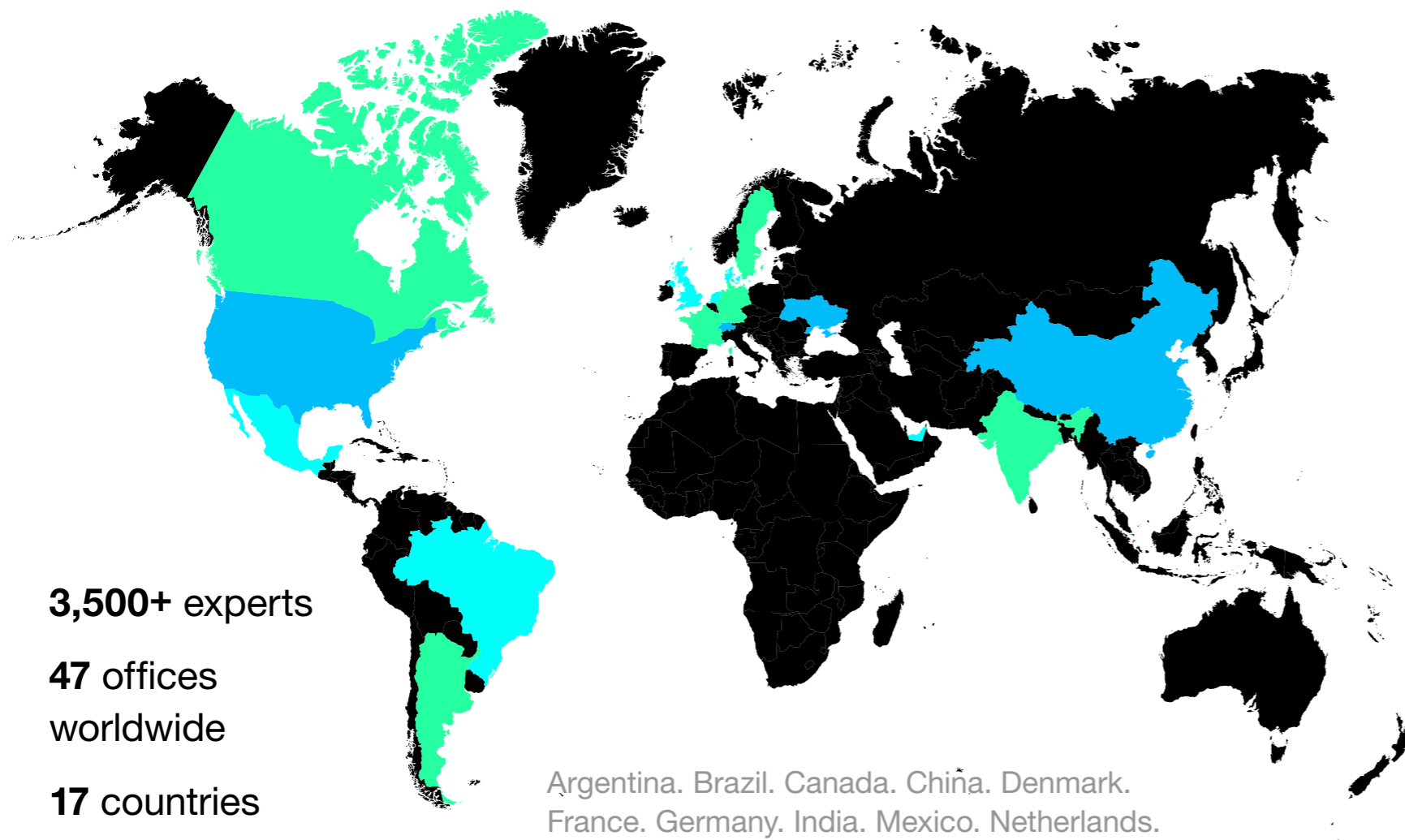
As technologies evolve, we learn and iterate to make the business of government more efficient.

Public Sector should be paying attention to this to make sure that they are keeping pace with the online presence of private organizations and in line with citizens' expectations of experience. Keeping pace now will mean public services won't end up with disparate systems and an expensive legacy, playing catch-up later.

The first wave of digitization was dedicated to simplifying processes reliant on pen and paper. As certain countries and even private organizations have pushed the technology, integrations and UX expectations even further, the game has changed from simplifying to ensuring that the government keeps pace. This needs visionaries and budget—as well as understanding of ROI.

If you're ready to see what additional digital transformation and the subsequent business transformation can do for you in the public sector, [contact us today.](#)

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1 unique culture

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Just some of the companies
we are helping to transform:



To accelerate innovation,
we launched the Valtech
Future Studio. Take a look >