Avasant Digital
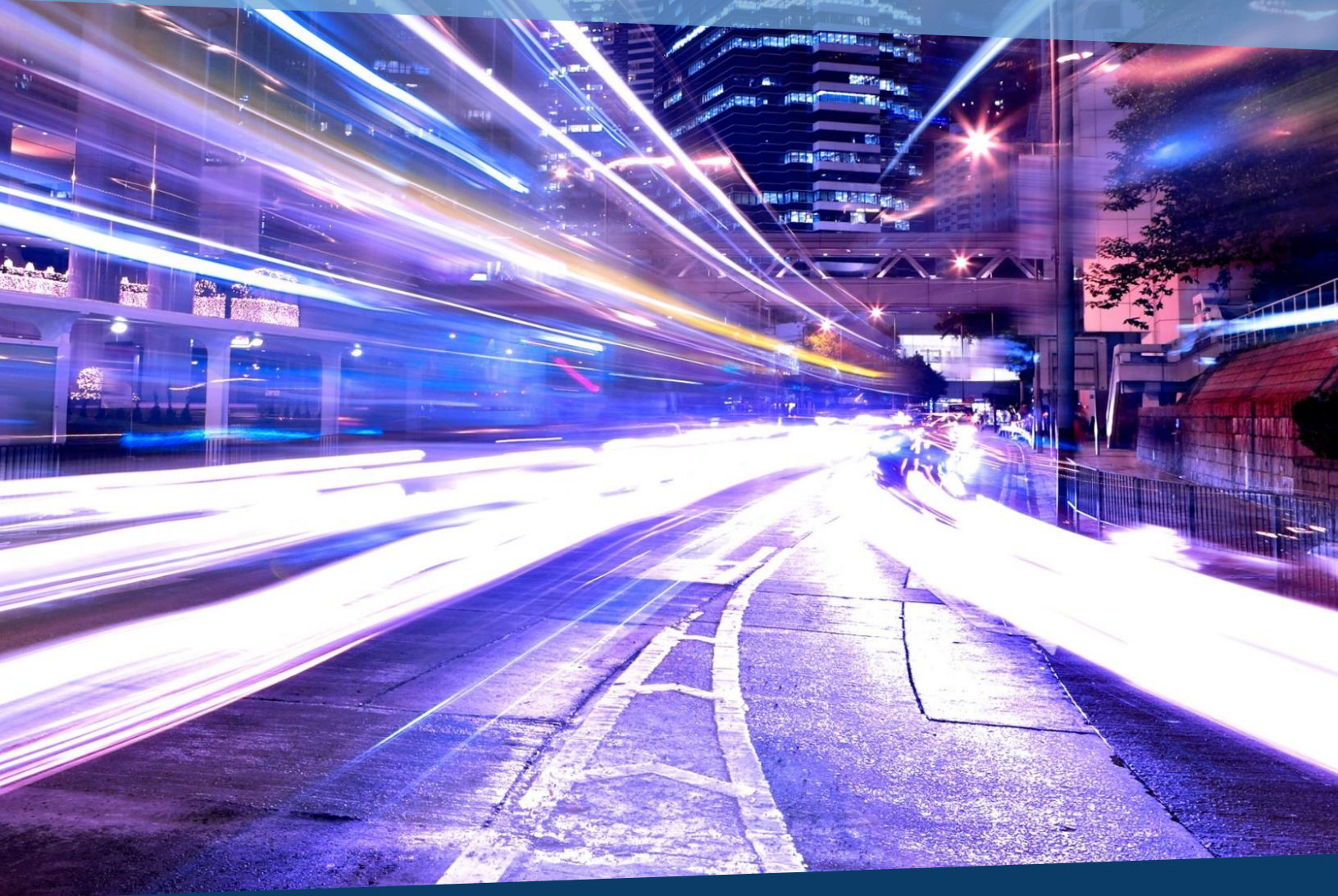
Strategy | Selection | Implementation
AvasantX | Governance

Avasant Digital

Embrace disruption and revolutionize your business model

Today's digital opportunities are ushering in a new era of customer engagement and business process. These are fundamental changes which impact the way services are developed, delivered, and consumed. From social media, analytics, mobility, automation, and cloud, today's organizations are empowered with new digital solutions to enhance customer engagement. Avasant focuses on leveraging the potential of disruptive technologies to define digital business strategies for our clients. From this process, new strategic partnerships are formed within the digital ecosystem.

Client Case Study

Emerging technologies and digital ecosystems are presenting opportunities for revenue growth. Avasant developed a digital business strategy for the second largest international airport in North America to optimize their non-aeronautical core operations and processes. Our experts identified long-term strategic partnerships, sourcing strategies, and gainsharing models to create a digital ecosystem. The client realized a 10-15% increase in non-aeronautical revenues, 20-25% process cost reduction in core operational processes, and over 35% reduction in utility IT costs.

Digital Strategy

Adopting a digital strategy is no longer an option; it is a "survive or die" requirement.

New disruptive technologies can provide a model to address these complex and changing market conditions. Avasant's digital strategies leverage our knowledge of key technologies and awareness of the digital partner ecosystem to define and capture potential opportunities for revenue growth and risk mitigation. These solutions are designed to reach across all aspects of the client's digital value chain.

Avasant's approach to digital strategies is driven by a robust methodology, tools and best practices that can be readily customized to specific client situations. Our recommendations often include:

- Improving customer engagement through contemporary social and mobile channels

- Implementing innovative robotics and automation solutions to enhance efficiencies

- Mining customer intelligence through data analytics

- Optimizing technology investments to improve business returns

- Aligning organizational structure to implement rapid digitization initiatives

Solution Selection

Our selection methodology provides clients with the support they need to navigate, evaluate, and choose the most appropriate digital solution.

Executing a digital transformation strategy and its associated initiatives may require a multitude of solution providers from system integrators and XaaS providers, to software and technology providers. Digital transformation has given way to new contracting models that requires clients to navigate through the nuances of usage-based fees and common service levels, irrespective of their size and technology spend. Achieving an integrated solution requires a team of experts that can provide a comprehensive and robust solution selection process.

Avasant helps structure and manage strategic partnerships at all levels of the digital value chain. We identify the capabilities of solution providers, detect potential capabilities risks, minimize integration risks, and align to the digital transformation strategy objectives of our clients. This process enables our clients to recognize their business and technological ambiguities and identify key digital initiatives that need to be driven for enhanced value realization. In addition, our expertise in contract development and negotiations helps clients mitigate their contractual risks while remaining aligned to their transformation objectives.

Digital Implementation

Incorporating digital platforms in corporate and marketing strategies is critical for clients to maintain their competitive advantage in the marketplace.

Given the multifaceted nature of digital solutions and their direct impact on customer experience and channels, strict discipline and rigorous oversight throughout the implementation process is imperative. Management processes ensure alignment and integration across various technological solutions.

We assist clients with the development of a modern retained organization geared toward the new digital world and governance structure designed to support it. Avasant actively oversees the completion of strategic and operational objectives such as technology integration, solution transition, and organizational change management. In order to sustain long term continuity and impact, we implement ongoing governance processes to ensure relevant stakeholders are delivering on their commitments. Our clients successfully deliver on their digital transformation roadmap, making their operational execution, business model and customer engagement more current. Our approach delivers defined outcomes that maximize value and mitigate business disruption.

AvasantX

Elegant UX is at the heart of companies that seek to disrupt or maintain industry leadership positions.

AvasantX Practice

Consumers have growing User Experience expectations. The modern user expects interface to be simple, efficient and responsive to individual needs. AvasantX operates at the nexus of technical, creative and business strategy for incorporating a comprehensive User Experience (UX) across all digital channels.

AvasantX Workshop

The key to any successful UX initiative is creating design requirements. Our experts conduct workshops with our clients to develop robust specifications and a cohesive Digital Product Roadmap. We specialize in leveraging state of the art prototyping tools and approaches for human centered design innovation.

Ideate

The AvasantX workshop blends business and technical strategy with creative design sessions in a 90 day workshop. We identify modern UX design patterns while highlighting critical roadblocks and creative solutions that ensure efficient user processes for the front end of a customer application or product. Our collaborative design sessions helps to build consensus with stakeholders to determine the users' "red routes" while leveraging UX equity or familiar user behavior found in common social, mobile and ecommerce apps for a superior user friendly experience.

Data Architecture

We bring a scientific approach and fundamental understanding to documenting user metrics that drives customer conversion and completion of tasks. The AvasantX workshop also merges deep domain understanding of backend technologies and information architecture, developing both a creative and technical design of a coherent roadmap for Digital Product transformation. Understanding and transforming data availability with clear information architecture differentiates AvasantX from the typical creative agency approach.

Design/Iterate

Using human centered design principles, we produce a clickable prototype that demonstrates the value of a sound UX design. This exercise incorporates internal and external stakeholder feedback and testing to enhance the procurements of technology and partnerships for strategic initiatives around Digital Product transformations.

Digital Governance

Lack of ongoing governance presents limitations to reaching strategic goals and objectives.

Issues with oversight can limit both internal and external acceptance of the solution and erode the business value of the digital initiative. Execution of a strategy typically entails working with a host of internal stakeholders and external service providers, which makes having the correct management plan vital for success. Embracing and maintaining the implemented digital strategy is paramount to reap the benefits of your new solution. Focusing on key consultative aspects such as program management and reporting, scope change and impact management, and change management is imperative.

Avasant's digital governance approach supports clients throughout execution to promote user acceptance, higher performance, and break-out financial results. We focus on ensuring the digital initiatives continue to align with business objectives, and that the technology is being utilized optimally. Our approach instills confidence in our clients, safeguarding their investment and promoting accountability to new change management processes.

About Avasant

Avasant is a leading management consulting firm focused on translating the power of technology into realizable business strategies for world's largest corporations. Specializing in digital and IT transformation, sourcing advisory, global strategy, and governance services, Avasant prides itself on delivering high-value engagements through industry focused innovation and flexible client based solutions.

Our seasoned professionals have an average of 20 years of industry-honed expertise, having conducted 1000+ engagements in over 40 countries. Avasant's next generation consulting and advisory methods have made it the top-ranked firm in its class, with recognition from numerous organizations, including: Vault, NOA, IAOP, and Wall Street Journal.

Avasant's engagement in the global market has inspired a strong commitment to community and purpose. Avasant Foundation supports technology and skill development programs to create employment opportunities for youth across Africa, Asia, the Caribbean and Latin America.

For more information, visit www.avasant.com.