

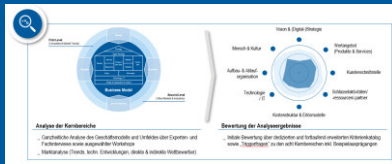
Digital Localization

In three central steps, digitally relevant company areas are analyzed and tested for their digital "future viability" from an individual and holistic business model perspective.



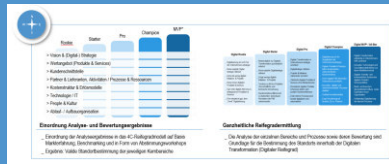
Analysis and evaluation

- _ As-is analysis of digitally relevant company areas (core areas) via expert and specialist interviews as well as workshops
- _ Conducting market research (external perspective) to evaluate the core areas



Classification and maturity level assessment

- _ Classification of analysis and assessment results of the core areas in the 4C maturity level model
- _ Indicators for core area-specific and maturity determination based on 4C market experience, coordination workshops and benchmarking



Final report and derivation of measures

- _ GAP analysis and determination of urgent fields of action, opportunities & risks
- _ Derivation and prioritization of measures and initiatives to establish the "Roadmap to Digital Excellence"

