

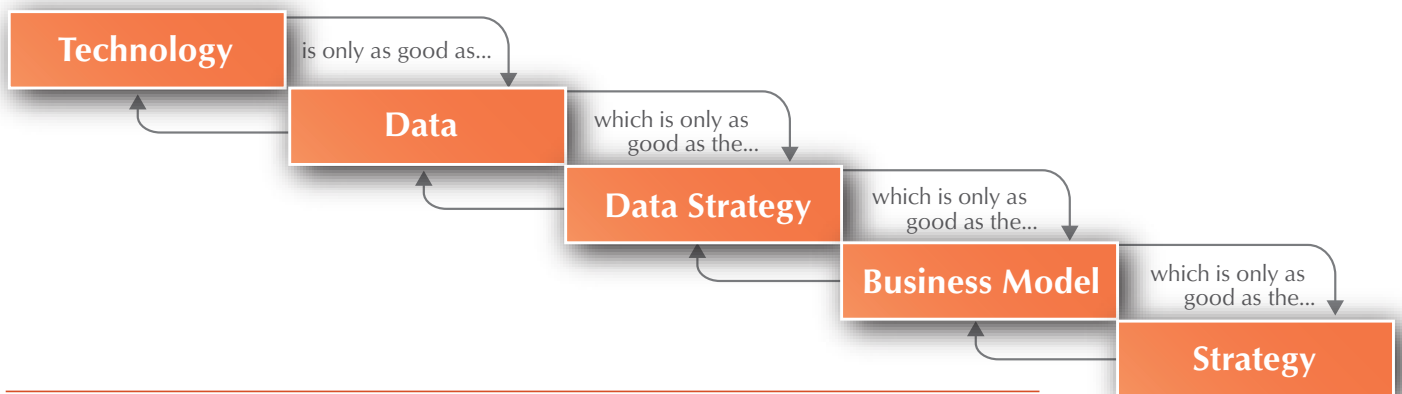
SPIRE

The Strategist, Wins

Enabling SMEs to succeed in a digital-first world

In Industry 4.0, the winners will be those who can connect technology to strategy

In Industry 4.0, the value of a new technology to a business is not adopting that technology; it's about how technology can transform the business and how technology can enable a company's true point of differentiation: its strategy.



The first digitised tool designed exclusively to enable SMEs to succeed in their own personalised digital transformation journeys

- Saves significant costs by avoiding consultants and associated fees in the first phase
- Avoids wasteful spending on technology in the future by identifying required organisational changes today
- Enables new potential revenue models by aligning your IT with your data strategy, innovation practices and customer engagement

What sets this Digital Agility Playbook apart

- Applies a 'Strategy-First' approach through a blended model of human intelligence, AI and advanced analytics
- Minimally intrusive, delivered through an easy-to-use digital assessment tool in
- Based on a uniquely holistic methodology that assesses the interdependence of strategy, organisation and technology
- Collects up to 12 data-points per interaction, based on an adaptive learning technology, providing a more accurate assessment of 'problem areas' and better intelligence to drive the advisory and solutions phase
- Because the Playbook is provided as a digitised solution, the results are delivered in 48 hours, not weeks or months

	Traditional/Technology-First Approach	Strategy-First Approach
Technology	Existing technology is matched to industry standards and competitive benchmarks	Ideal technology is sourced, guided by organisation's capability to absorb and capitalise on that new technology
Organisation	Expensive technologies are purchased that may not integrate with existing systems and structures	Existing processes and specific skill-sets of people are assessed first; technology is subsequently procured or implemented to fit the organisation
Strategy	Technology often works in isolation to existing strategic objectives	Technology can be directly traced to the execution of strategic objectives

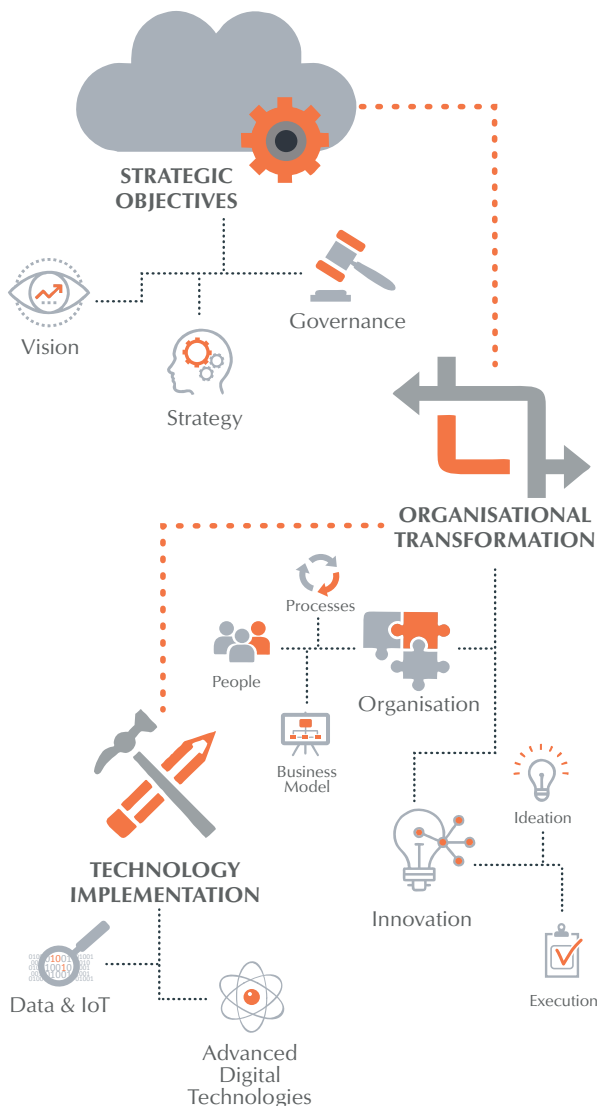
Introducing the Playbook

A methodology that guides the journey from strategy to the application of technologies and analyses every point of the Transformation Value Chain

The Playbook works through a blended model by combining machine learning and advanced analytics with the human-led intelligence of your leadership teams, derived by answering a specially tailored assessment across the Transformation Value Chain to measure strengths, weaknesses and interdependencies across strategy, organisation and technology.

The Transformation Value Chain

A uniquely holistic approach assesses the qualities and interdependence of all key functions of your firm, enabling digital leadership



When the Playbook should be applied: Assessing the four stages of digital transformation

<p>Those who know the destination</p> <p>Leadership has clearly defined strategic objectives → Playbook is ideal to understand which technologies can better enable the strategy and execute the business model</p>	<p>Those who can articulate attributes of the destination</p> <p>Company is digitally and technologically proficient → Playbook may not be required – strategy consulting services could be more optimal</p>
<p>Those who see others travelling to the destination</p> <p>Leadership knows it must act → Playbook could be useful to understand the constellation of strategy, organisation and technology, but a prior assessment phase may be required</p>	<p>Those who know they are embarking on a journey</p> <p>Leadership understands it must digitise or digitally transform → Playbook is ideal to understand how technology can link to strategy and successfully integrate into the organisation</p>

How We Work With You

- **4-Phase Engagement**, including advisory and execution, with an optional 'drop-off' at every phase

Begins with Phase I: Our Digital Agility Playbook

- **Requirements**
 - 60 minutes assessment
 - answered by you and/or nominated members of your team
- **Output:**
 - assessment of transformation capacity
 - agility, strengths & weaknesses measured across strategy, organisation and technology across the organisation
 - performance measurement across specially created cross-cutting themes, tailored entirely to your organisational context and requirements
 - written analyst assessment provides further depth, industry benchmarking and context
 - partner-level call or in-person meeting to discuss the results

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