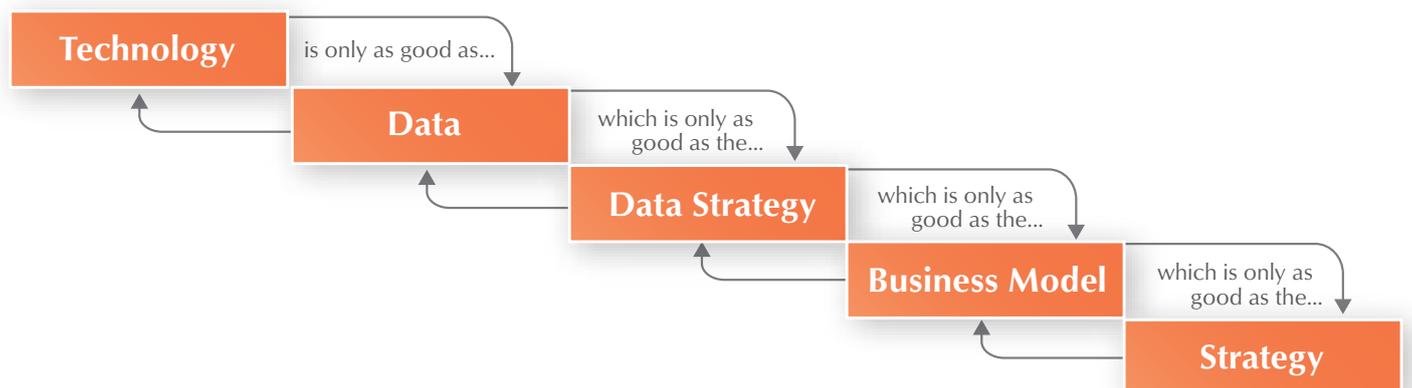# SPIRE

The Strategist, Wins

Enabling Digital Transformation

The winners will be those who can use technology to transform how they compete

In today's digital economy, the value of a new technology lies not in its adoption. The value lies in how technology can transform the organisation to enable its strategy.

Technology	is only as good as...
Data	which is only as good as the...
Data Strategy	which is only as good as the...
Business Model	which is only as good as the...
Strategy

Our **Digital Agility Evaluation (DAE)** is the first digitised analytics tool enabling organisations to succeed in their own personalised transformation journey

- **Saves significant costs** > In 2018 alone, $900bn of the $1.3trn spent on DT was wasted
- **Improves resource allocation** > 70% of DT initiatives fail
- **Enables new revenue models** > Failure to digitally transform remains business leaders' No.1 concern

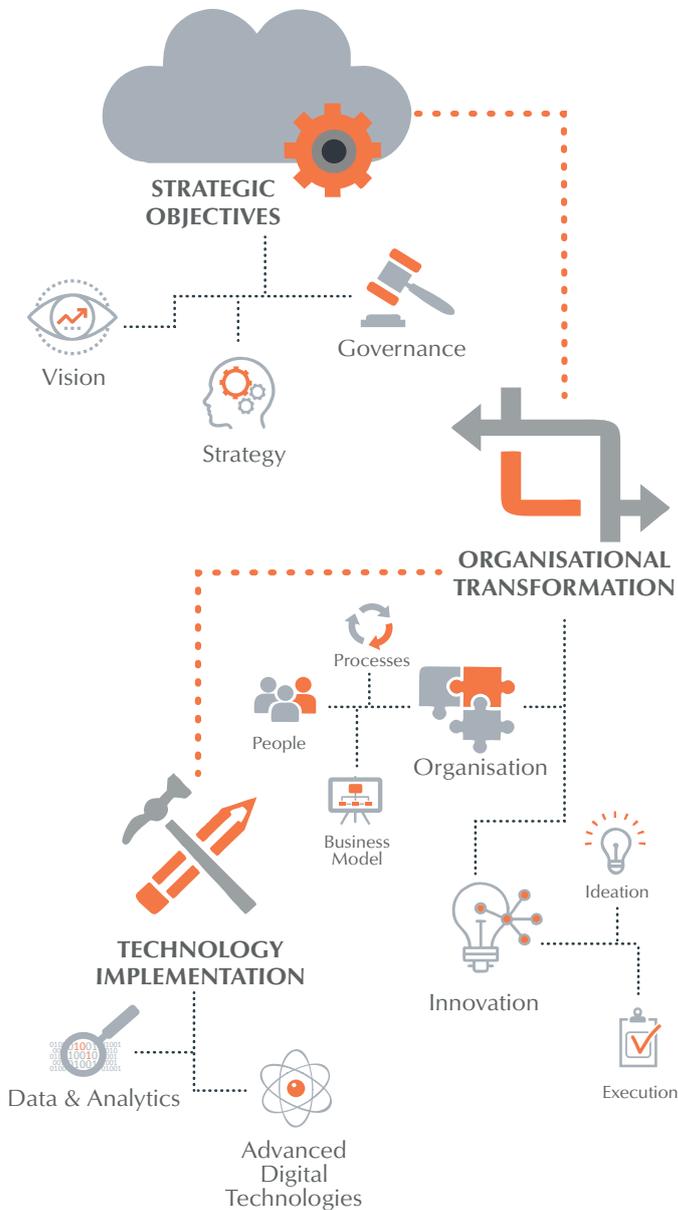### What is unique about Spire's **DAE** ?

- **Applies a 'Strategy-First' approach** through a blended model of human intelligence, advanced analytics and AI
- **Minimally intrusive** delivered through a digital assessment
- **Assesses your transformation capacity** through a unique methodology measuring the interdependence of strategy, organisation and technology
- **Collects up to 12 data points per interaction** providing a more accurate diagnostics and better intelligence to align IT with your data strategy, innovation and customer engagement practices
- **Results are delivered in 48 hours,** not weeks or months, in a concise report and access to interactive dashboard

	Traditional/Technology-First Approach	Strategy-First Approach
Technology	Technology is procured based on 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 of existing strategic objectives	Technology can be directly traced to the execution of strategic objectives

Introducing the Digital Agility Evaluation

An evaluation methodology that deeply personalises your organisation's digital transformation by assessing the qualities and interdependencies of all key functions along the Transformation Value Chain

The Transformation Value Chain

STRATEGIC OBJECTIVES

Vision

Governance

Strategy

ORGANISATIONAL TRANSFORMATION

Processes

People

Organisation

Business Model

Ideation

Innovation

Execution

TECHNOLOGY IMPLEMENTATION

Data & Analytics

Advanced Digital Technologies

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

✓✓ **Those who know the destination**
Leadership has clearly defined strategic objectives →
The **DAE** is ideal to understand which technologies can better enable the strategy and execute the business model

✕ **Those who can articulate attributes of the destination**
Company is digitally and technologically proficient →
The **DAE** may not be ideal – strategy consultants with deep subject-matter expertise could be more optimal

✓ **Those who see others travelling to the destination**
Leadership knows it must act →
The **DAE** could be useful to understand the constellation of strategy, organisation and technology, but a prior assessment phase may be required

✓✓ **Those who know they are embarking on a journey**
Leadership understands it must digitise or digitally transform →
The **DAE** is ideal to understand how technology can link to strategy and successfully integrate into the organisation

How We Work With You

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

Begins with Phase 1: Our Digital Agility Evaluation

- **Requirements**
  - 45 - 90 minutes
  - assessment answered by you/members of your team

- **Outputs**
  - evaluation of your organisation's transformation capacity
  - performance measurement across specially created crosscutting themes, tailored entirely to your organisational requirements
  - analysis of all natural language inputs + industry benchmarking
  - pre- assessment customisation/post- assessment diagnostics

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To learn more or request a demo, please contact:

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SPIRE
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