

# Digital Strategy Workshops for Your Business Success

Identifying opportunities – minimizing risk – optimizing ROI



” *If you want to equip your company for the future, the last thing you should talk about is technology. You first have to focus on sustainable innovation management that benefits the customer.*

*Wibke Reidenbach-Meiler, Senior Digital Strategy Consultant, Intershop Communications AG*

How can you take advantage of digital transformation and secure your company's future? How can you identify the opportunities that digitization has to offer? How can you ensure the success of your digital projects while optimizing your business model for improved profitability?

Successful transformation requires concerted intervention throughout your organization. Structures, processes, management tools, and IT must be carefully coordinated and in some cases totally realigned.

## **Success depends on a well-designed strategy.**

When embarking on a digitization project, it is important not to be distracted by the technical aspects. The priority is to identify areas that will add maximum value for your customers.

In our overview workshop we address various topics, providing information, best practice examples and relevant questions to be asked. You will get an overview on what digital transformation means:

## **What does digital transformation mean to you?**

### Putting the customer in focus

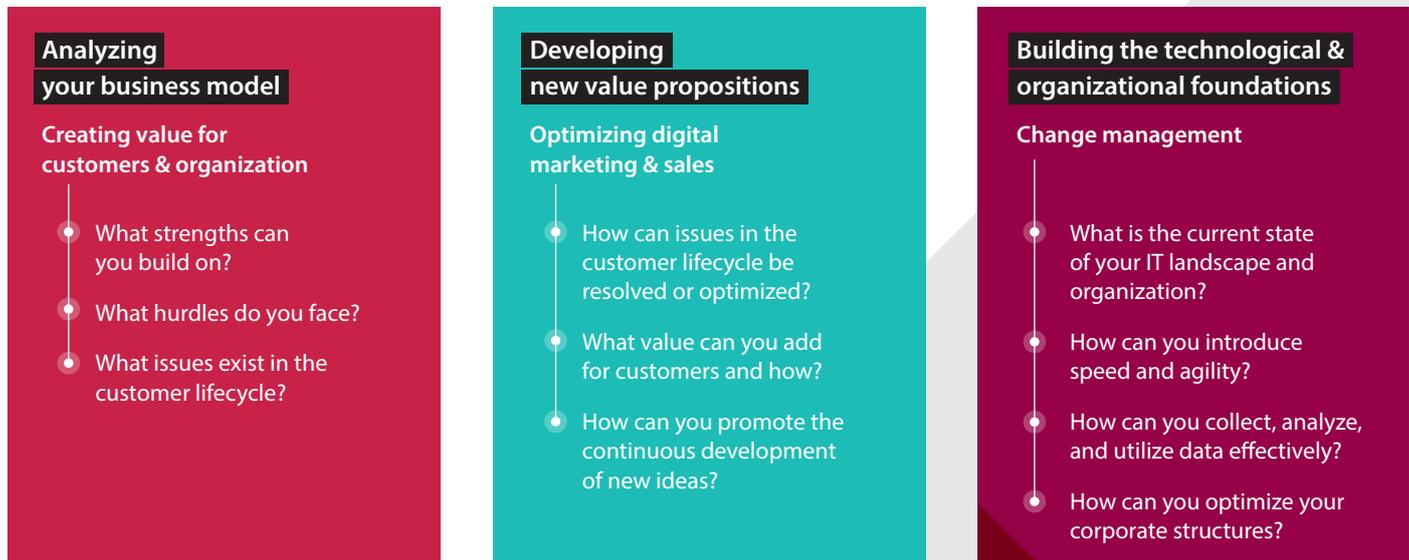
- Key questions: Why? What? How?
- Ideas and methods which enable you to answer these questions for your business
- Using reference cases you will get an overview how challenges of a customer journey can be overcome

## Leveraging our expertise for your digital success

### What we offer

Intershop will help you develop a digital strategy that is both technically sound and solution-oriented. To do that, we create strategy workshops that are tailored to your specific business needs, your strategic vision, and your current digital maturity.

Our workshops are built on the three pillars of successful digital transformation:



### Value for you

Fastest possible ROI and focus on long-term success.

- ▶ We work with you and your management team to identify, formulate, and prioritize your digital transformation goals.
- ▶ We help you to develop a sustainable and innovative concept based on jointly formulated strategies, visions, and milestones.
- ▶ We ensure the best possible balance between the perfect ideal and the technically feasible.

We look forward to supporting the digital transformation of your company, backed by our broad industry knowledge and exceptional technical expertise. Contact our digitization experts to learn more about how we can help you.

Our DNA is 100% digital—and has been for over 25 years.

To learn more about Intershop and its solution or to discover more about the Intershop advantage in a personal consultation, send an email to [insidesales@intershop.de](mailto:insidesales@intershop.de) or call us at +49 3641 50 2062.



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