Digital Business
Longevity & Relevance

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North America
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The Digital World Has Impacted Us All
...Even The Pope
And Taxis
Lyft & Uber
Autonomous Vehicles
The Digital Business is Increasingly Connected and Nimble

#Bendgate

45°

NO WORRIES... IT HAPPENS TO US ALL THE TIME.

Met trots voor u gebrauwen. Geen 18, geen alcohol.

KITKAT @KITKAT
We don't bend, we #break.

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The Digital Business Connects the Digital Customer with the Workplace

Digital customers
Change customer experiences and the ways you connect, maintain and extend relationships to build loyalty.

Digital transformation
Innovate products and services and uncover digital opportunities to transform the business.

Digital workplace
Redesign the way you work, make processes more flexible and empower your people to work more effectively.

Enabling new levels of in-flight customer service

Data driven, instrumented approach enables new revenue streams

Mobile-enabled approach to manage patient records, from any location
Market Opportunity: Digital customers present new challenges for businesses

Digital customers are interacting with businesses in new ways

- 89% Of digital customers use at least one online channel when buying with an average of three digital channels
- 38% Access buying sources at least half the time through mobile

- 61% of B2B buyers look to 3rd parties vs. seller to make buy decisions
- 56% of customers will pay 30% more for a positive buying experience
- 71% are willing to purchase products and services online.

Digital customers are driving the “switching” economy

- USD $59 Trillion revenue potential “at play” due to company switching
- 66% of consumers switched companies in at least one of ten industries due to poor service in the last year
- 82% felt their service provider could have done something to prevent them from switching

Sources: Avanade and Accenture Research
Market Opportunity: Today, every customer is a digital customer

Enabled by digital technology, customers have greater control and vary their routes within and across channels to suit their needs at any given moment.

Customers now have multiple touch points. The voice of others is more insistent and influential.

The path to purchase used to be linear and predictable. Now, it is continuous as customers constantly re-evaluate their options.

Digital Customer Journey

Awareness | Consideration | Action | Service | Loyalty

Managed touchpoint | Unmanaged touchpoint
Businesses Must Redesign How They Engage with Digital Customers

Touch points and data create and transform records into relationships....

- Build seamless customer experience across channels and devices
- Create more personalized, engaging and mobile-enabled experiences
- Bridge data and process silos across channels to provide enhanced customer experiences
- Improve internal agility and flexibility to become more responsive to customer needs
Digital Health Industry Innovation Suite

• Highlights:
  – Health Consumer on the Web
  – Improved Patient and Workplace Experiences
  – Digital Customer to Workplace interaction
  – Communications-enabled Business Processes
  – Predictive Analytics
  – Internet of Things
Digital Workplace Opportunity: The need for a digital workplace

Business demands a modern workplace for the digital worker.

99% of IT execs are under pressure to support a modern workplace and 72% of this pressure is coming from the C-suite. They expect that a modern workplace would improve employee satisfaction (68%), effective teamwork (63%), employee productivity (60%).

9/10 companies with a modern workplace strategy in place are struggling to realize the benefits.

47% of organizations do not have a modern workplace strategy in place.

63% of those with a modern workplace strategy are now looking for an experienced partner to help them overcome the complexities of modern workplace implementation.

$309B = the 2020 market opportunity for Digital Business products and services.
Digital Workplace: Technology enabling Talent to apply their Technique

- The Digital Workplace is **contextually intelligent** to the worker’s role and task at hand
- It is a blended workforce that **senses and responds** to activities and events through human and machine interactions
- It delivers **speed and productivity**
- It is **more social, mobile, accessible and data driven**
- It utilizes modern communication and collaboration platforms
- It securely optimizes use of the public, private, and hybrid cloud
Digital Workplace: Delta Air Lines
Digital Workplace: Heineken

Jan Derck van Karnebeek
Chief Sales Officer
Synchronize Two-Speed IT to Enable Your Digital Business
Embrace Your Digital Opportunities: Innovation Days

1. Discover
   Art of the Possible demos aligned to business objectives.

2. Collaborate
   Facilitated discussion to ideate on key theme or opportunity.

3. Act
   Align ideas to business priorities and plan next steps.
Accenture and Avanade Technology Visions – add links
Thank you
Created in 2000 as a joint venture between Accenture and Microsoft
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