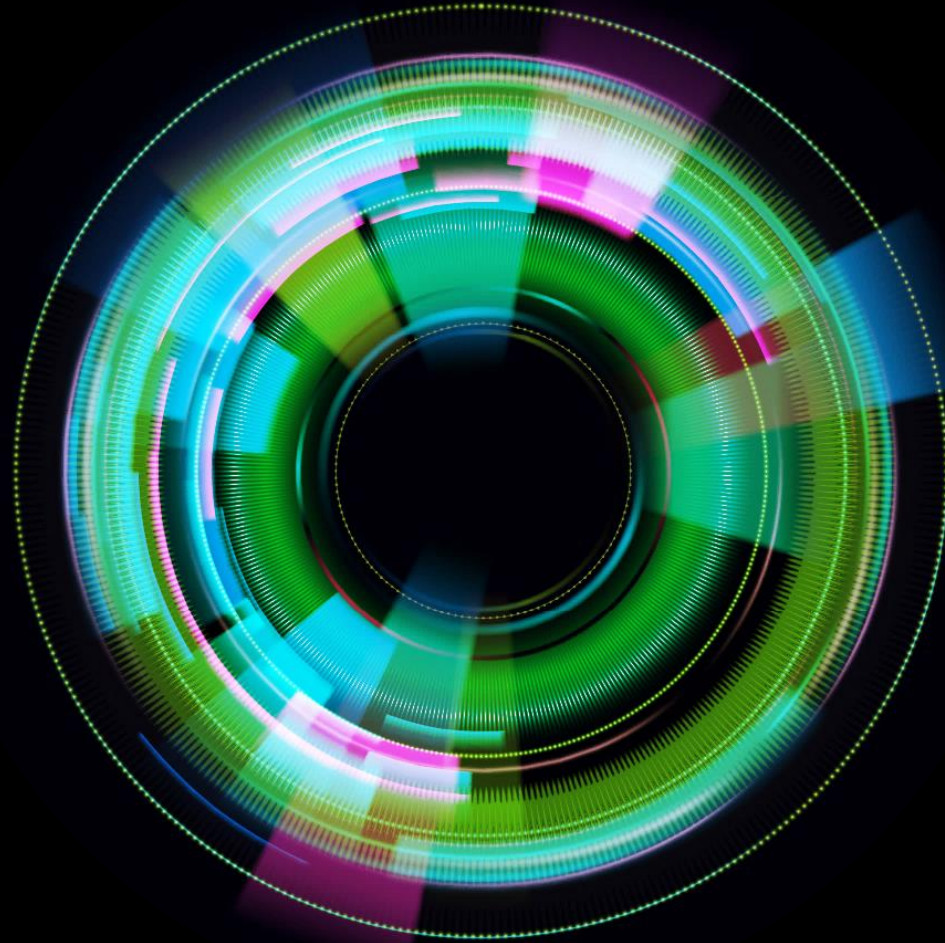


Deloitte.



Winning the Conversation on Digital Investments

The CIO Program

Digital ambitions

	Digitization		Digitally-enabled business transformation		
Digital Vision	Level 0 Incremental digitization	Level 1 Advanced digitization	Level 2 New markets	Level 3 New products	Level 4 New business models
What Changes?	<ul style="list-style-type: none"> • Same business model • Same capability • Same market • Digitization of some existing internal data and operating processes • Incremental cost / operational improvements 	<ul style="list-style-type: none"> • New digital platforms • Same business model • Same capability • Same market • Radical digitization of processes and / or platform • Revenue generation alongside radical cost / efficiency improvements 	<ul style="list-style-type: none"> • Same business model • Same capability • New market or channel • Similar operating model (eases change) 	<ul style="list-style-type: none"> • Same business model • New capability resulting in new product / service offering(s) • Same market 	<ul style="list-style-type: none"> • New business model • New, innovative capability resulting in products or services that disrupt and transform industry standard • Likely involves ecosystem model • New KPI's likely



Thank you.

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