

# STRATEGY PROJECTS



What are the key subjects in your business that **drive and accelerate Value**?

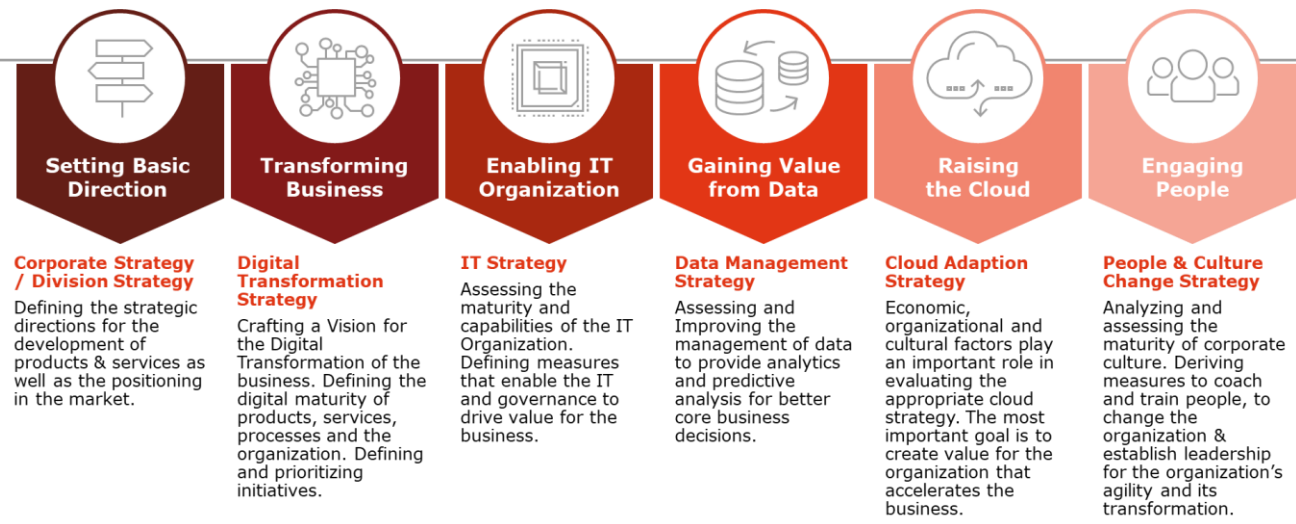
Advisory assists and accompanies You to evaluate your Business Challenges, what **Technologies** and measures **push & develop your Business Goals** and how you mobilize your organization. As a result, you get an **Action Plan** to turn your vision into reality.



## Strategy Projects

Evaluating the **digital maturity** of an organization through the lenses of a holistic, field-tested approach. Assistance to identify **focus areas** and strengthen the digital strategy to stay ahead of the competition.

With a **clear approach**, strategy projects of various kinds can be achieved. Advisory is specialized in strategies for Digital Transformation, IT Strategies, Cloud Strategies and Data Strategies.



## Service

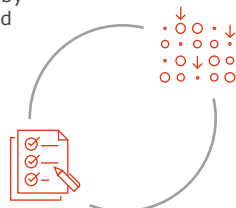
ELCA's experience in designing, supporting and implementing digital transformation initiatives and strategical and innovative projects, built over many years, with many customers, allows us to define a "down to the earth" approach to unlock the transformation journey.

For this purpose, we execute a swift high-level assessment of the cross-organizational governance of your company, highlighting the main opportunities and impediments. This assessment gives us the basis to define an actionable roadmap, to address the impediments and initiate the necessary structure to handle the cross-organization initiatives and start and conduct the highest priority projects.

- Skilled**
- Down-to-earth**
- Versatile**
- At the forefront**
- Polyglot**
- Flexible**

## Assessment

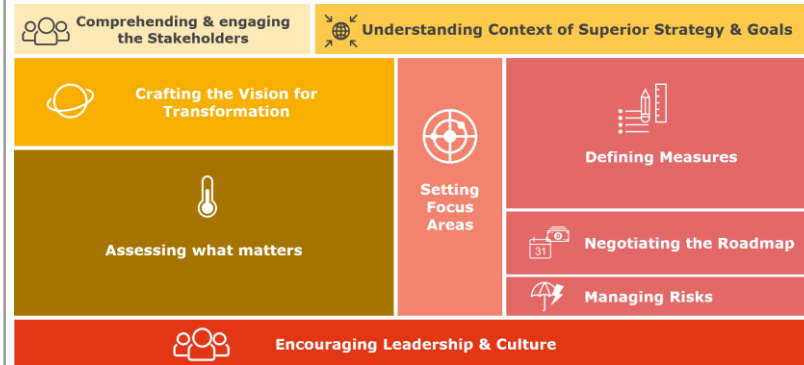
The assessment framework itself is based on research conducted by the University of Applied Sciences Northwestern Switzerland, the University of St. Gallen and Fraunhofer



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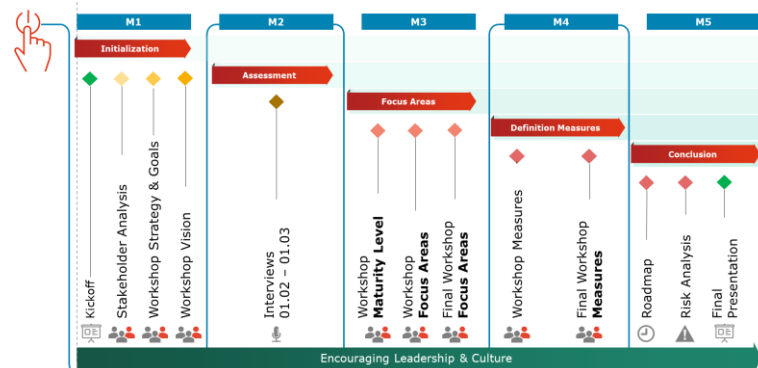
## Strategy Approach

Using a clear and understandable approach with variety of sophisticated and tailored questionnaires and tools, we elaborate the strategy together in workshops and interviews.



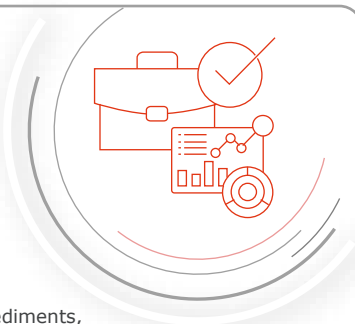
## Project Plan

the project is conducted within a clearly defined time frame and fixed milestones.



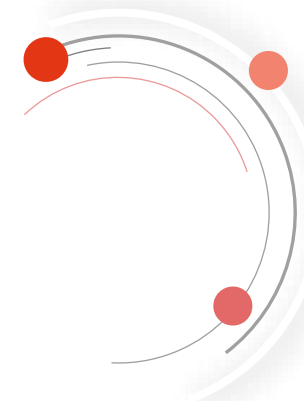
## Deliverables

- Assessment presenting the findings
- Digital Vision for the Transformation project
- Clarified Business Goals
- Digital maturity of subject (today & ambition)
- Inputs on Trends & Technologies
- Actionable roadmap to address the impediments, initiate the necessary structure, relying on a pre-defined template, and start and conduct the highest priority cross-organization projects/initiatives
- cost & effort estimation
- Communication and Change Management support



## Benefits

- **Cost & time efficient:** minimal organizational and operational impact through pre-defined tuned questionnaire, targeted interviews and pre-defined templates.
- **Holistic diagnostic:** diagnostic of the cross-organizational governance of your company, which is key to interoperability projects, strategic initiatives and cross-organizational collaboration.
- **Actionable:** Actionable roadmap, leveraging your own strategic initiatives



## Customer Project examples

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#### Digital & IT-Strategy

We were able to bring clarity to the multifaceted and complex processes and plans. The future investments in digital technologies were defined and structured and the measures to enable IT were determined.



#### Customer Centric Analytics Strategy

In collaboration with their marketing department, we are currently developing a customer centric analytics strategy. The goal is to improve their marketing analytics capabilities and generate an End-to-End customer journey by combining CRM and Digital Marketing technologies.



#### E-channel Strategy for Customer Touchpoints

Based on new trends and technologies, we have developed an e-channel strategy for the customer contact points and defined a project portfolio for its execution.



#### IT- & Data Strategy

The IT and data strategy was the basis for the introduction of a central document archive and the foundation for the implementation of the intranet in 8 languages and 12 countries as well as the fundament for the digital processes.



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