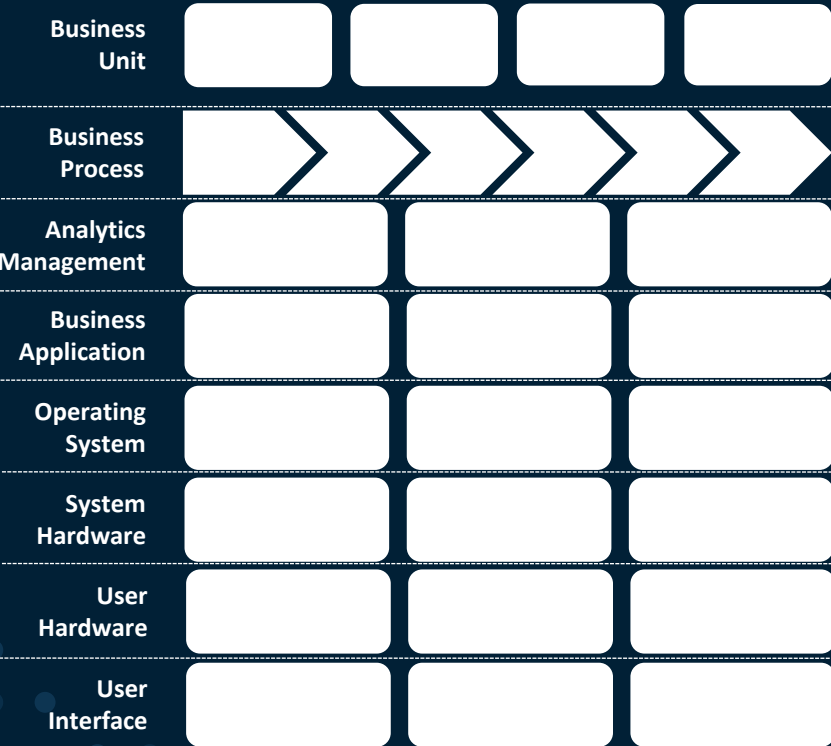


# Digitalization is a business model change

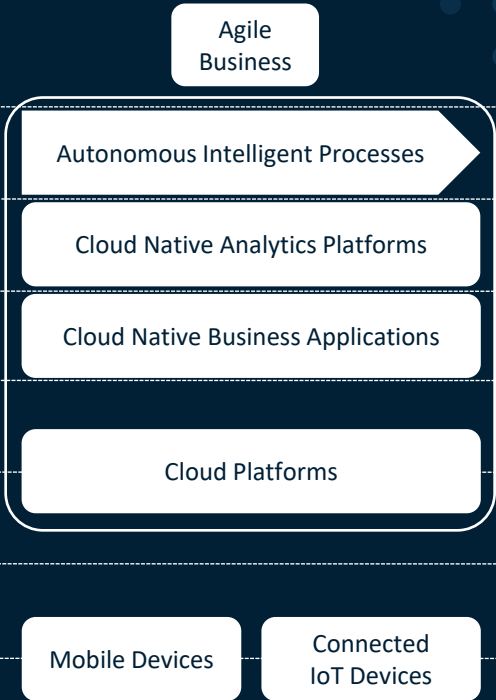
1. Advancements in technology create a new business model
2. Adapting to new business model presents major challenges
3. Bifocal dual transformation strategy emerges as a solution
4. Applied digitalization rely on common underlying principles



# Advancements in technology create a new business model



Current Business Model



New Business Model

# Adapting to new business model presents major challenges

## Process Transformation

- Technology Value
- Business Design
- Change Ownership

## Technology Transformation

- Business Process
- Cloud Architecture
- Cloud Migration

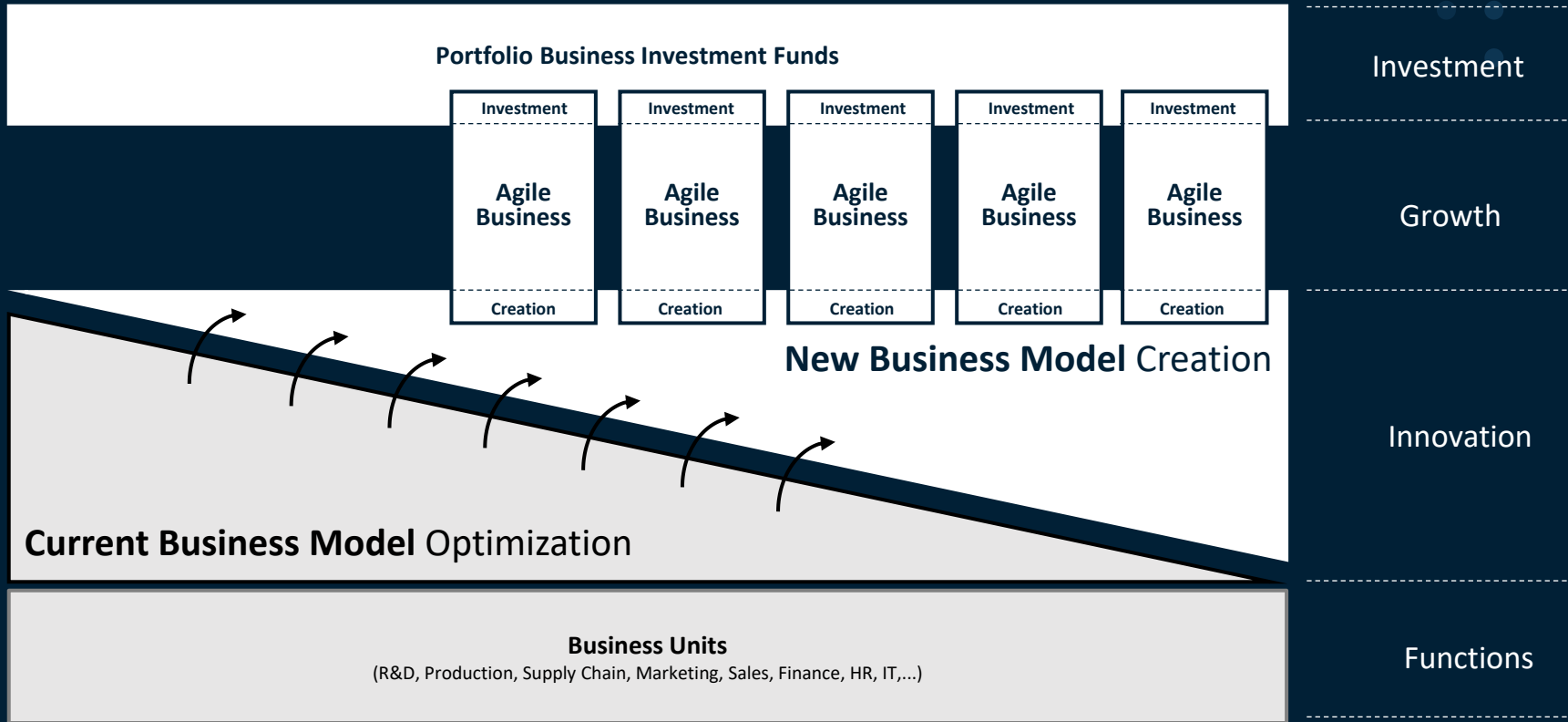
## Organization Transformation

- Diverse capabilities
- Team convergence
- Work arrangements

## Digital Transformation

- Business Strategy
- Change Management
- Value Management

# Bifocal dual transformation strategy emerges as a solution



# Applied digitalizations rely on common underlying principles

## Bifocal dual transformation

Process

Technology

Organization

1. Customer Engagement

1. Mobile Platforms

1. Business Unit Driven

2. Products and Services

2. Analytics Platforms

2. Strategy, R&D, IT

3. Integrated Value Chain

3. Ecosystem Integration

3. Agile Businesses