

# Smarter Commerce - customer value strategy accelerator

*Rethinking the business model – where physical meets digital*



## Highlights:

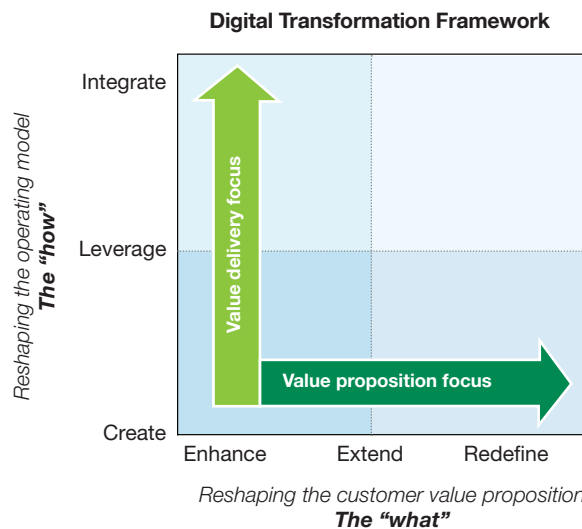
- Rapidly understand the set of new possibilities created by digital transformation through a series of immersive workshops
- Prioritize the value propositions or business models and focus on those with the highest potential
- Define the business capabilities and key tasks required to move forward on the smarter commerce path

Customer expectations and engagement is evolving rapidly based on mobile, social and digital trends. While these trends have created significant pressures for many traditional business models, they have also produced a wealth of new and emerging opportunities to find new ways to create and deliver value to customers.

## Rethinking the future

The first challenge is to define the new business opportunities in a way that is tangible and reflects the interest of both the current and future customer base. The second challenge is to effectively evaluate the alternatives and choose the most attractive option.

IBM's Digital Transformation Framework provides a thoughtful basis for capturing these opportunities. The framework maps opportunities by considering the "what" in terms of level of change from the current value proposition and the "how," which reflects the impact on the current operating model.



Source: IBM Institute for Business Value analysis.



## Digital capabilities

Six specific capabilities are considered within the new business model: business model innovation, customer and community collaboration, cross-channel integration, insight from analytics, digitally enabled supply chain and the networked workforce.

## How can IBM help your company?

Through an accelerated four-week project, our industry and customer specialists will work with your organization to envision, evaluate and prioritize a set of fresh and exciting new business value possibilities. We will start by defining the limitations of the current business model given the implications of current market trends, analyzing customer wants and needs based on existing customer information, and developing a set of new business model possibilities. Through an intensive business model innovation workshop, we will help you evaluate those possibilities, focusing on what impact they will have on your value chain, what kinds of new revenue streams they might create, how they will change your product mix, and how they might alter the way your business operates across its extended enterprise. As an outcome, your organization will receive a final report that documents our financial and strategic analysis, key findings and recommended next steps.

## Benefits of the customer value strategy accelerator

- Quickly understand the portfolio of possibilities that have emerged, given the implications of going “digital.”
- Define each of the possibilities in terms of a value proposition and high-level business model.
- Rapidly begin the process of assessing the alternatives and selecting the most viable options.

We look forward to helping you rapidly evaluate your digital possibilities.

## For more information

Please contact your IBM Strategy & Transformation representative or visit:

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## Why IBM?

- Proven approach to helping our clients with business model innovation across industries
- Depth and breadth of capabilities across the digital supply chain
- IBM Interactive - IBM's digital agency that imagines, designs and delivers innovative user experience solutions
- Leading market and customer management practice
- Deep understanding of Smarter Commerce
- Practical understanding of business models – from innovate, through design, build and manage
- Market and customer operating model, reference architecture and accelerators
- Recognized thought leaders and industry experts

## About IBM Strategy & Transformation

IBM Strategy & Transformation represents the management consulting capability within IBM. Our practice enables client success through executable strategies focused on business and technology-enabled transformation – from strategy to implementation – and increased efficiency in cross-functional collaboration.



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