Digital Transformation
23 Juni - Progress Summer Summit - Rotterdam

Stephan Leferink
Progress Benelux
Programma

14.00u – 14.30u  Digital Transformation & Experience
Introductie en Plenaire Sessie

14.45u – 18.00u  Summit
Progress Business Summit
Progress Technical Summit
Progress Digital Experience Summit

18.00u – 20.00u  Borrel & Buffet
Sprekers

Faris Sweis
Chief Transformation Officer

Colleen Smith
VP & General Manager OE en Corticon

Bilyana Ivanova
Digital Marketing Technology Expert

Helen Suykerbuyk
Manager Marketing & Communicatie – OGT
SS Rotterdam
What is **digital transformation** — and why should you care?
“Creation of new business designs that connect not only people and business, but also connect people, business and things to drive revenue and efficiency.”

“Creating new and disruptive competitive advantage by blurring the digital and physical worlds.”

“Digital business helps to eliminate barriers that now exist among industry segments, while creating new value chains and business opportunities that traditional businesses cannot offer.”
What is Digital Business & Digital Transformation?

“The use of technology to radically improve performance or reach of enterprises.”

Capgemini

CONSULTING TECHNOLOGY OUTSOURCING
Digital Transformation Connects the Dots

- People, processes and technology
- Organization-wide focus
- Centered around the customer
- Driven by desired business outcomes
Digital Transformation Impact

“The majority (87%) of companies think that digital transformation is a competitive opportunity.” CapGemini

“… companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies.” Aberdeen Group
80% of CEOs believe they deliver a superior customer experience…but only 8% of their customers agree.

Bain and Company

“Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000.”

Pierre Nanterme, CEO of Accenture
Common Digital Transformation Challenges

Most Organizations…

- Don’t understand the customer journey
- Can’t turn data into actionable insight
- Have legacy systems and employees
- Have organization silos & competing agendas
- Lack strategic & execution capabilities
- Can’t deliver “content-first” customer experiences
The Era of Customer-Centricity

Customer Journey

DISCOVER  CONSIDER  DECIDE  USE

Channels of Engagement

Mobile  Web  Digital Marketing  In-Person Engagements
Customer Engagement is Key – But That’s Not Enough

Even if you are providing a great customer experience…

Your back-end systems and processes must engage your employees … or your customer experience will suffer
Constant change means you must continually leverage technology to keep ahead of the curve.

From your website, to your backend systems and employee processes, everything you do should optimize the customer experience and reinforce organizational excellence.

Do it right, and it will become a competitive advantage.
Foundation for Digital Transformation

Managing Web Scale  |  Omni-Channel Engagement  |  Enterprise Mobility

App Development & Deployment
- Development Platforms
- Development Tools
- Deployment Platform
- Testing

Business Automation
- Business Rules
- Business Process Management

Data Connectors
- Relational
- SaaS/Cloud
- Big Data
- Text/XML/EDI

Customer Experience
- Content Management
- Digital Experience

Reporting & Analytics
Met meer dan 736.000 leden is Vereniging Eigen Huis een van de grootste consumenten organisaties in Nederland. E-Business Manager Wilfred Bruin legt uit hoe VEH gepersonaliseerde online dienstverlening en content management mogelijk maakt met behulp van Progress Sitefinity.

Video: https://www.progress.nl/customers
Emakina is een bekend full service digital agency die met 700 jonge talenten dagelijks werkt aan de digitale transformatie bij bekende merken. In deze video legt CTO John Deprez uit, waarom het partnership met Progress en Sitefinity belangrijk voor hun is.

Video: https://www.progress.nl/customers
Customer Engagement Is Key – But That’s Not Enough

Unless you have back-end systems and processes that interact and also engage your employees, your customer experience will suffer.
Gebruikersgemak was één van de belangrijkste eisen die de Haven van Rotterdam aan Progress partner GMT meegaf om apps mobiele toegankelijkheid te maken. Een paar weken later konden gebruikers via tablets en notebooks eenvoudig de Cloud-applicatie bereiken.

Video: https://www.progress.nl/customers
Financiële software reus Exact zet in op no hands accounting. Principal Product Marketing Djimmy Zeijpveld hoe en de rol die Progress in hun cloud en mobile enabled oplossingen speelt.

Video: https://www.progress.nl/customers
Klanten in de retail (waaronder Coolcat, Nelson en Perry Sport) in de zorg (waaronder Philadelphia) en SAB Catering, werken met de Progress-gebaseerde financiële software van Bizon. In deze video bespreekt de CEO Theo van Mol een Digitale Transformatie bij de stichting Mijn Geld en Zo.

Video: https://www.progress.nl/customers
Progress at a Glance

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEVELOPER COMMUNITY</td>
<td>1.7 million+</td>
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<tr>
<td>CUSTOMERS WORLDWIDE</td>
<td>78,000+</td>
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<tr>
<td>PARTNERS</td>
<td>1,750+</td>
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<tr>
<td>APPLICATIONS DEPLOYED</td>
<td>30,000+</td>
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<tr>
<td>EMPLOYEES</td>
<td>~1,800</td>
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<tr>
<td>FY15 REVENUES</td>
<td>$412 million</td>
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<tr>
<td>PARTNER ECOSYSTEM</td>
<td>$3 billion</td>
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<tr>
<td>RENEWAL RATES</td>
<td>90%+</td>
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</tbody>
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- Cigna
- NASA
- Adobe
- Hewlett Packard Enterprise
- SS Rotterdam
- DBS
- U.S. Army
- Citrix
- R.R. Donnelley
- J.P. Morgan
- AirAsia
- Hello bank!
- Iron Mountain
- eBay
- Amazon
- SAP
- Walmart
- Oracle
- Siemens
- T-Mobile
- QAD
- Nielsen
- Habitat for Humanity
- CBRE
- UNIT4
- Gatorade
- G
- PepsiCo
- Tetley
- Fitbit
- Toyota