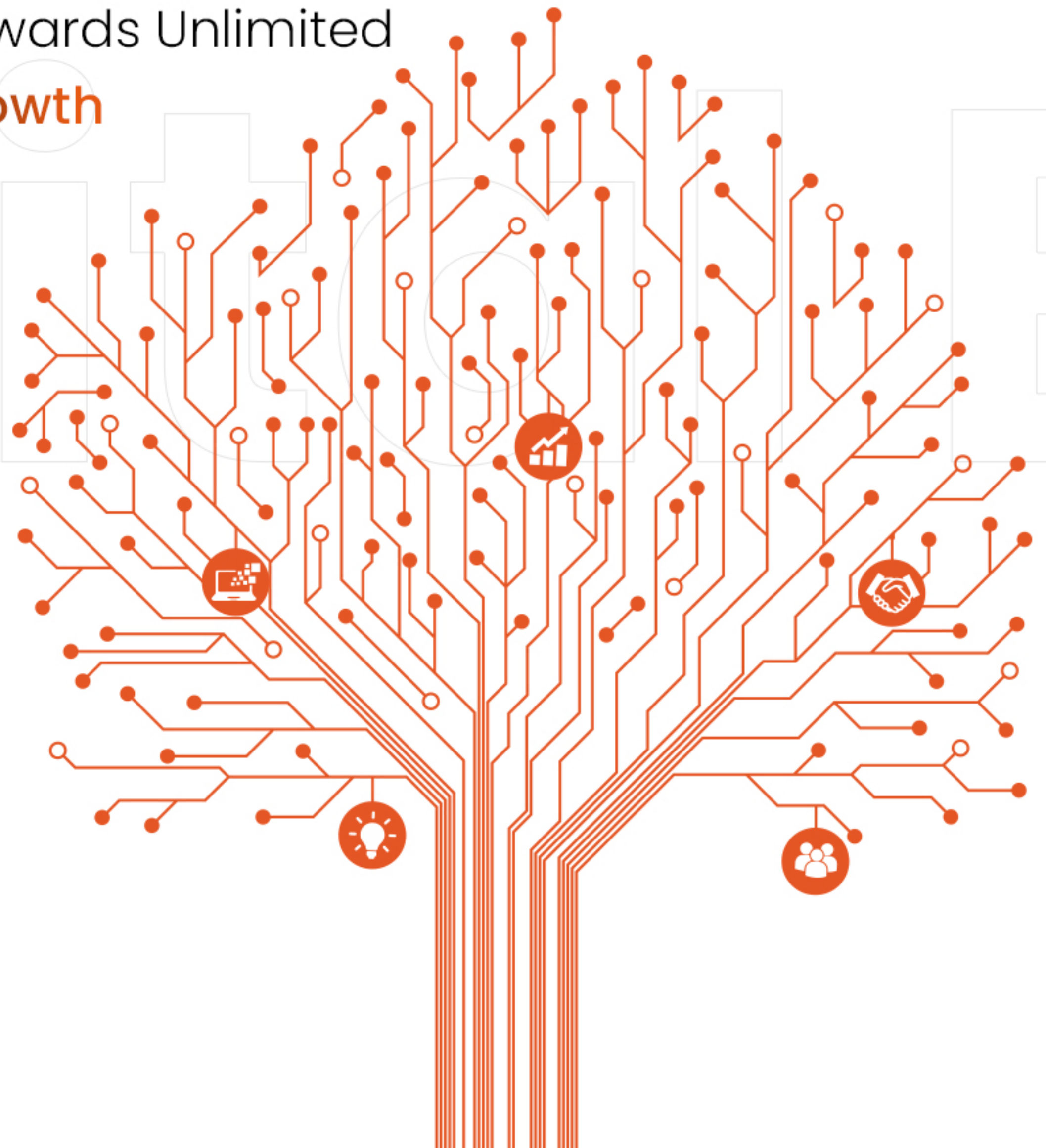


# Digital Business

The Paradigm Shift Towards Unlimited  
Opportunities and Growth

**Raj Vattikuti**  
Executive Chairman



**Digital Business** presents unlimited opportunities through a **Single Source of Truth** (SSOT) for decision making and continuous **innovation** and **experimentation** with minimal investment.



# Why Digital Business **Drives Growth** and **Profitability** without Disrupting Current Business

Two fundamental components that make it possible

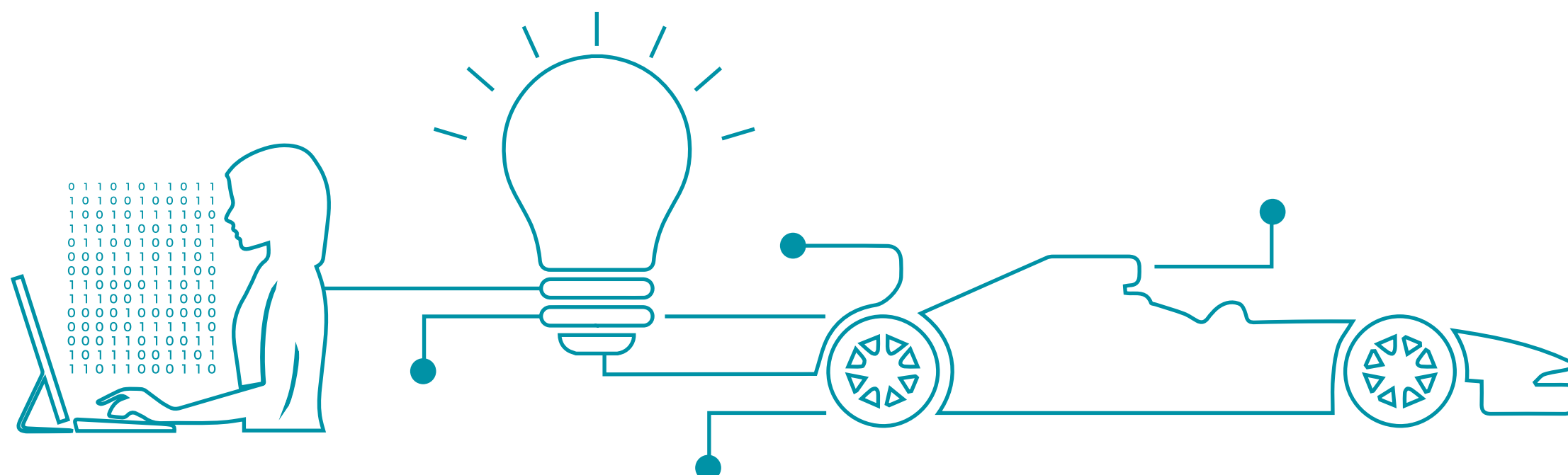
## Single Source of Truth (SSOT)

Data that everyone can trust to give the right insights for new ideas and effective operations.

## Innovation

A culture of experimentation and the ability to create new digital products with speed.

Together it creates a value stream across the company, with reusable digital assets.





# Digital Transformation

VS

# Digital BUSINESS

They may seem the same, but they are not.

- Technology takes the lead and tries to drive change
- A big-bang approach to boil the ocean with little focus on outcomes
- Focuses on technologies and solutions with big investments
- Takes an app-based approach, adding further complexity
- Complex and perpetuates a silo-ed approach
- Can take months to deliver results
- Innovation requires heavy investment

- Business takes ownership and collaborates with technology
- Incremental approach leveraging existing resources to achieve bite-sized outcomes
- Leverages data intelligently to make smarter decisions
- Takes product engineering approach creating reusable digital assets
- Focused on simplification and collaboration
- Begins to deliver results in weeks
- Continuous experimentation and innovation at low investment



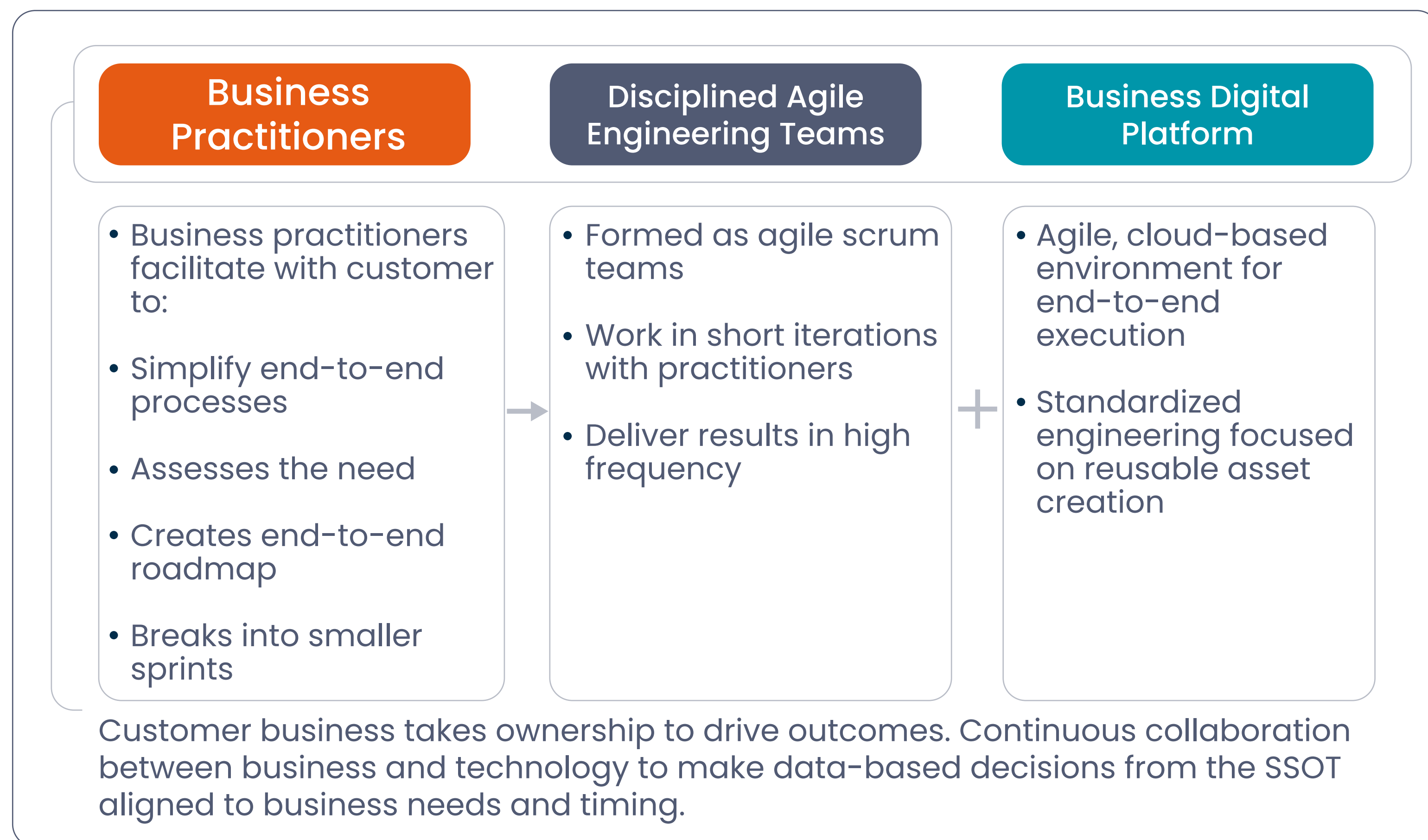
# How Altimetrik

## Enables Digital Business

By converging the entire business, technology, and operations on an agile model.

Altimetrik is a catalyst and digital partner to enable digital business without interruption. Through collaboration, we eliminate silos and develop innovative digital products with speed.

### The Altimetrik Blueprint



# Altimetrik **Unique Approach**

Bringing together the key ingredients to enable Digital Business



## **TALENT**

Business Practitioners – the solution providers for business outcomes through run ahead teams, simplification of end-to-end processes, and breaking it into smaller sprints.

Technology Practitioners – agile and collaborative, converging business and technology to build outcomes and delivery speed.

This is rare talent that we are highly focused on finding globally. In fact, our selection rate to find the people who can drive this new way of thinking is 10%.



## **CULTURE**

Business takes ownership in delivering outcomes.

Business and engineering teams locked into sprint agile process for outcomes.

With an end-to-end perspective, our practitioners and engineering teams enable the business and technology to converge and accelerate outcomes.

By breaking down the traditional silos, we create high productivity, solving problems through innovation.



## **PLATFORM**

Our state-of-the-art business digital platform in the cloud creates an agile engineering environment for a simplified end-to-end orchestration of digital business without disrupting the existing business.

Leverages cloud and integrates with the SSOT and digital products to build reusable assets and components and orchestrates them with the existing systems and technologies to launch into operations. It takes care of security and compliance through DevSecOps that works in tandem with production teams to minimize risk.

Business and engineering teams work at the sprint level in an agile process to realize speed in delivery.

# Key Digital Business Behavioral Patterns

## Empowering Growth



### Talent

Simplification of the end-to-end process by breaking down into bite-sized pieces and delivering outcomes with speed through higher collaboration between business and technology.



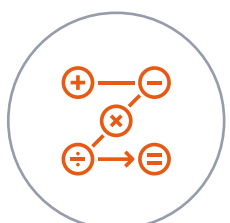
### Increased Productivity

Product Engineering approach that goes from low code to no code, is component-based building reusable assets leveraging existing resources.



### Data Driven & Experimentation

Data gathered from across the enterprise and orchestrated into a SSOT empowering business and technology collaboration to make decisions and build new digital products faster.



### Faster Outcomes

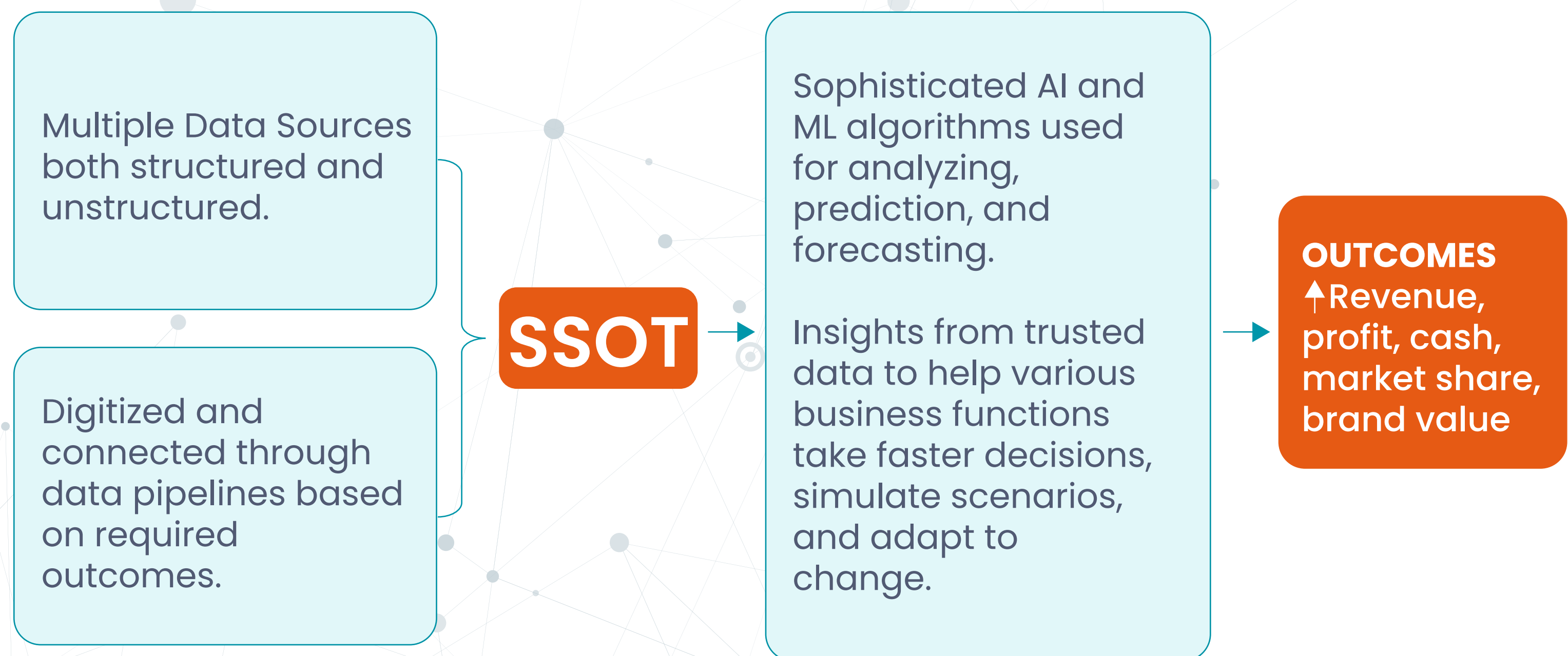
Outcomes achieved with speed and at an overall reduced cost due to increased productivity in teams and agility in solving problems.



# Creating a Single Source of Truth (SSOT) for Data

For many companies, data is decentralized and not digitized, collaboration is absent, silos are blocking outcomes and results are hard to achieve.

Regardless of data sources or technology our practitioners overcome these challenges by digitizing the data and simplifying end-to-end workflows in bite-sized pieces. They bring it all together to connect and analyze the data in small use cases that converge into the SSOT.

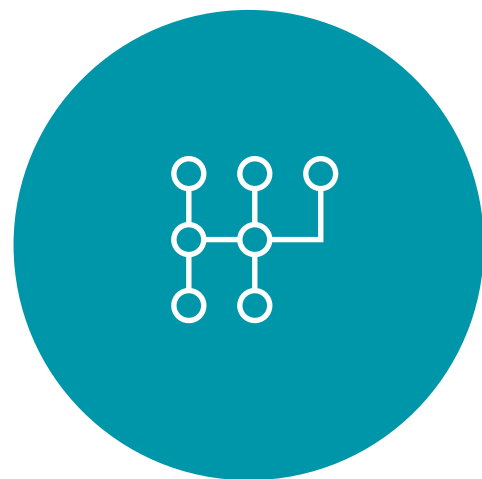


SSOT is extremely valuable for functions like demand, supply chain, inventory management, customer behavior among others.



# Successful Products and Solutions come from **Innovation and The Art of Experimentation**

Not a big bang approach, innovation and experimentation is best achieved through bite-sized pieces.



## **Shifting the lens:**

Empowering employees to ideate and create simple solutions.

Even a proof of concept is a product that can be reused.

Build assets and accelerators that are reusable and scalable.

## **The flow is simple, and NOT cost intensive:**

Innovate. Experiment. Prove the Concept. Productize

# Integrate Digital **Business into Operations**

The idea is not to disrupt current systems and technologies, but to orchestrate them along with the SSOT and launch into the business operations.

Digital business does not change any existing system such as an ERP or operations management tools.

Business Outcomes  
**SSOT**

Business Operations



Digital Business Platform orchestrates the end-to-end workflow and integrates seamlessly into operations.

# Where do you start

Companies, especially mid-sized ones, don't know where to start and are deterred by large companies making big investments without clear outcomes.

Digital business is not a choice, it is the path forward.

## Start by identifying the pain points.



For example, lack of knowledge of cash tied up in the supply chain could depress operational margins and profits. No insight to customer buying behavior prevents the right product gets to the right customer at the right time.

Create SSOT for each business function

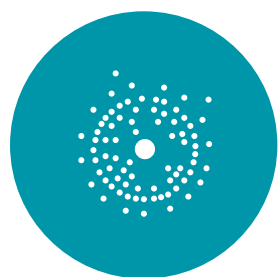
Bridge the business functions across the enterprise.

Create SSOT at enterprise level

Create culture of innovation & experimentation to build digital products

**Achieve Business Outcomes.**

## Find a catalyst and strategic partner.



The right partner learns the current operational challenges, simplifies the process while digitizing data sources as required and creates roadmaps to solve business pain points and achieve desired outcomes.



## Collaboration, the vital link

The CXOs play a pivotal role in driving the culture of collaboration to break the silos among teams. Lack of collaboration leads to productivity loss, confusion, and business takes a major hit.

Digital Business is directly proportional to the culture of the organization. It must be driven by the CEO and monitored regularly. To achieve the CIO vision business and technology work with the right partner to drive digital culture and collaboration across the enterprise.

Altimetrik increases collaboration with the client and convergence between the business and technology to create the roadmaps for growth.

**Culture of collaboration is crucial to make this happen.**





Digital business focuses on effective outcomes that your business needs for growth and profitability, by creating a SSOT, and a culture of innovation and experimentation, that is simplified and easily launched into operations.



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