MAKING YOUR BUSINESS *SMARTER*

a 4 + 1 step guide

Making your business
SMARTER

In order to continue your business in the complex world we live in today, you are about to face **[the Penta Transformation](#)** . This involves not one, but five simultaneous transitions. So, to help you tackle these parallel changes, we would like to introduce you to our 4+1 step suite: SMART.Business.

The world is at **4.0**

The world is increasingly in flux, shaking fundamentals that were previously unquestioned. For example (i), the Evergreen in the Suez Canal caused a worldwide break in the supply chain, resulting in a fourfold increase in container prices and stock shortages in many sectors. As a result, China once again came into question as a source of stable and cheap production. Similarly, (ii) the Ukraine conflict shook our faith in the geographical stability of Europe and, last but not least, (iii) we were faced with a pandemic threat only seen in Hollywood films before it hit the scene.

Just those three topics fundamentally influenced our beliefs in less than three years. And I'm sure that many more economical, political, social, environmental, and demographic facts are questioning our transformational pace, leaving us with an experience of disruption as The New Normal.


A transformation of thinking and adopting

It is well understood that the world is in a disruptive mode, and so is our business environment in which digital technologies are fueling massive industrial change. The fusion of physical and virtual worlds into a cyber-physical system is disrupting and affecting every element of our business operations.

Every business leader underwent a transformation of thinking. Every. Single. One.

But one thing the global pandemic has taught us is that the speed of our transformation can be accelerated. The compulsion to change how people work and do business has catapulted many organisations into embracing a digital world at an incredible speed.

There is no doubt that "transformation", much talked about in various forums, is in fact several changes that all businesses face. Five to be precise.
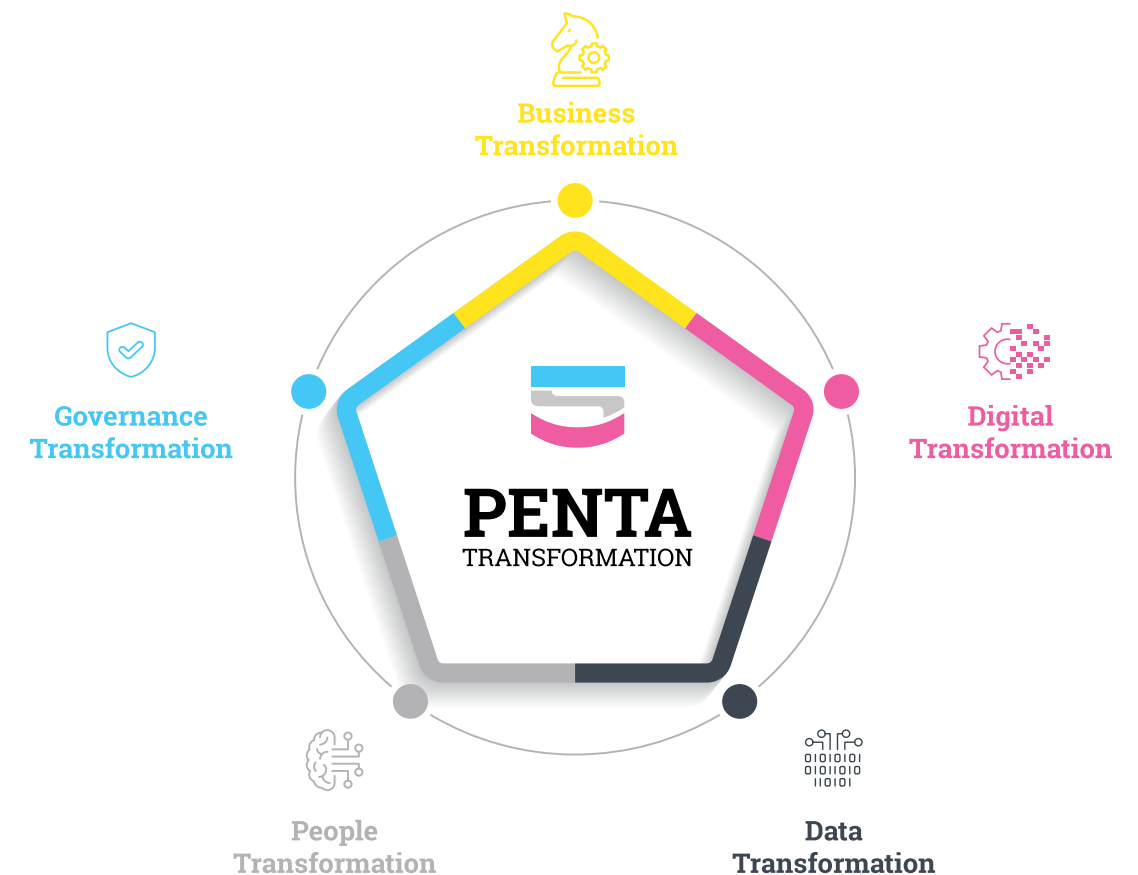
The Penta Transformation

The Penta Transformation consists of five different elements. The first three are to transform or adapt the **core of your Business** with **Digital** solutions, ensuring that **People** have the flexibility, empowerment, and ability to fully master new technologies.

The fourth is gaining business maturity and transparency in your business **Governance** model with today's new critical areas such as sustainability, compliance and risk mitigation.

Finally, there's the fifth: **Data**. Data is the glue between all the above domains, allowing you to gain exponential value in your strategic and tactical decision-making processes.

And there it is, **Business – Digital – People – Governance and Data**: the five transformation domains that all businesses face at some point.

One can transform one's Business, People and Governance separately with Digital solutions. However, without the exponential gains of a well thought out data strategy, it will remain just a linear growth path that will prove its competitive shortcoming in due course. To grow your business, you will have to outline several strategies and implement them quickly. Whether these are aligned or not.
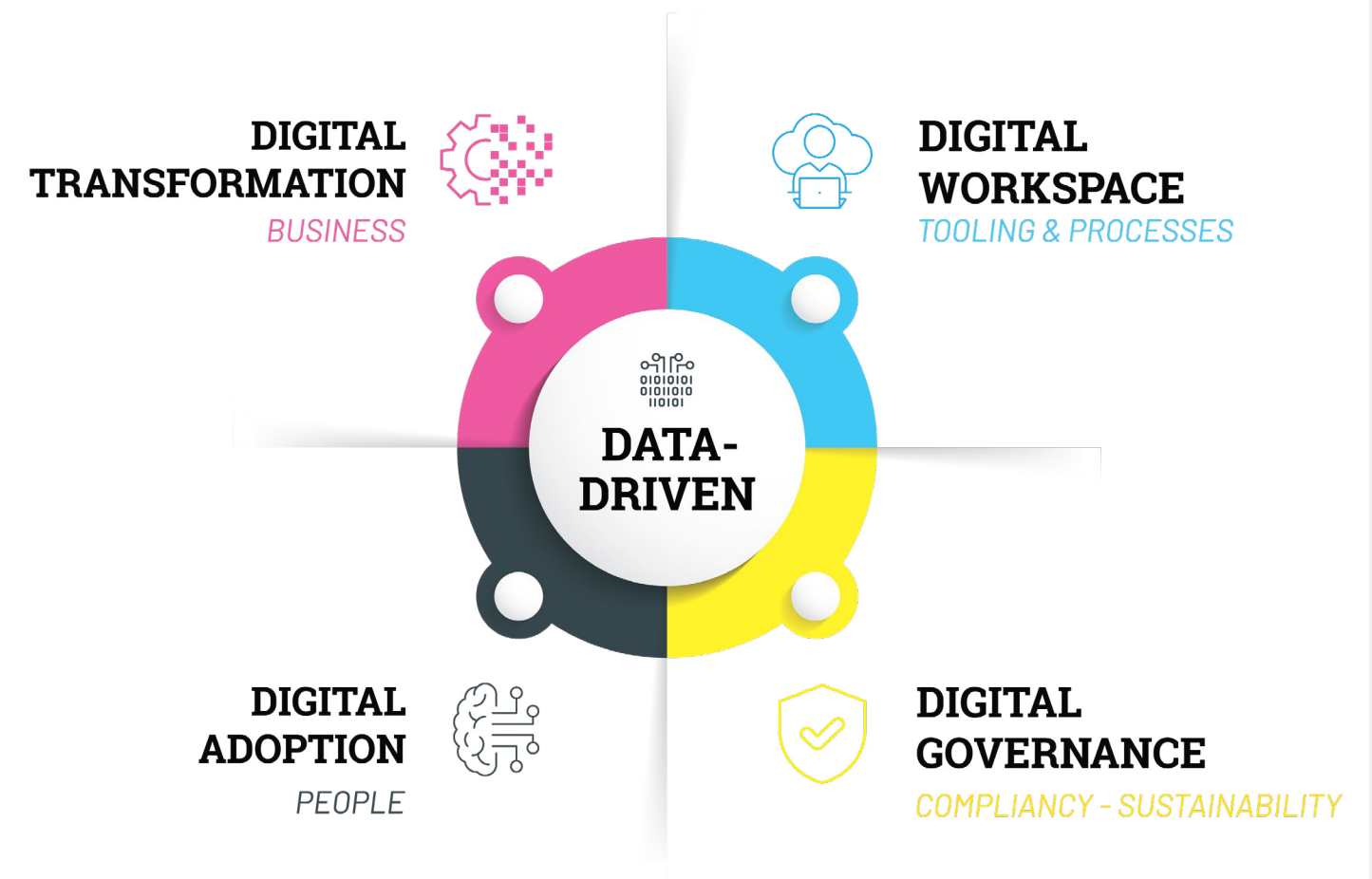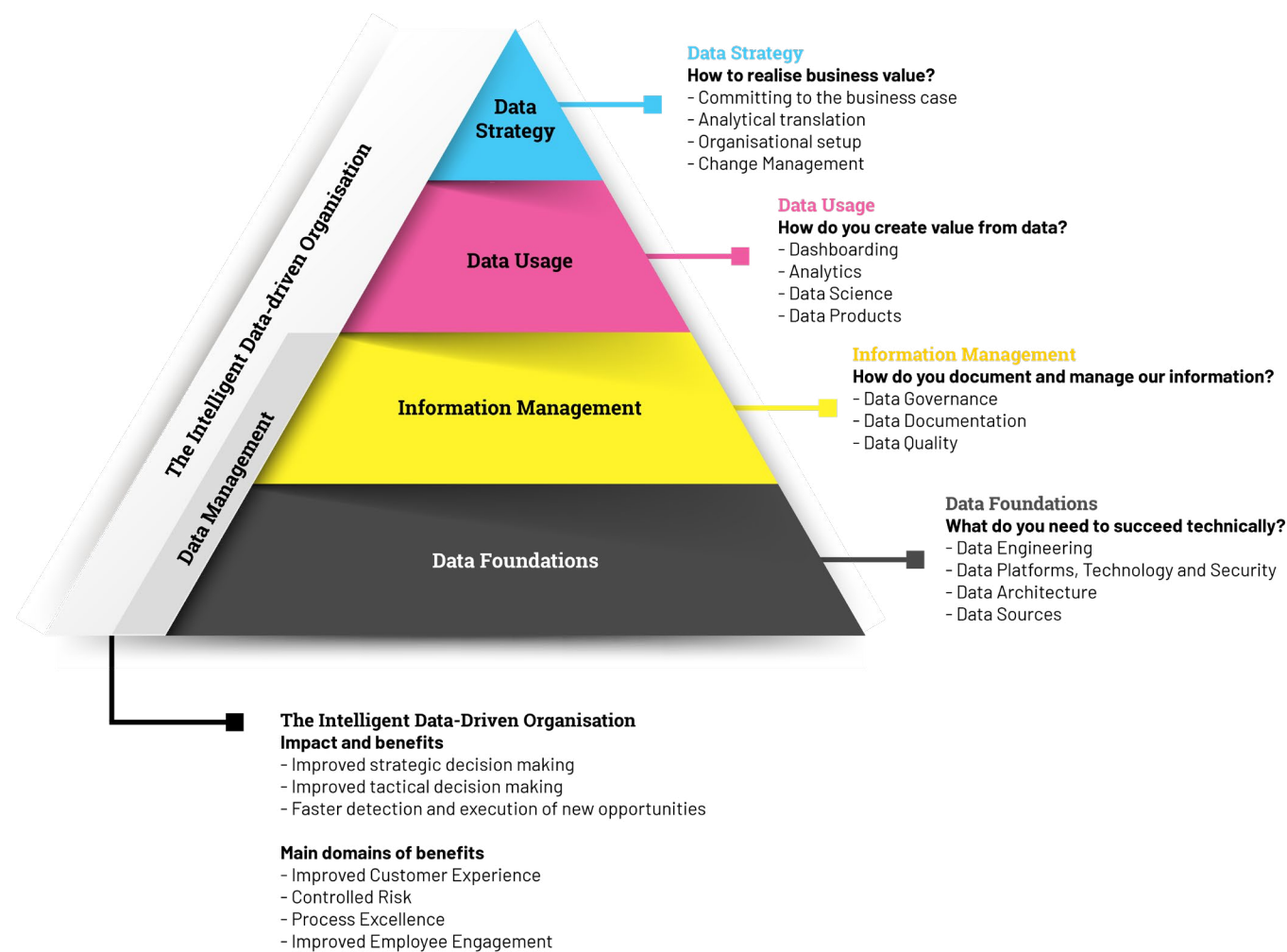
A **SMART.Business** answer

In response to the Penta Transformation, Tobania introduces a smart solution service model: SMART.Business.

So, what exactly is SMART.Business? Well, SMART.Business is a solution service model that brings together business, data and technology and valorises them into a suite that enables our customers to become fully future-proof. Specifically, Smart.Business does this by guiding companies through the five different transformations.

To clearly outline our suite, we immediately jump to the fifth and most important pillar of all: data. After all, data is the red line of our SMART. Business story, always up and running during the process and never not accompanying us as a +1.

DIGITAL TRANSFORMATION
BUSINESS

DIGITAL WORKSPACE
TOOLING & PROCESSES

DATA-DRIVEN

DIGITAL ADOPTION
PEOPLE

DIGITAL GOVERNANCE
COMPLIANCY - SUSTAINABILITY

Data Strategy
How to realise business value?
- Committing to the business case
- Analytical translation
- Organisational setup
- Change Management

Data Usage
How do you create value from data?
- Dashboarding
- Analytics
- Data Science
- Data Products

Information Management
How do you document and manage our information?
- Data Governance
- Data Documentation
- Data Quality

Data Foundations
What do you need to succeed technically?
- Data Engineering
- Data Platforms, Technology and Security
- Data Architecture
- Data Sources

The Intelligent Data-Driven Organisation
Impact and benefits
- Improved strategic decision making
- Improved tactical decision making
- Faster detection and execution of new opportunities

Main domains of benefits
- Improved Customer Experience
- Controlled Risk
- Process Excellence
- Improved Employee Engagement

Our +1 | The Intelligent Data-Driven Organisation

Many companies approach their digital transformation by looking at overall business goals and problems. Afterwards, they proceed to apply a particular technology to solve and support those challenges. Well, unfortunately, this often just doesn't do the trick.

Why? The reason is that you don't know what you don't know. Usually, companies assume that aligning their new initiatives with their business objectives is the best course of action. As this keeps activities aligned, coherent and focused. But, what if you base your business goals on incorrect assumptions about where your business needs support and improvement? No amount of technology will help you if you focus on progress in the wrong areas.

On the other hand, successful companies take a more fundamental approach. Instead of setting goals based on gut feeling and observation, they examine in granular detail how data enters and passes through their organisation. By understanding their data workflows, they can quickly identify areas of inefficiency, management weaknesses, security gaps and where money is being wasted.

Making better decisions, creating exponential value, forecasting, automating and supporting by using data is therefore at the heart of our SMART.Business suite. Consider this our "data up" strategy, rather than a "technology down" one.

Readers' tip

Wondering how our data team specifically addresses your data story and tackles the four data pillars (Data Strategy, Data Science & BI, Information Management and Data Foundations)? You can read all about it here.

The 4 Empowered
Domains

We see four domains empowered by The Intelligent Data-Driven Organisation (TIDO).
Let's take a closer look:

1. Digital Transformation

We translate your mission (read: future-proof business plan) into a 3-to-5 years, action-oriented strategy or comprehensive digital roadmap. In addition, in order to make this painless and efficient, we integrate advanced technologies and innovation into existing or new business models.

The results that we aim to achieve with this digital transformation are:

- an increased customer satisfaction;
- a better user experience.

These two objectives are linked to a sustainable business model aimed at increasing the profitability of the company as a whole.

Our building blocks within this domain are:

- Strategic & Digital Roadmaps
- Enterprise Architecture
- Organisational Design
- Service & Product Design
- Business Modelling
- OKR/KPI Milestone projects
- Customer journeys
- (Web) Applications.

2. Digital Workspace

A Digital Workspace is a horizontal end-to-end integrated business environment enabling all users to be connected and engaged. It manages and controls the elements of your organisation's IT assets and critical missions, including applications, data and all endpoints up to 5G integrated IoT.

The horizontally integrated end-to-end enterprise workplace strives to:

- increase flexibility;
- reduce operational cost;
- promote collaboration;
- improve productivity and employee engagement;
- enable more efficient communication and innovation.

Our building blocks within this domain are:

- Cloud Architecture
- O365
- User Adoption
- Device Management
- Integration of Legacy IT Systems
- Analysis of the Corporate Social Network.

3. Digital Adoption

By digital adoption, we are referring to the process by which an individual acquires the ability to fully master a new technology and successfully execute digital processes for specific purposes.

Our approach to Digital Adoption aims to increase both the Net Promoter Score (NPS) and employee engagement by establishing a well-rooted digital culture. These changes lead to increased profitability and productivity, while increasing staff agility and reducing (start-up) costs. In the end, all these factors will lead to an enhanced and faster innovation footprint across the company.

Our building blocks within this domain are multiple platforms for which Tobania has certified implementation licenses:

- Corporate Social Network Analysis
- User Adoption (Prosci - ADKAR)
- Change Management

4. Digital Governance

When you focus on Digital Governance, you will be able to improve positive performance and sustainable business. Specifically, we are talking about the digitisation of your framework that defines:

- responsibilities;
- roles;
- decision-making;
- change management authority.

By embedding these governances and processes, you will be able to improve your business maturity and significantly increase your customer and employee engagement. This greater involvement results from increased transparency and will eventually provide you with more credibility on the subject.

Our two building blocks within the Digital Governance domain are:

Sustainability

How can you fulfill your 2024 Corporate Sustainability Reporting Directive (CRSD) obligations and assure yourself of the benefits it could bring to your organisation?

- Through domain expertise, digitisation, process automation, and data management (Single Source of Truth), we can embed sustainability throughout your organisation, measure and track progress, optimise resource use, and reduce greenhouse gas emissions.

- We convert the certification of your CSRD obligations into an automated step in a well-thought-out strategic approach which offers you the benefits of being CSRD compliant.

- Sustainability reporting ensures that you think about your impact on sustainability issues and enables you to be transparent about the risks and opportunities you face. In today's world, it is not good enough just to make claims about your level of sustainability. Hence, it cannot be excluded that in the near future this reporting or compliance will play a decisive role in the process of accessing capital. In fact, the increasing demand from consumers and employees for sustainable products and practices is fueling the emergence of sustainable products on the financial market.

Risk Mitigation

From a reactive approach to a proactive one, that is our main idea. This specifically requires process automation, a clear data strategy, and an agile mindset to anticipate, plan, and learn from it. The digital revolution has increased the availability of data, the degree of connectivity, and the speed at which decisions are made. These changes offer transformational promise, but also come with the risk of large-scale failures and security breaches, along with a rapid cascade of consequences.

The goal of our approach to digital governance is to increase transparency and significantly boost employee and customer trust. These are built on new digital processes and digital innovation throughout the organisation.

The outcome
3 value-creation wins

By applying a SMART.Business suite, you will generate value as a result of more effectively made decisions.

1. **Improved strategic decisions:** one of the benefits of investing in data is the ability to make better strategic decisions. To develop a good strategy, it is wise to build one on accurate data and solid insights. For example, data-driven segmentation can help you improve your offering to strategic customer segments.

2. **Faster and/or better tactical decisions:** another advantage is that decisions can be reached quickly and with great accuracy. Consider a bank that has to decide who is entitled to a loan. You can either use a small army of people to make that decision manually, or you can use an algorithm to handle it. More and more companies are realising that algorithms are not only faster, but also less prone to cognitive bias, and thus lead to more accurate decisions (such as who gets a loan or who should be hired). When properly applied, algorithms are implemented in smart automated processes that drive companies to make better and faster decisions at every step of the way.

3. **Exploration of new opportunities:** recent research shows that data-driven companies not only outperform their competitors in their traditional business activities, but also tend to set up completely different activities in which they gain a competitive advantage.

SMART.Business
in practice

Your wingman, anytime.

SMART.Business emphasises Tobania's service model and business principle of acting as a wingman: robust at its core, tailored to each project. No business is the same, but results are often repeatable if we are able to establish a systematic approach based on facts and experience.

Project Management as enabler

Additionally, SMART.Business is most effective when we can operate in full Project Management mode, offering uncompromising quality at the best price with a flexible delivery approach. Our data-driven strategy enables us to cut costs and transform businesses at multiple levels, making them future-proof and enabling them to sustain and grow.

Trusting our experience

For years, we have been improving and perfecting our strategy to transform businesses. As a result, we have successfully helped a large number of existing customers in various industries to achieve their growth objectives with our solutions, developments and operational support.

You're the business expert.
We're your wingman
making it happen digitally.

Valorising business, data and technology

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