

Destination Digital:

Digital strategy and digital product development



Why is digital critical today?

“ Firms that embrace digital tech transformation see an average **55% growth** in gross margin over a three-year period

2016 Harvard Business School study ”

How a company addresses digital

A core signal of the company's health and future



52% of executives cite 'a lack of familiarity with technology' as a barrier to digital transformation



Santoku Partners study



Destination Digital

can help companies **define their digital strategy** and product roadmap, and build and deploy digital products offering seamless customer journeys.

We also offer a **technology strategy as well as recommendations** on how to drive the digital transformation of the company in order to optimize internal processes.

We believe...



We are convinced that technology is a **positive force** that can be leveraged to offer engaging products and an **improved user journey**



We offer a **collaborative approach** involving all of the teams who impact the user experience, in order to offer a better integration within our clients' **overall strategy**



We leverage the **Product and Design Thinking** methodology to drive innovation through user needs and feedback, and hone the experience for the various user targets



Our goal is to create a **clear vision** and a series of innovative digital products and experiences that perfectly meet market needs

We offer a digital diagnostic

A global assessment of the digital status of the company

- ★ How does technology impact your company's industry
 - What is your competition doing with regards to digital products, services and processes?
- ★ Where are you at in terms of digital integration and transformation?
 - Digital end-to-end user journeys
 - Digital communication towards clients
 - Coherence of the multi-channel experience
 - ✓ Including traditional brick-and-mortar channels and digital channels
 - Logistics and supply chain process automation
 - Digital interfaces with your wider ecosystem
 - ✓ Providers / B2B Clients / Partners
 - Digital transformation of your company's internal processes
 - Sizing of digital teams in order to drive the required projects



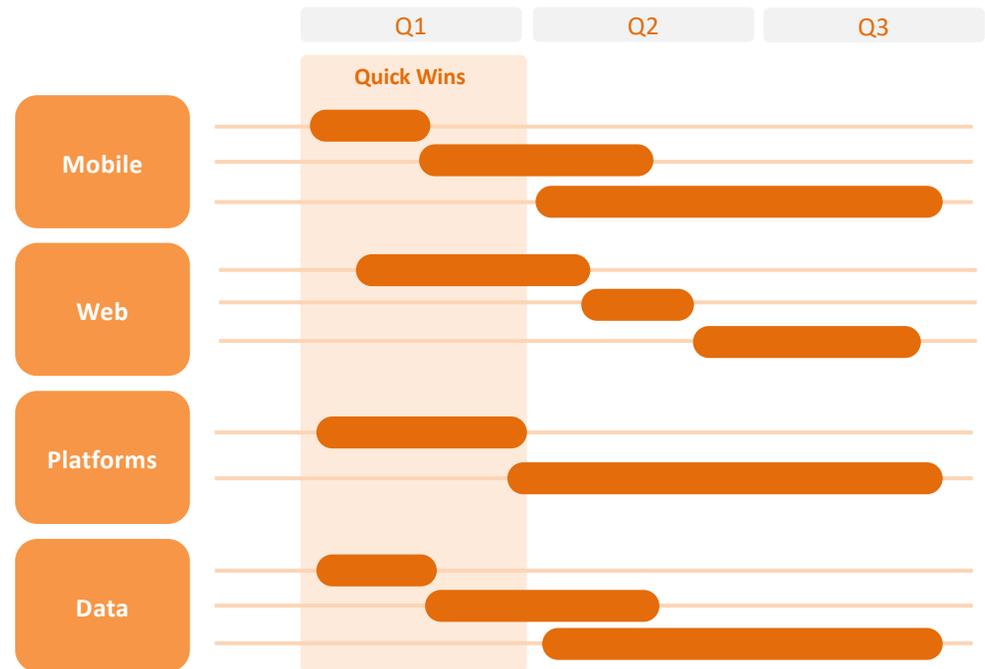
Digital Plan
Quick Wins
Roadmap
Vision

In order to build a digital product roadmap

Prioritisation of tasks over 1-3 years

The roadmap is built based on detailed analysis of **user feedback** and a **cost-value matrix model**, and allows you to:

1. Visualize all of your pending tasks
2. Prioritize these tasks
3. Illustrate the development plan
4. Drive a long term direction and vision



The product roadmap clarifies the project and deployment plans

Our implementation methodology provides

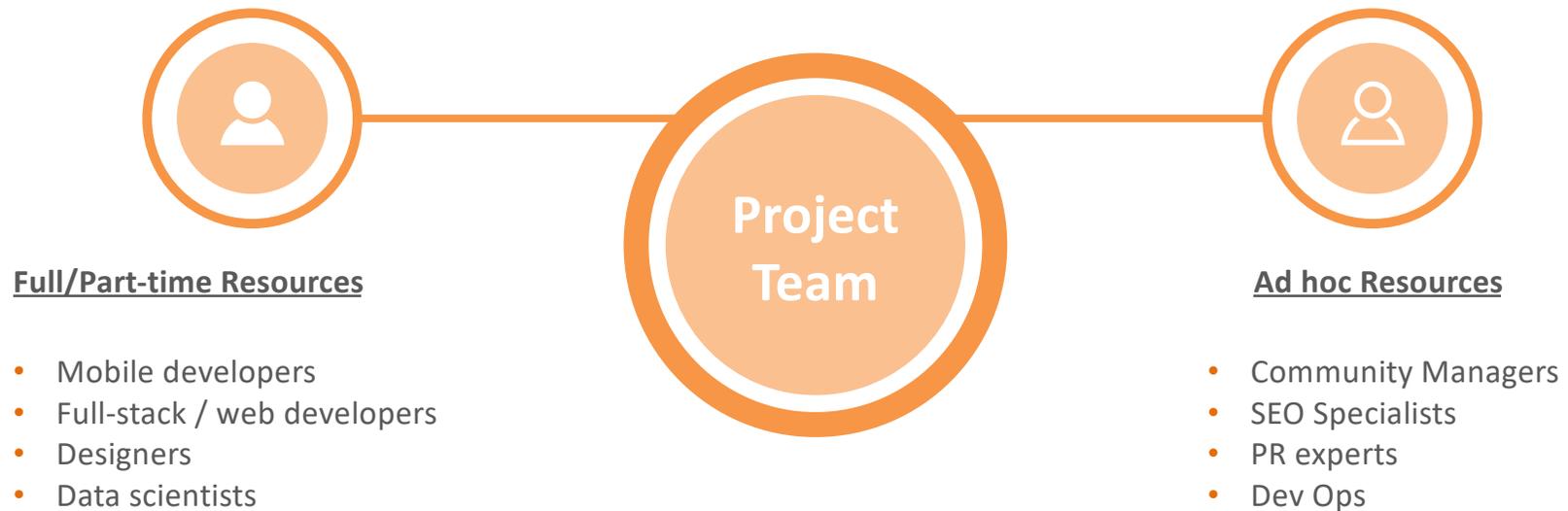
A full product lifecycle implementation and end-to-end process



We also ensure the coherence of the end-to-end cross-product digital user journeys

We are able to spin teams up rapidly

For development and deployment projects



Our model allows for a dynamic sizing of the team following your needs

Destination Digital drives the following deliverables

From diagnostics and quick-wins to long term vision

Phase	Deliverable	Includes...	Length
Diagnostic	Diagnostic	Market trends / Digital status of the company / Recommendations and quick-wins	1 week
	Product Vision	Market sizing / Product positioning / Business Plan	1 week
Roadmap	Product Roadmap	Prioritization of features / Visualization of the timeline / Transversal development plan	2 weeks
Project Development	Team sourcing and management	Sourcing of freelancers / Process and stakeholder management / Team management	Length of project
	Product Development	Detailed requirements / Management of the Product development process / Tests and Quality Assurance	Length of project
Launch	Go-to-Market Plan	Marketing Plan / Team training / Sales and marketing materials	2 weeks
Post Launch	Product Lifecycle Analysis	KPIs / User feedback / Roadmap updates / Long term strategic vision	1 week

With these deliverables, Destination Digital provides daily support on digital development

We offer extensive experience

On digital strategy in various domains



Adrienne Jan

has 18 years' experience in the tech sector, first at Orange (the French AT&T) in France (launch of Orange Maps, a GPS Nav service, in the UK and in France – reached 1.5M customers in one year), then at Telecommunication Systems in California (launch of BlackBerry Maps – 10M end users after one year across 80 countries).

From 2015 to 2018, Adrienne worked to drive digital transformation at AXS, a subsidiary of AEG in Los Angeles, with a focus on engaging fans on mobile (doubled app MAUs, mobile contribution to revenue raised from 24% to 40%), transforming the e-commerce experience for buying tickets for live events, and the creation of new marketing tools for AXS clients (beacon-based proximity marketing and email marketing).

Since July 2018, Adrienne has been working with CAA (Creative Artists Agency) on defining digital strategies for connected stadiums, as well as a variety of startups on their roadmap and long-term tech strategy

Adrienne holds a diploma from the Sorbonne and from ESSEC Business School in France.

... bolstered by a global ecosystem of freelancers able to spin up quickly on digital projects

... with multiple clients in the US and France



Creative Artists Agency

Engagement on the digital and technology strategy needed in stadium construction and renovation projects:

- Strategic framework
- Key tech trends
- Personas and use cases
- Strategic presentation
- Connected Stadium reference architecture

Impact: *New Business*



Cleveland Cavaliers

Various digital integrations:

- Mobile ticketing
- Fan Single-Sign-On across all Cavaliers platforms
- Customization of the experience for VIP customers (via data analytics and rich user profiles)

Impact: *Fan Engagement*



Abénex

Within the framework of a due diligence on a French startup, digital due diligence report:

- Market positioning
- Software architecture analysis
- Current personas and use cases
- Key technology trends
- Long-term vision and digital impact
- Impact to business model

Impact: *Digital vision*



NetForecast

Mobile app team and roadmap:

- Product positioning and vision
- Build mobile app team (hire designer and developers)
- Mobile app requirements and project management
- Drive team to app launch

Impact: *New Business*



PIPs Rewards

Role of 'CTO as a Service':

- Management of the engineering team
- 12-month roadmap
- Mobile experience upgrade and new client facing admin portal product
- Prioritization of tech requests and refactor of internal processes

Impact: *New Business*

Destination Digital:

Your guide to digital strategy and product vision

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