

Digital Transformation - Lessons from the Trenches

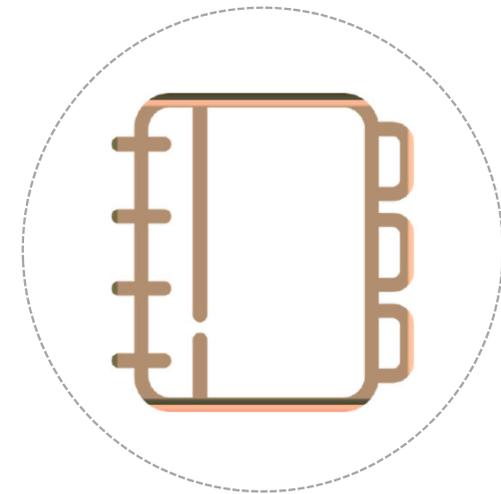
October 2019

HCL

Copyright © 2019 HCL Technologies Limited | www.hcltech.com

Agenda

- 1 Introduction
- 2 So where are we on Digital Transformation?
- 3 Transformation Zones
 - 3a Technology Transformation
 - 3b Business Process Transformation
 - 3c Business Model Transformation



Digital..... Huh.....



Its all about the impact !!

Enterprise IT

 Data Center	 Waterfall	 Silos
 IT as Overhead	 Process-driven	 Operations

Productivity Driver for the Enterprise

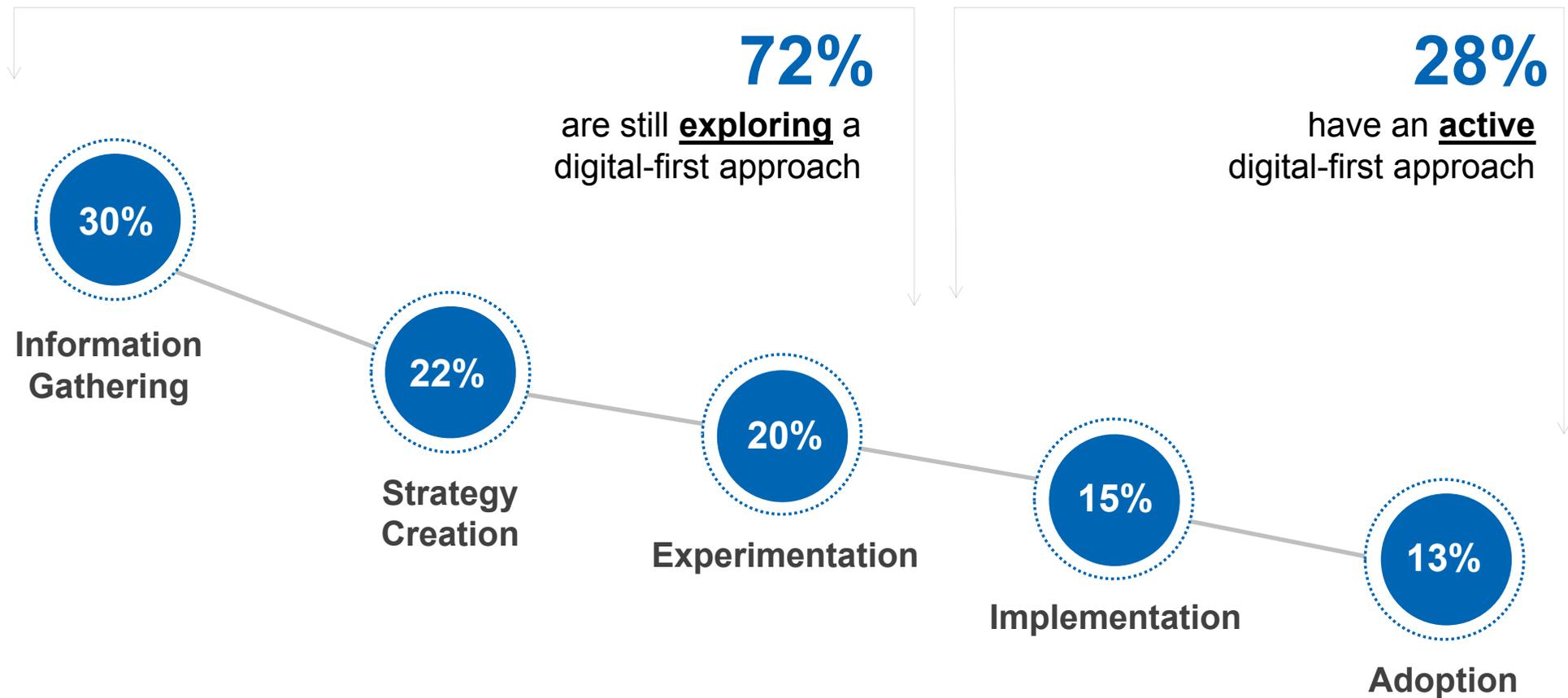


Digital IT

 Cloud	 Agile + DevOps	 Ecosystem
 IT for Revenue	 Data-Driven	 Change Processes

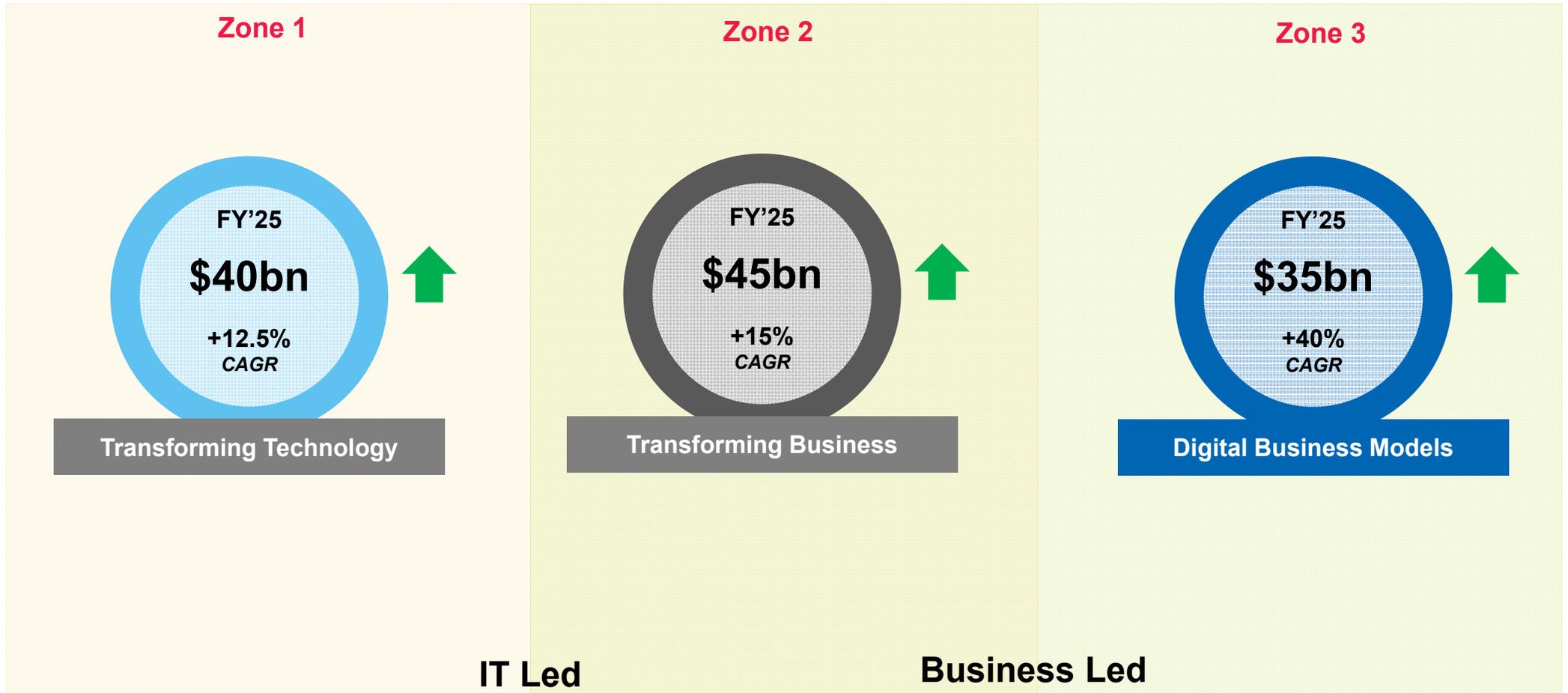
Driver of Strategic Advantage

So where are we on adoption.



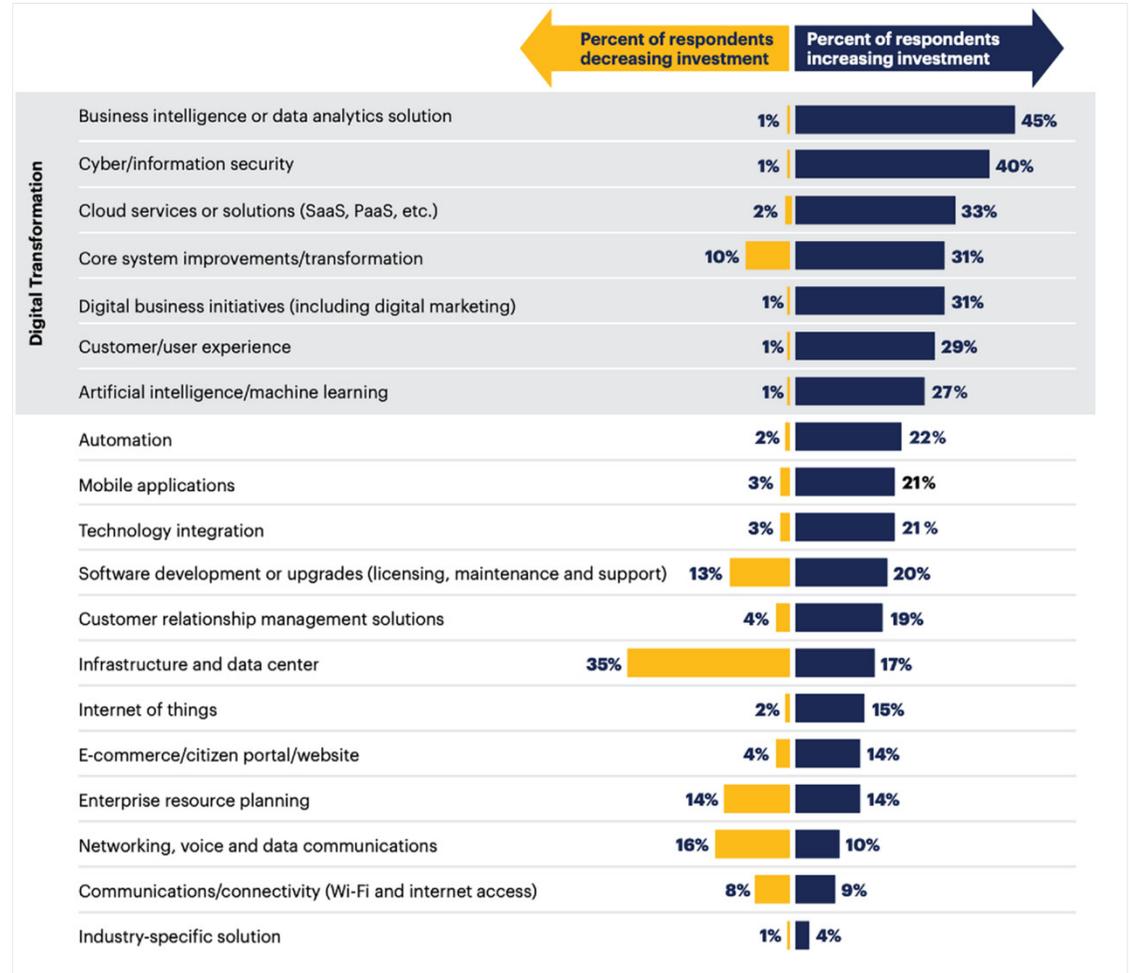
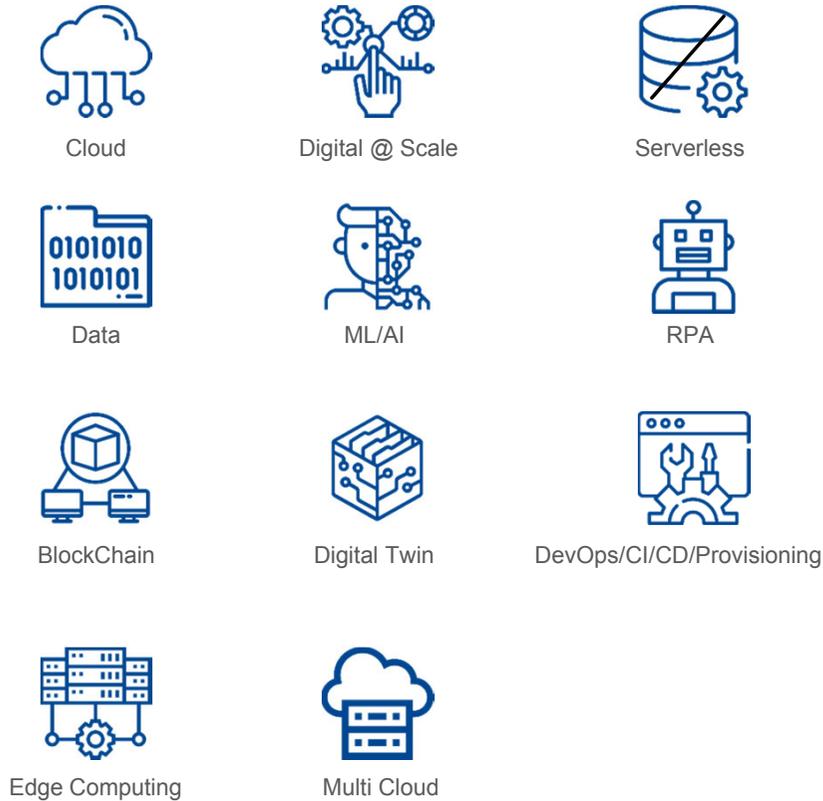
*Source on numbers IDG

Zones of Transformation



- *Source on numbers – World Economic Forum, many secondary sources combined to provide a picture
- European Data

Zone 1: Transforming Technology

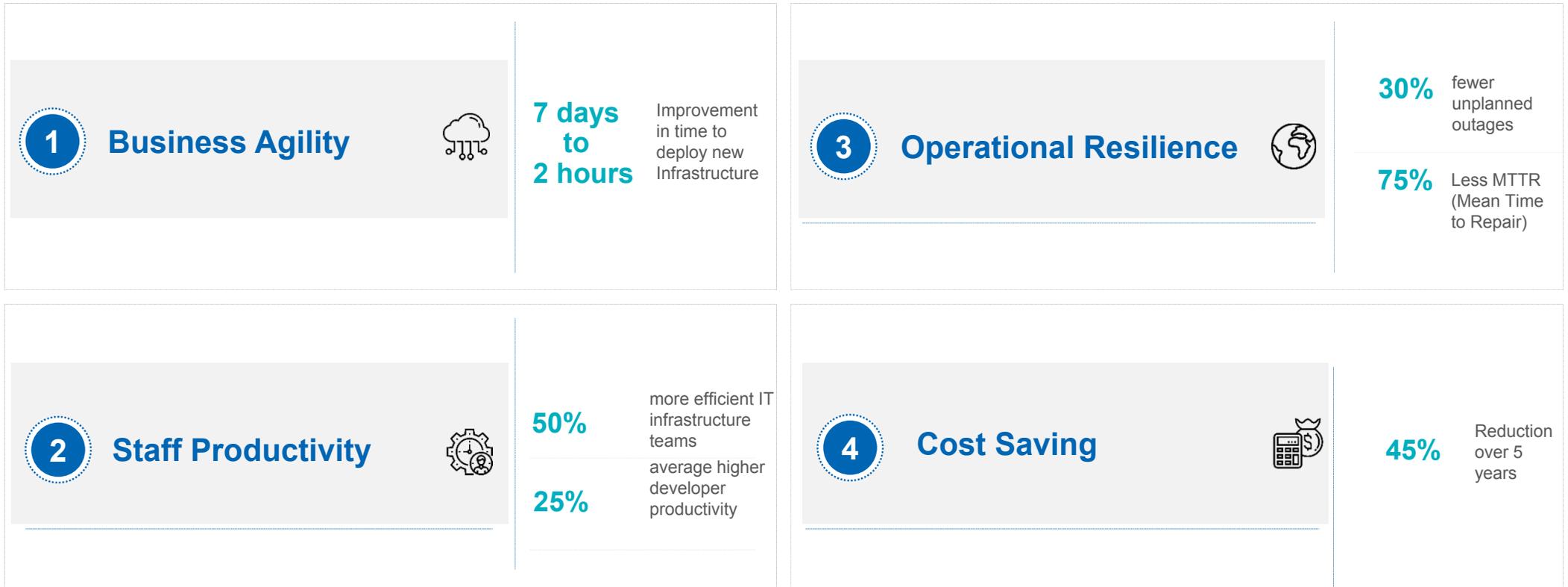


Source Gartner



Zone 1: Transforming Technology

Example - Impact of Public Cloud



Zone 2: Transforming Business Process

Potential Impact of Business Transformation



32%

Higher Growth



27%

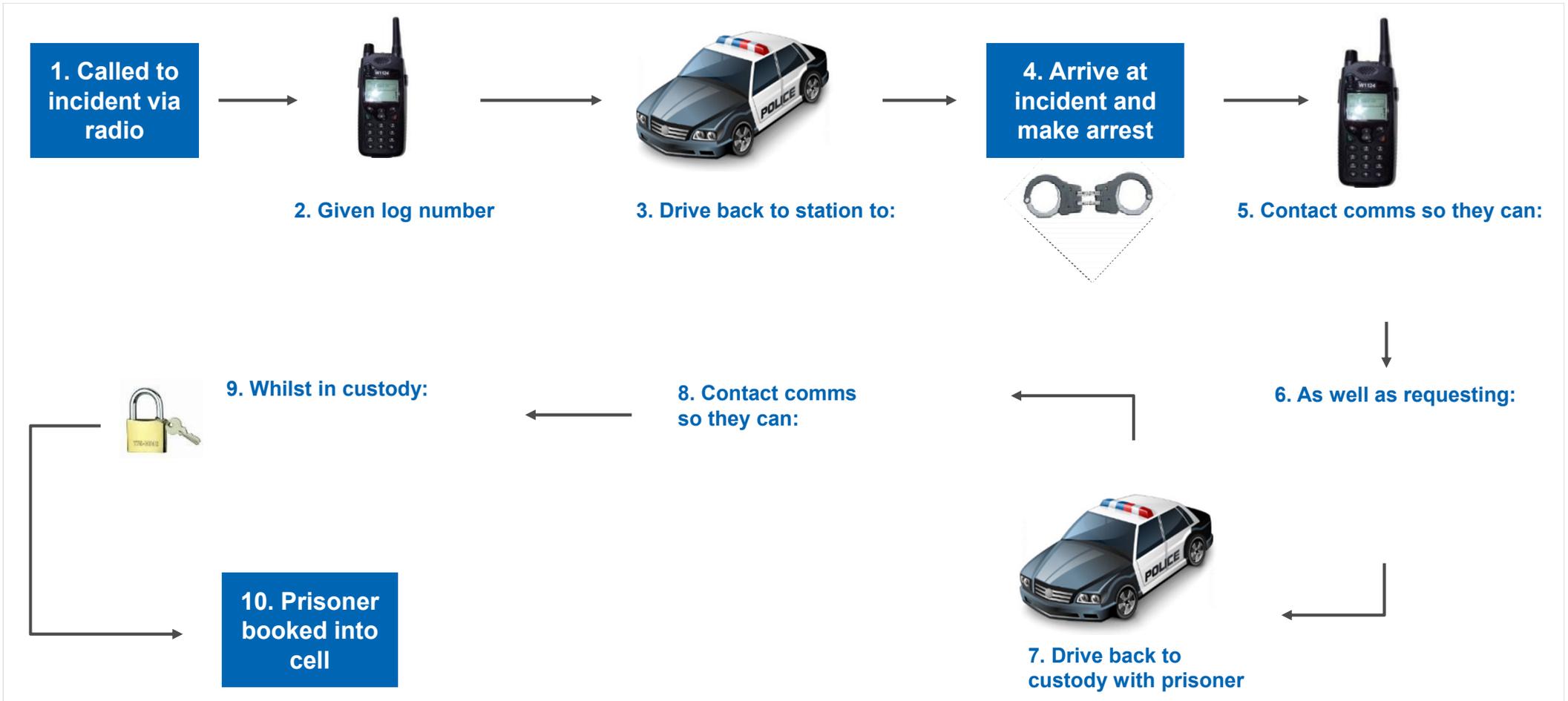
Higher Profit Margin

**Source on numbers – MIT Sloan CISR*

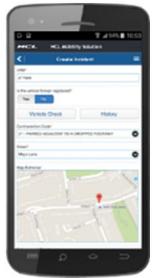
UK Police Forces



Command and Control – The Past



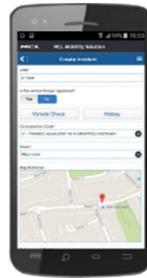
The Process Re-imagined



Go to scene

Tasked via the PDA

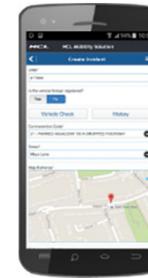
- Immediate access to Command and Control log
- Phone call enquiry on device
- Integrated SATNAV directions



Go to custody

Arrive at scene and make arrest

- Conduct:
- PNC
 - Update STORM log
 - Intel checks
 - Request police & court print



Arrive at custody

- Request Niche closure
- PNC, Rick Assessment & Intel already done

Redefining Policing

-
- **Adding 2 hours** per officer per shift to policing on the streets in UK & Ireland
 - Reducing process time for submitting intelligence from **14 Days to under 14 seconds**
 - Increasing officer's safety - STOPS process completed in **15 – 20 secs**
 - Better **response times** for 999 calls
-

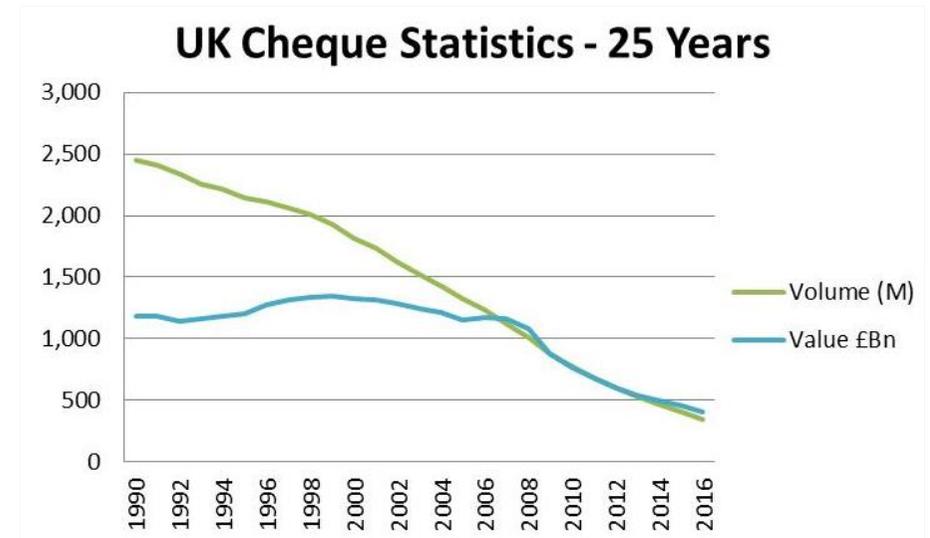


Leading Bank



The Challenge

- Cheque processing is dying yet banks are forced by **regulators** to retain cheque processing service everywhere the bank operates (infrastructure, operations, ..etc.)
- Cheques cost between **\$15-25 per cheque** and can be as high as \$50 in low cheque volume markets
- Cheque processing comprises systems which are legacy, siloed, scattered across geographies hence, hence **no scalability**, lots of **manual** processes (e.g., reconciliation and tracking), no automation and **high maintenance** costs
- Cheque fraud is the most common type of payment fraud. In 2017, **75%** of the companies who were affected by payments fraud experienced **cheque fraud**



*Source on numbers – Payments Canada, JP Moran

The Solution

18 CHEQUE PROCESSING APPLICATIONS

Fragmented Applications, Redundant Functionalities, Regional Specific, Aging Tech

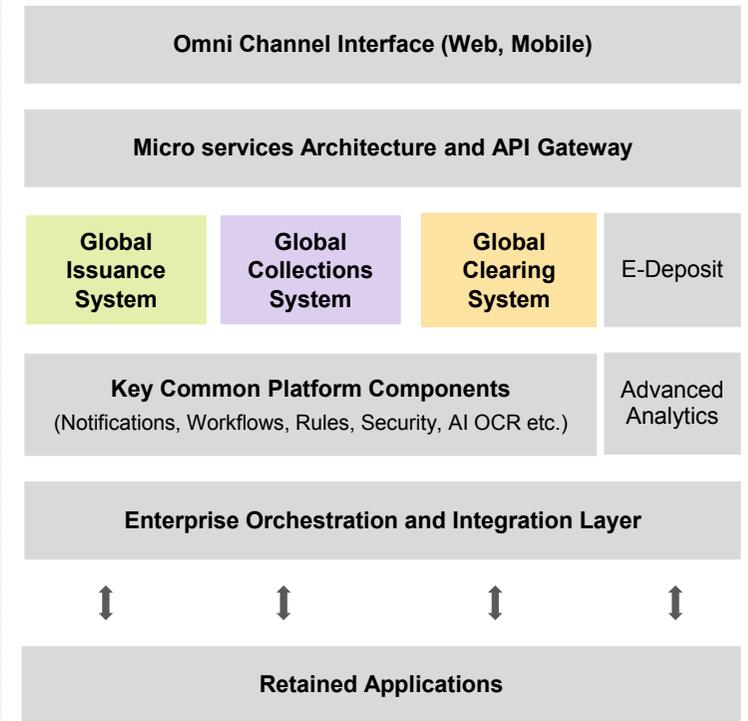


HOW DID WE DO IT?



GLOBAL CHEQUE PROCESSING PLATFORM

Modernized, Faster and Enhanced Customer Experience



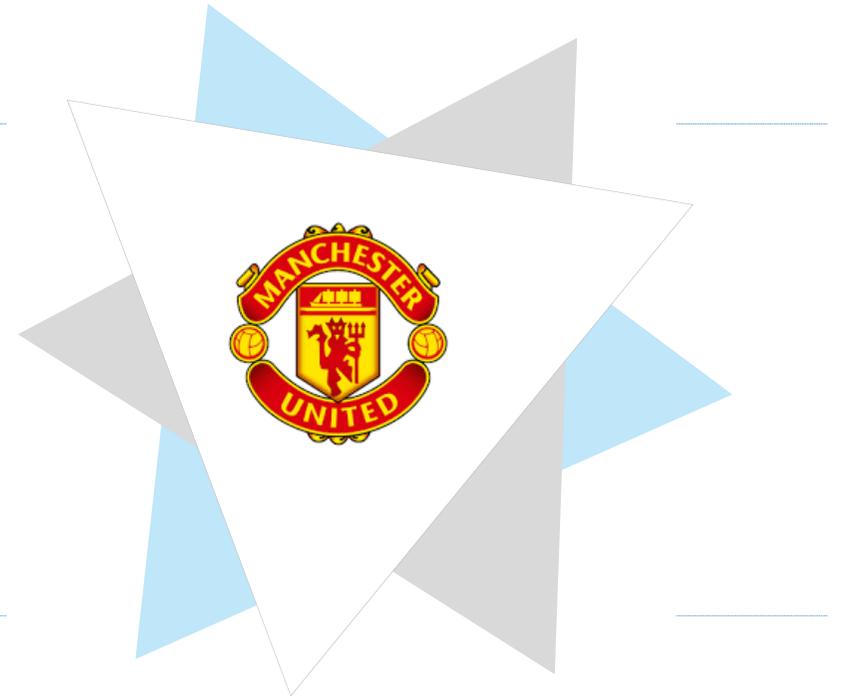
A Global Cheque-as-a-Service

-
- **End-to-end digitalisation** of process removing the manual processes
 - Reducing operations labour **by 82%** and IT support **by 90%**
 - From **Capex to Opex model** (transaction based pricing)
 - From **80 Vendors and geo scattered systems** to one centralised platform and vendor!
-



Zone 3: Transforming Business Model – Global FAN Platform

Manchester United



The business challenges facing this global football brand

An untapped fan base

Reach out to the untapped fan base and increase it (659M)

Improve fan engagement

Need to improve fan engagement through commerce and content

Increase digital revenue

Don't have Digital revenue but massive potential to monetize if and when they want to do it

Improve global reach

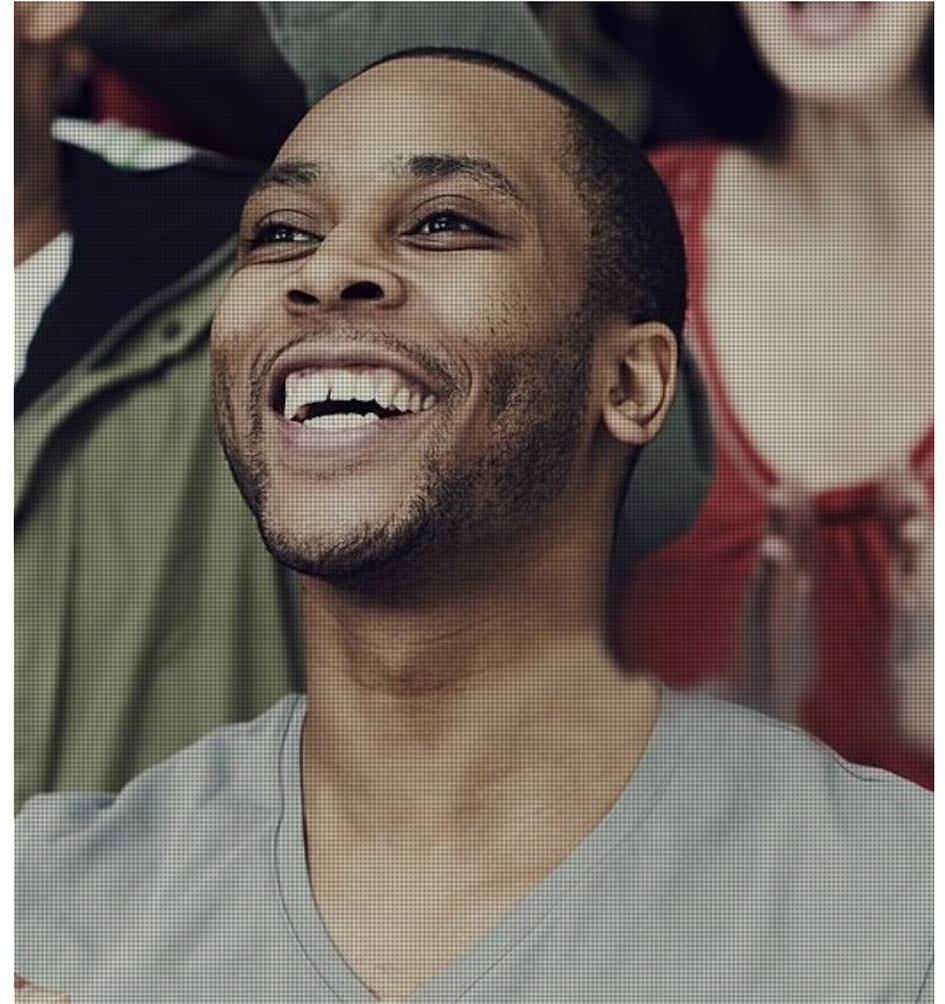
Limited fan insights across all geographies

A human centric experience

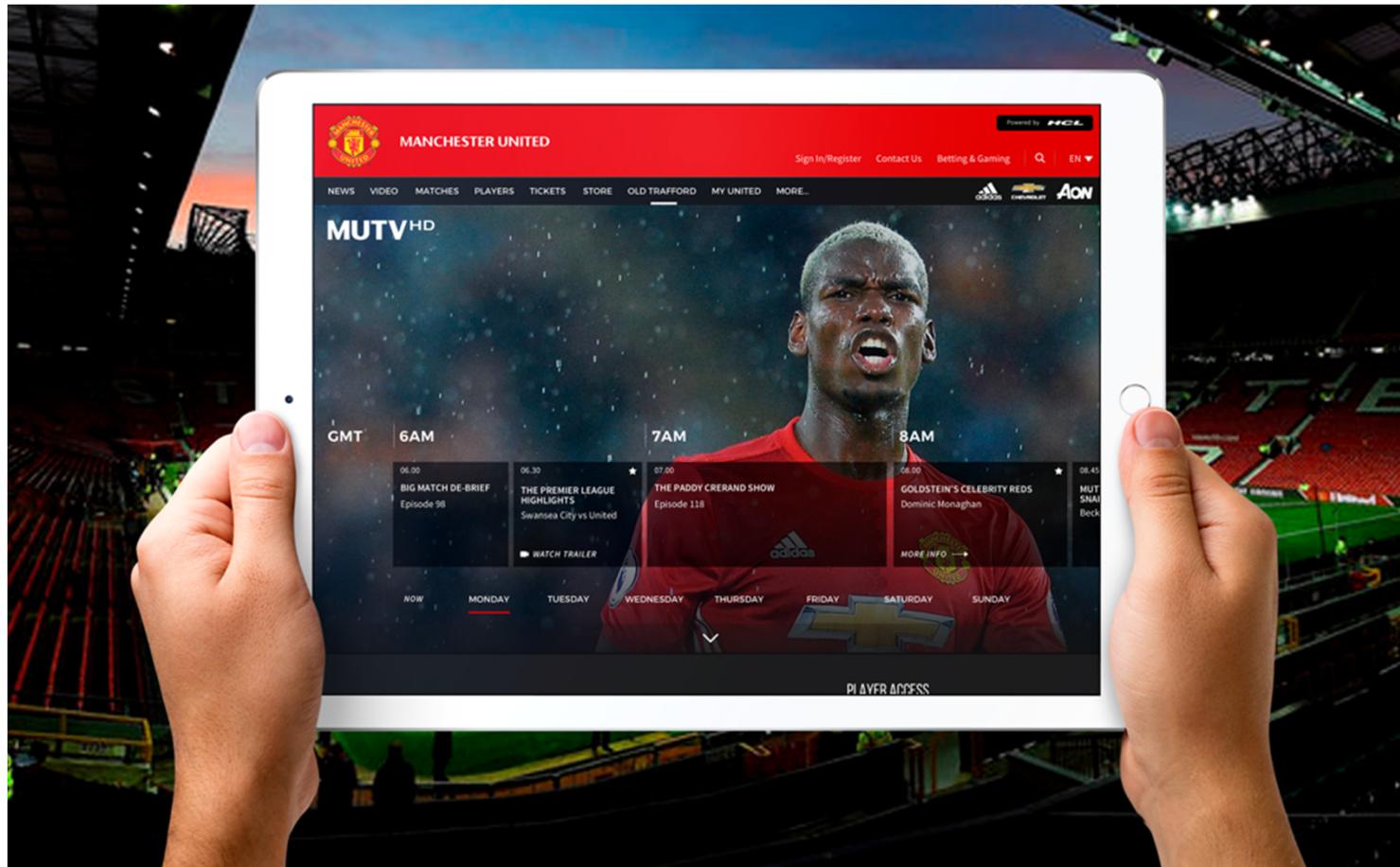
Poor content authoring experience



An experience for
the fans **re-imagined**



A global community with a common desire



Before the match: News

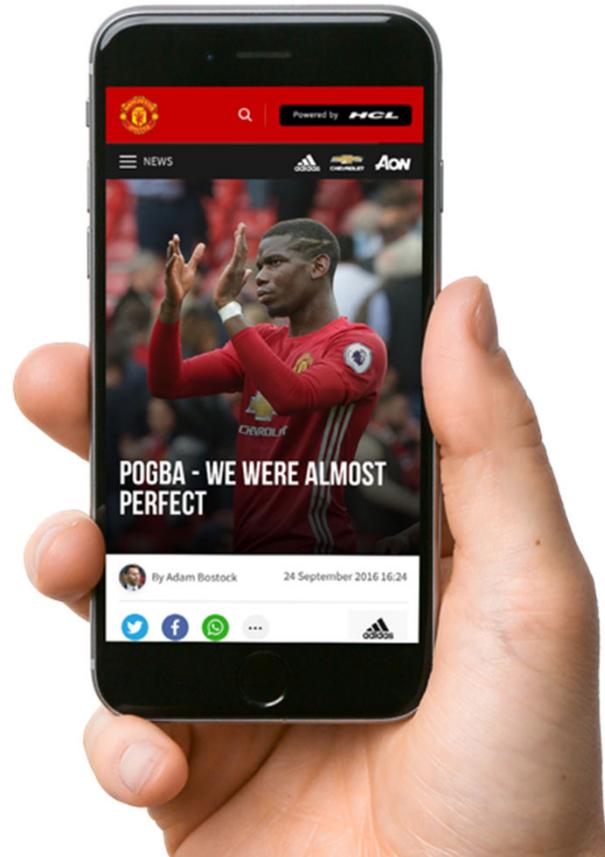
The push notifications starts our daily relationship with the fan



The relationship exists on multiple devices.

News is the most popular section of the current App.

This concept brings news content to the forefront, provides a clear path to more content and can effectively lower exit rates.



Live up to date videos streamed from Manchester United TV increase retention global reach and marketing & sponsorship opportunities



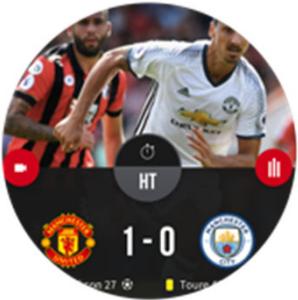
The smart platform delivers contextually relevant e-commerce opportunities. This Pogba shirt is embedded in an article about the player.

****Proper context can increase sales by as much as 30%.**



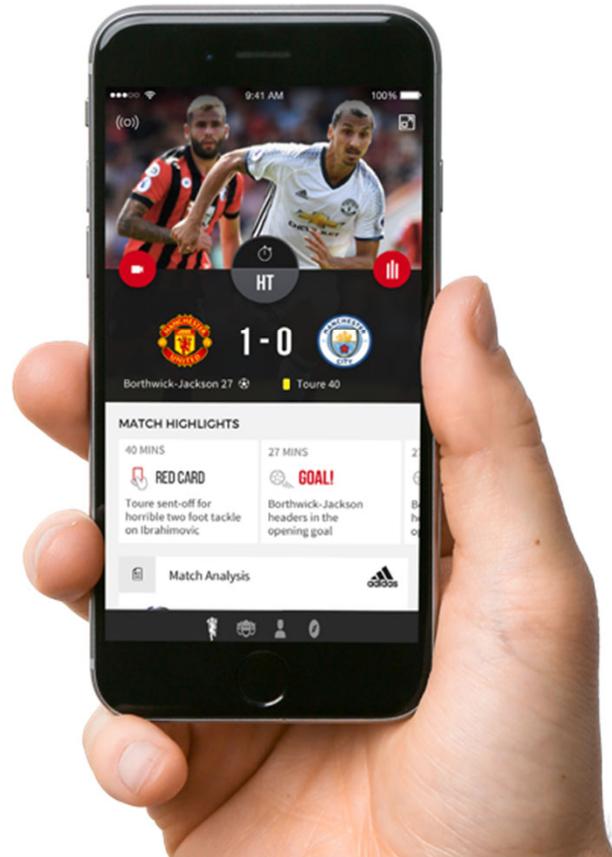
During the match: Event

Updates to Match day create an engaging first and second screen experience



Match day commands 42% of all current app traffic

This evolved experience will extend the moment-to-moment excitement of our biggest weekly event to a global audience.



Stat snapshots give fans easy ways to see the game at a high level, comparing live influencer stats and head to head data.



Live match infographics get retweeted 3x more than plain text.



During the match: Intelligent live analytics



Live data and game statistics



Follow your favorite players every move

Using powerful analytics to create intelligent live player statistics putting you closer to the action.



Generating live Head to Head player statistics.

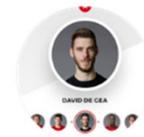
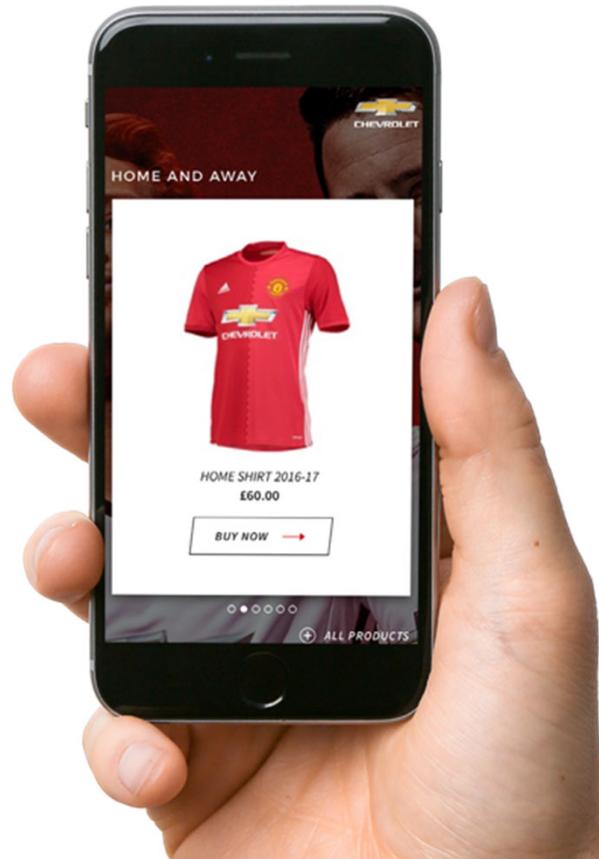


After the match: Social

Match statistics, final scores and live updates of other Premier League fixtures



Sports related emails and push notifications have an open rate of 26%



Based upon 'user' interactions the user is given another opportunity to buy the shirt



Extended engagement by inviting users to review their match day experience and the final results



Zone 3: Transforming Business Model – Competence View

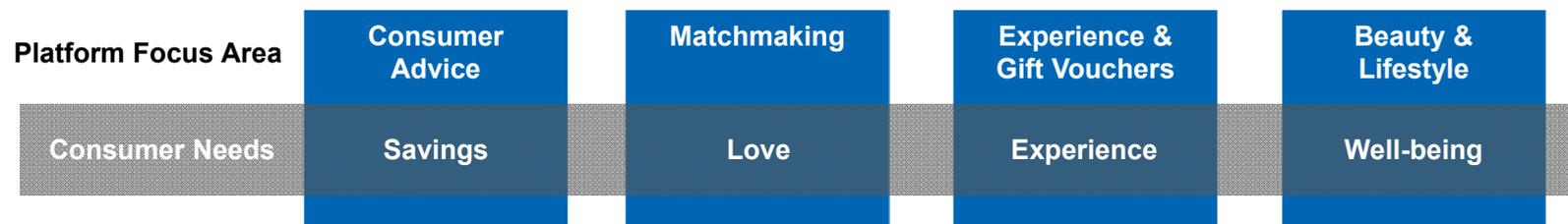
One of Europe's leading media companies and biggest of TV networks.



With **Core Competence of building strong consumer-driven brands**, with focus on monetizing relational capital, i.e. facilitating valuable interactions and transactions between multiple producers and consumers.



Created multiple segment leading platform businesses (instead of yet another OTT!)



Zone 3: Transforming Business Model – Cost View

Cost View



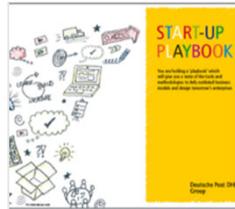
Start-up Enablers



Co Working



Creative team who can embrace change



Playbook



Start Up Partners



Digital Engineers

Prospective Unicorns



Product 2

Product 3

Product 4

Q & A



HCL

www.hcltech.com

\$8.9 BILLION | 143,000+ IDEAPRENEURS | 44 COUNTRIES