

# DIGITAL TRANSFORMATION CONSULTANTS

CONSULTING SERVICES 2021/22

HELPING  
BUSINESSES  
REPOSITION  
IN THE DIGITAL  
ECONOMY

**ionology**



# DIGITAL TRANSFORMATION CONSULTANTS

A boutique digital transformation consultancy with offices in Europe, USA and Middle East. With over 20 years of transformation consultancy experience, we've created some of the most effective, rapid, consultancy methods. Creating value, at pace, is a core belief.

## Digital Transformation Strategy Using Data

- *Stop creating 'random acts of digital'*
- *Detailed diagnosis of 'as-is' state using data*
- *Rapid roadmapping using advanced frameworks*

## Selling More In The Digital Economy - B2BS

- *How to differentiate in the digital economy*
- *Build digital authority*
- *Create more inbound leads using data*

## Change Management

- *Remove internal inertia to transformation*
- *Creating the 'change story'*
- *Build teams around agile work practices*
- *Deliver competitive advantage*

## Leveraging Emerging Technologies to Create Competitive Advantage

- *Connect the business capabilities of emerging technology with the business opportunity*
- *Create new sustaining competitive advantage*
- *Concur new market opportunities*



## Product, Service & Business Model Repositioning

- *Find a 'wave of change'*
- *Build competency in that niche*
- *Deliver value and build community*



## Corporate Innovation

- *Create the 'growth mindset'*
- *Use data to spot new opportunities*
- *Rapidly test, learn and deploy*



## Business Capability Analysis

- *Rapid capability analysis*
- *Compare against 'to-be' state of transformation*
- *Macro and micro requirements*



## Data-Driven Insights

- *Measure transformation progress, using key external metrics based on outcomes*
- *Create pivot points as we transform*
- *Build leadership dashboards and metrics that can steer business change*



## Going Net-Zero Through Digital Transformation

- *Essential role of DT in Net Zero*
- *Creating your change story*
- *Catalyst rapid change*
- *Role of Data, Data literacy, Data Science and AI*
- *Collaborate and co-innovate - role of Power Platforms and Digital Twins*

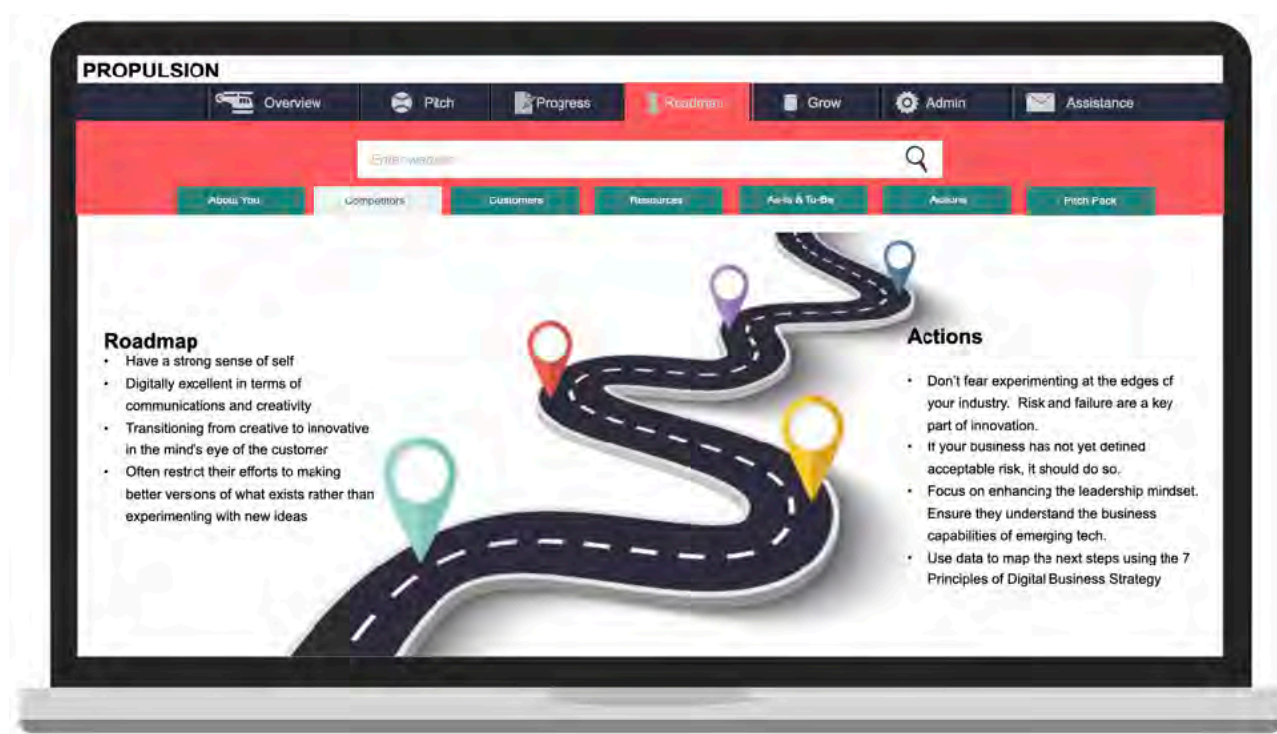
# DIGITAL TRANSFORMATION STRATEGY USING DATA

Stop creating 'random acts of digital'.  
Build focused competitive advantage.



# DIGITAL TRANSFORMATION STRATEGY USING DATA

Technologists typically deliver whatever it is we ask them to deliver. It's what we're asking them to deliver, that's the challenge. Leaders, managers and decision makers must create business strategies that are cognisant of the business capabilities of emerging technology such as AI, Blockchain and Internet of Things. We have really rapid ways of making that happen.



<b>WHO</b>	For leaders, managers and decision makers that want to transform their business to become more successful in the digital economy
<b>SECTOR EXPERTISE</b>	Finance, Manufacturing, Pharmaceuticals, Education, Government, and niche technical industries.
<b>DIFFERENTIATION</b>	Comes with consultant strategy platform and the world's only data-driven digital transformation framework. Our diagnosis process is the fastest and most accurate in the market.
<b>HOW LONG</b>	Typical engagements start at around 20 days for mid-enterprise
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online & On-Premise
<b>NEXT STEPS</b>	Contact Ionology through <a href="#">our website</a>

# **SELLING MORE IN THE DIGITAL ECONOMY (B2B) - CONSULTANCY**

Not getting inbound sales leads?  
Build industry authority in the digital economy.

# SELLING MORE IN THE DIGITAL ECONOMY (B2B) - CONSULTANCY

Creating a steady stream of in-bound leads requires close alignment between the internal business units, marketers and salesforce. There are proven methods to finding new business opportunities using data. Picking the right play that suits your business and promotes the statues of a business (or business unit) is essential when it comes to generating opportunities.



<b>WHO</b>	For Product Development, Marketing & Sales teams working in Business-to-Business environments with a strong desire to increase inbound sales leads
<b>SECTOR EXPERTISE</b>	Technology and niche complex businesses
<b>DIFFERENTIATION</b>	Comes with a unique data-enabled platform that assists strategic decision making. Combines with a course of the same name.
<b>HOW LONG</b>	Typical engagements start at around 12 days
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online & On-Premise
<b>NEXT STEPS</b>	Contact Ionology through <a href="#">our website</a>



# CHANGE MANAGEMENT CONSULTANCY

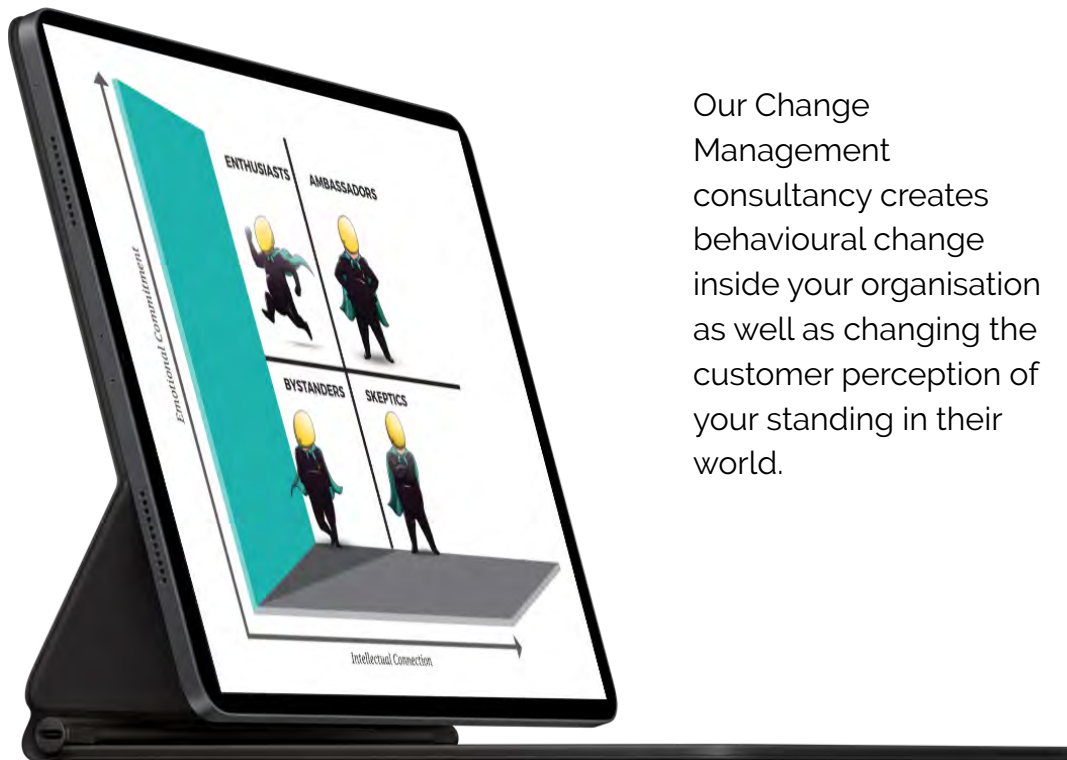
Digital transformation is fundamentally a people and political process - There are ways to navigate it.



# CHANGE MANAGEMENT CONSULTANCY

Change management is the pursuit of bringing about mindset and execution habit change in those affected by digital transformation.

“People are not afraid of change, they are afraid of the unknown.”

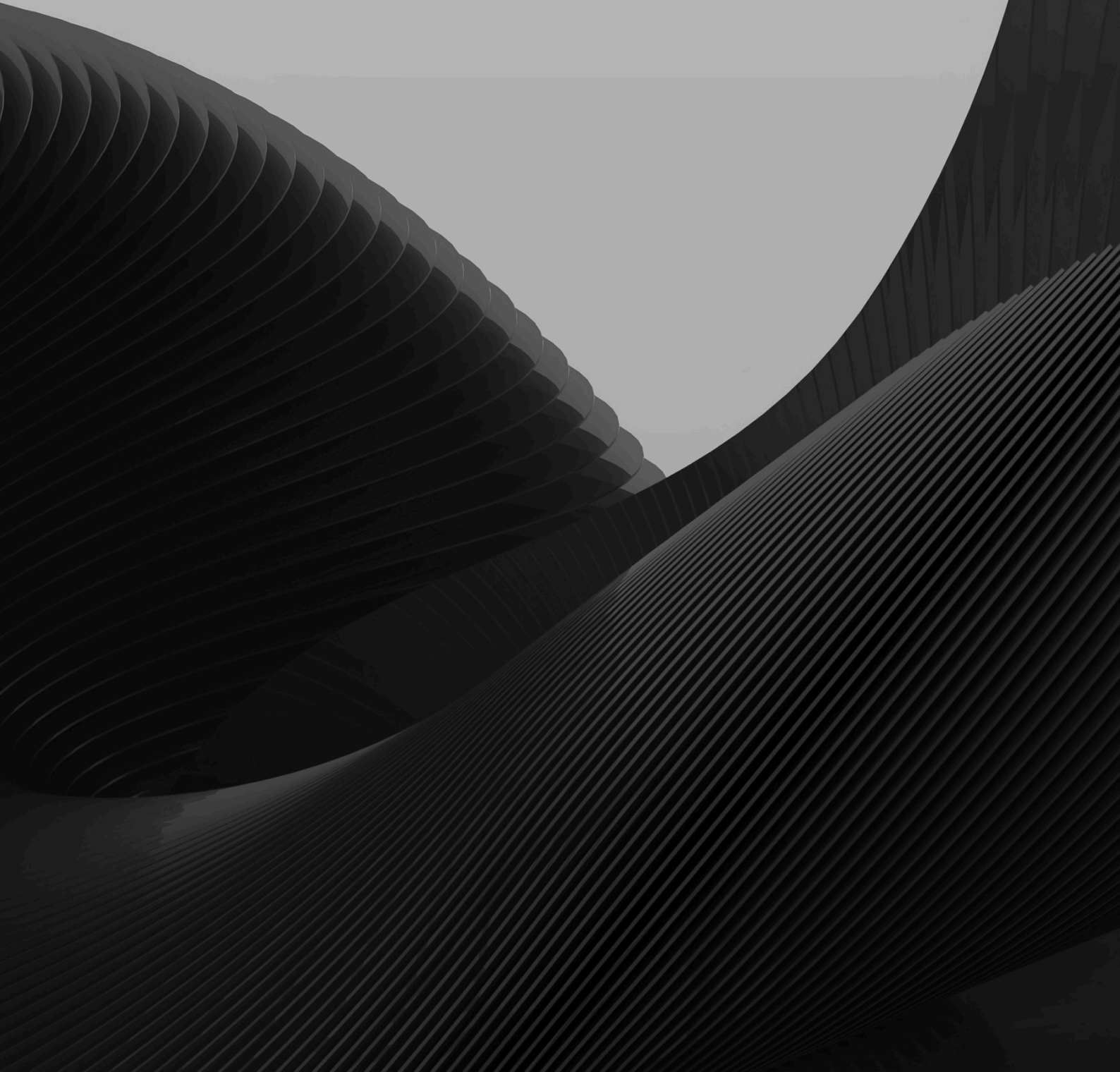


Our Change Management consultancy creates behavioural change inside your organisation as well as changing the customer perception of your standing in their world.

WHO	Digital Transformation Units, Project Management Office, Communications and Change Management teams.
SECTOR EXPERTISE	Government (central and regional), Commercial B2B
DIFFERENTIATION	Our skilled team consists not just of designers and copywriters but playwrights and poets. They link with organisational change experts to help build your change story, reduce inertia and speed up transformation.
HOW LONG	Typical engagements start at around 20 days
LOCATIONS	North America, Europe, Middle East, South East Asia
DELIVERY	Live-Online & On-Premise
NEXT STEPS	Contact Ionology through <a href="#">our website</a>

# CONSULTANCY ON HOW TO LEVERAGE EMERGING TECHNOLOGIES TO CREATE COMPETITIVE ADVANTAGE

Bridging the gap between leadership and technology can  
be a potent force for creating new, sustainable  
competitive advantage

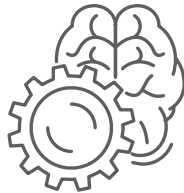


# CONSULTANCY ON HOW TO LEVERAGE EMERGING TECHNOLOGIES TO CREATE COMPETITIVE ADVANTAGE

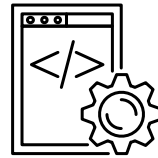
We help business experts understand how to extract value from emerging technology. With our 'business first' approach we create new sustaining competitive advantage leveraging emerging tech way faster than traditional design thinking processes.



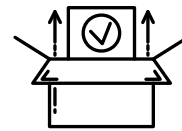
Bridging  
Business



Leveraging  
Machine



Business Value  
from IoT



Building  
Blockchain

<b>WHO</b>	Business executives that want to build better processes, products and services leveraging emerging technology
<b>SECTOR EXPERTISE</b>	Government (central and regional), Commercial B2B
<b>DIFFERENTIATION</b>	We take a uniquely 'business-first' approach to leveraging emerging technology. While technology can be a great inspiration simply creating random digital tools or processes can often lead to poorer outcomes and greater complexity. Our approach on how to leverage emerging technology has been uniquely honed over 20 years of trial, error, correction and perfection.
<b>HOW LONG</b>	Typical engagements start at around 10 days
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online & On-Premise
<b>NEXT STEPS</b>	Contact Ionology through <a href="#">our website</a>

The background of the entire page is a close-up photograph of several marbles. The marbles are in various shades of teal and dark green, with some showing intricate patterns and reflections. They are arranged in a way that creates a sense of depth and texture. The lighting is soft, highlighting the smooth, polished surfaces of the marbles.

# **PRODUCT/SERVICE/ BUSINESS MODEL REPOSITIONING IN THE DIGITAL ECONOMY**

Market positioning was once a game of guesswork and experience. Now it's a game of data and insights. Businesses with the right offering thrive in the digital economy. It's a science, not an art.



# PRODUCT/SERVICE/BUSINESS MODEL REPOSITIONING IN THE DIGITAL ECONOMY

The question “how do we position ourselves in the digital economy” is a challenging one to answer. Most end up tangled in complex technology statements or meaningless platitudes.

lonology has designed one of the most successful ways of being able to define the ‘As-Is’ state of your business. We can rapidly select the best play that will deliver the ‘To-Be’ state. From there it’s likely that the business will have to change its products, services or business model if it is to exceed customer expectations.

This is not the same as product or service design. Defining a repositioned stance will impact the operating model of the business and reshape its very core.



WHO	Business leaders, managers and decision makers
SECTOR EXPERTISE	Government (central and regional), Commercial B2B
DIFFERENTIATION	Creating a product or service doesn't guarantee creating competitive advantage. We have a unique way of measuring the competitive landscape (or citizen demand if government) and decide if indeed a new product, service or business model will create competitive advantage or simply meet market expectations.
HOW LONG	Typical engagements start at around 5 days
LOCATIONS	North America, Europe, Middle East, South East Asia
DELIVERY	Live-Online & On-Premise
NEXT STEPS	Contact lonology through <a href="#">our website</a>

# CORPORATE INNOVATION

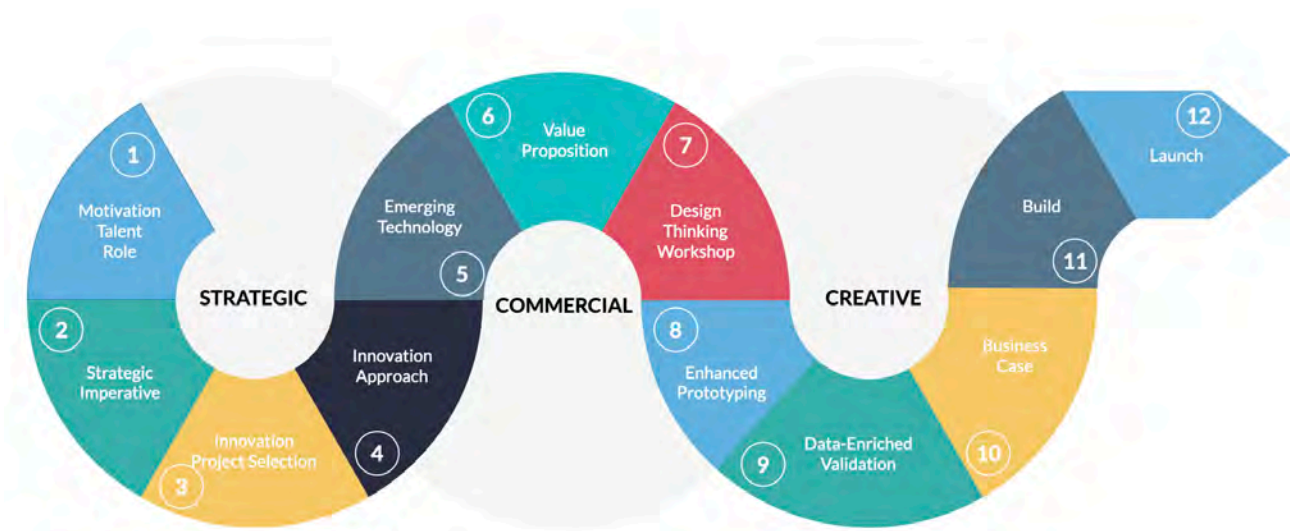
Running Design Thinking workshops but not seeing the  
accelerate growth?

There's a reason for that. We can show you why.

# CORPORATE INNOVATION

It's not that design thinking isn't a good process, it's that it's only a small part of a much wider process. For transformation to be effective and to build a culture of innovation we must align our **Strategic Planning** <> **Commercial Opportunity** <> **Creative Processes**.

## DESIGN THINKING ≠ INNOVATION



<b>WHO</b>	Businesses with a desire to innovate their way to success in the digital economy.
<b>SECTOR EXPERTISE</b>	Commercial Businesses
<b>DIFFERENTIATION</b>	We don't focus on a method, we focus on the outcome of creating success.
<b>HOW LONG</b>	Typical engagements start at around 1 day per week for 12 weeks
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online
<b>NEXT STEPS</b>	Contact Ionology through <a href="#">our website</a>

# **BUSINESS CAPABILITY ANALYSIS**

The fastest way of finding out what talent, technical and creative capabilities that exist within your organisation, the gaps that need resourced and how best to resource them.

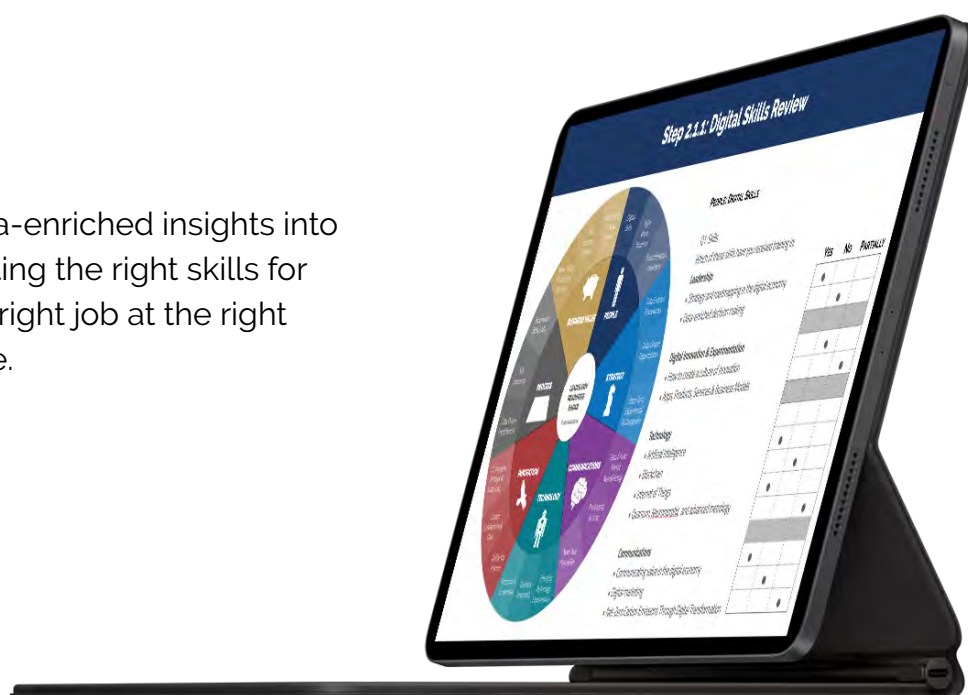


# BUSINESS CAPABILITY ANALYSIS

Once you know where you are, know where you're going, all that remains are the gaps and hurdles that must be crossed.

lonology has developed the most rapid solution to pinpointing those gaps and how best to plug them. This isn't just a rapid survey tool, it's a macro and micro analytical platform for identifying potential risks and impediments to transformation.

Data-enriched insights into getting the right skills for the right job at the right time.



<b>WHO</b>	HR, Learning & Development, Digital Transformation Units, Project Management
<b>SECTOR EXPERTISE</b>	Commercial Businesses and Government Entities
<b>DIFFERENTIATION</b>	The fastest way of finding out the skills gap, the attitudes of those with the skills and matching it against the 'To-Be' state of the business that is undergoing digital transformation.
<b>HOW LONG</b>	Typically takes a couple of weeks, depending on the size of the organisation.
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online and On-Premise
<b>NEXT STEPS</b>	Contact lonology through <a href="#">our website</a>



## DATA ENRICHED INSIGHTS

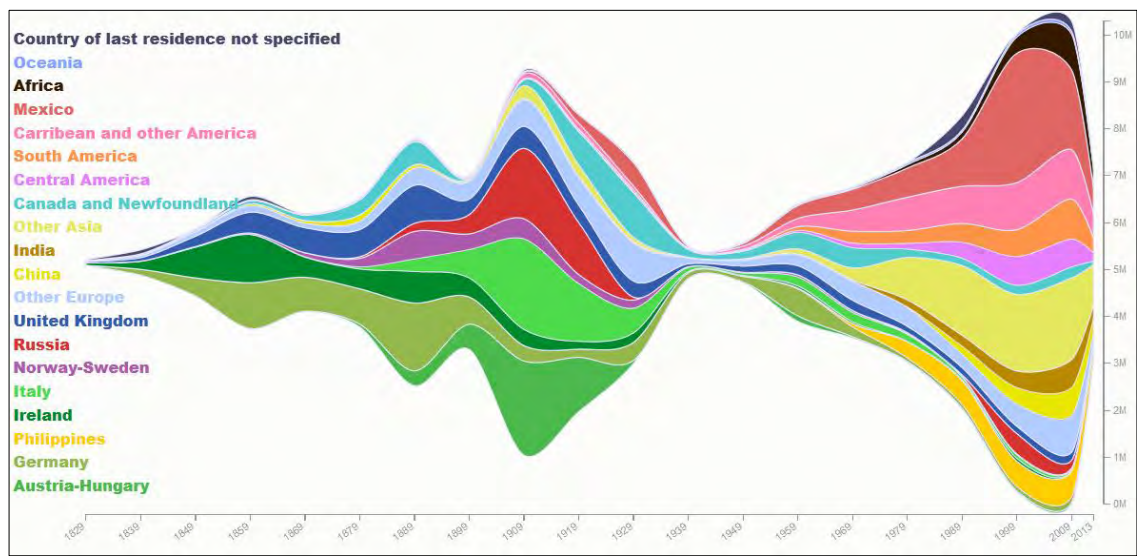
Either too many digital dashboards or too few. Too many data points creating a paradox of choice or no data leading to gut-based decision making. It's hard to find the balance. Ionology can help.

# DATA ENRICHED INSIGHTS

Which came first, the chicken or the egg? The answer is and always was ‘the egg’. Dinosaurs hatched from eggs long before chickens evolved. Now pretend the chicken is the data-dashboard and the egg is the leadership question that needs answered. The same rules apply. The question must come before the data.

For data-enriched decision making to be effective, we must first link it with the strategic imperatives of the business that need measured. There’s a great skill in pinpointing the exact data point that will impact outcomes the most. Ionology has the consultants to help you with such an endeavour.

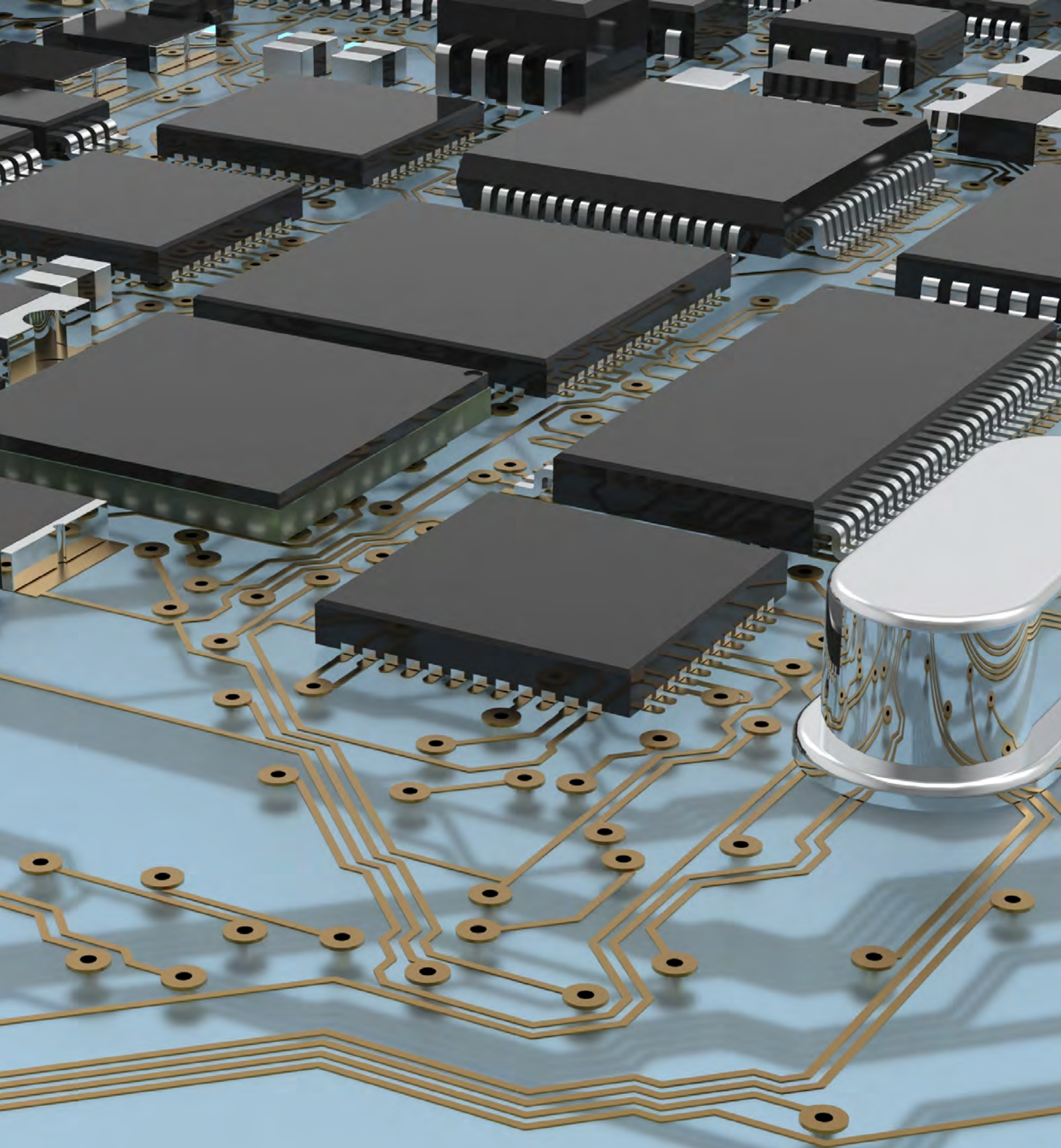
200 Years of Immigration to the U.S.



Data Source: [Yearbook of Immigration Statistics](#)

WHO	Leaders, Managers and Decision Makers
SECTOR EXPERTISE	Commercial Businesses and Government Bodies
DIFFERENTIATION	We start with the business problems, not the available data. Our processes focus on creating pivot decision points linked with outcomes.
HOW LONG	Usually around 10 days per business unit
LOCATIONS	North America, Europe, Middle East, South East Asia
DELIVERY	Live-Online and On-Premise
NEXT STEPS	Contact Ionology through <a href="#">our website</a>





# **NET-ZERO THROUGH DIGITAL TRANSFORMATION**

An Environment & Social Governance plan must focus on net-zero. The challenge is how to do it in a meaningful way and avoid being accused of 'green washing'. The answer will come from technology and digital transformation.



# NET-ZERO THOUGH DIGITAL TRANSFORMATION

It has been called the greatest challenge for many generations. Saving the planet from the dominant inhabitants will be no easy task and every corporate and government agency will play their part. At Ionology we've combined our technology consultants with environmental consultants to create a great framework to help you pick your pathway to net-zero.



<b>WHO</b>	Leaders, Managers and Decision Makers. Those in charge of environmental, social and governance.
<b>SECTOR EXPERTISE</b>	Commercial Businesses and Government Agencies
<b>DIFFERENTIATION</b>	Ionology has created a framework to aid decision making in helping to plot a corporate strategy to net-zero.
<b>HOW LONG</b>	Usually around 50 days
<b>LOCATIONS</b>	North America, Europe, Middle East, South East Asia
<b>DELIVERY</b>	Live-Online and On-Premise
<b>NEXT STEPS</b>	Contact Ionology through <a href="#">our website</a>





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[www.ionology.com](http://www.ionology.com)



