



# Guiding organizations through their digital transformation journey effortlessly

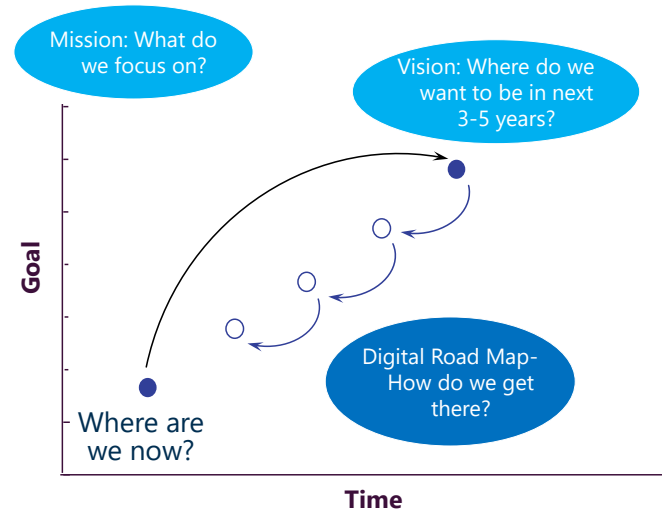
*Worldwide Digital Transformation Investments is forecasted to Reach \$3.9 Trillion in 2027, according to New IDC Spending Guide*

*Digital Initiatives lag CEO / Leadership expectations, as per Gartner research.*

- 59% take too long to complete
- 52% take too long to realize value

*As per Gartner, more than 50% of the organizations remain untested in the face of digital challenges and their digital transformation readiness therefore remains uncertain*

# In our experience, Organizations struggle with Digital Transformation for the following reasons:



**..therefore, lack a strong digital business strategy & roadmap**

- We bring in deep industry experience and business knowledge to help organizations become future ready
- We take a three phase approach to help companies maximize the business value while transforming themselves digitally - Fix the basics, Raise the bar and Change the game
- We look at the business goals from a technology agnostic lens to drive the digital business transformation
- Our Assess, Analyze and Advise framework brings together multifunctional experts to help organizations in developing well rounded Digital Business Roadmaps, Digital Product Roadmaps, Business Cases, Application Modernization Roadmaps etc.
- We also provide CxO Digital Advisory services to support CXOs in driving digital transformation

## Our AAA approach

Phase	Assess	Analyze	Advice
Key Activities	<ul style="list-style-type: none"> <li>• Ignite experience mindset for leaders</li> <li>• List out current and future business challenges covering people, process and technology angles</li> <li>• Understand state-of-the-art digital technologies and associated trends</li> <li>• Articulate digital business vision, strategic goals and objectives</li> <li>• Explore potential partners and ecosystem approach</li> </ul>	<ul style="list-style-type: none"> <li>• Shortlist focus areas based on viability, feasibility and desirability parameters</li> <li>• Upgrade the target state architecture based on the focus areas</li> <li>• Prioritize digital themes and prepare project charters</li> </ul>	<ul style="list-style-type: none"> <li>• Define business cases for the digital themes</li> <li>• Finalize target state architecture</li> <li>• Develop a robust digital strategy and roadmap</li> <li>• Develop an operating model for digital roadmap</li> <li>• Develop a change management strategy</li> </ul>

### Client 1: Created Digital Product Roadmap for a NA based 3<sup>rd</sup> party logistics company



#### **Context**

Client was embarking upon a journey towards reduction of manual processes, reduction of system and data touchpoints and increase the scalability of operations in support functions. To achieve these objectives, YASH Technologies conducted a design thinking workshop and submit a proposal for design, provisioning, development and implementation for a digital gateway.

#### **What we did**

YASH Technologies defined MVP (Minimum Viable Product) for digital gateway with a vision to abstract their backend systems from their trading partners and acts as a glue that seamlessly and securely orchestrates events, actions and data exchange among systems. We prepared a business case with clear call out on investment required for application development along with estimated business benefits.

### Client 2: Defined Customer Experience Transformation Roadmap for a leading medical device manufacturing company



#### **Context**

Client wanted to enhance the customer experience to provide consistency across geographies and customer channels in addition to being a strategic lever towards generating more business value. However, the client team was not clear on how to go about preparing a roadmap for the transformation in customer experience.

#### **What we did**

Developed Transformation themes for customer experience transformation and identified actionable 19 digital initiatives across 5 digital enablers to address 2 transformation themes to enable customer experience transformation. We created a clear roadmap calling out the features and the timelines for the features to be brought to life.

### Client 3: Digital Product Roadmap to manage and monitor Tailing Storage Facilities for a Global Mining Leader



#### **Context**

The client was embarking upon a journey towards monitoring and managing its facilities by generating insights from the data collected. YASH Technologies was tasked with creating and implementing a compelling digital product vision to enable tracking and end-to-end management of its Tailing Storage Facilities across 6 continents and more than 100 locations globally.

#### **What we did**

We developed a business vision for Digital Tailing Storage Monitoring and Management Product. We prepared a product roadmap with extensive details (128 use cases) and a business case within 5 weeks, along with budget estimates, bringing together the business vision, goals, and the industry landscape.

# Value Proposition



## About YASH Technologies

YASH Technologies focuses on customer success. As a leading technology services and outsourcing partner for large and fast growing global customers, the company leverages technology and flexible business models to drive innovation and value throughout its customer's enterprise. YASH customer centric engagement and delivery framework integrates specialized domain and consulting capabilities with proprietary methodologies and solution offerings to provision application, infrastructure and end user focused Right-Sourcing services. YASH is a SEI CMMI (Level 5) and an ISO 9001:2015 certified company with U.S. and India headquarters and regional sales and development offices globally with customers spread across 6 continents.



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