



In a rapidly evolving, complex and uncertain marketplace, businesses look for innovative ways to continue to meet changing customer needs and manage profitable revenue growth.

The current market conditions provide middle-market organizations a “once-in-a-lifetime” opportunity to take strategic risks, grow revenues and gain market share. Through digital enablement, these organizations can nimbly meet evolving customer needs, expand their go-to-market footprint and compete more effectively with some of their larger, less agile contenders.

Cherry Bekaert’s Digital Advisory provides strategic and tactical support to businesses, positioning them for long-term growth. In addition, we improve performance by transforming business models – leveraging technology and data as a core competitive advantage.

Digital Transformation Journey

A critical step in the digital transformation journey is establishing a Business Transformation Assessment and Roadmap.

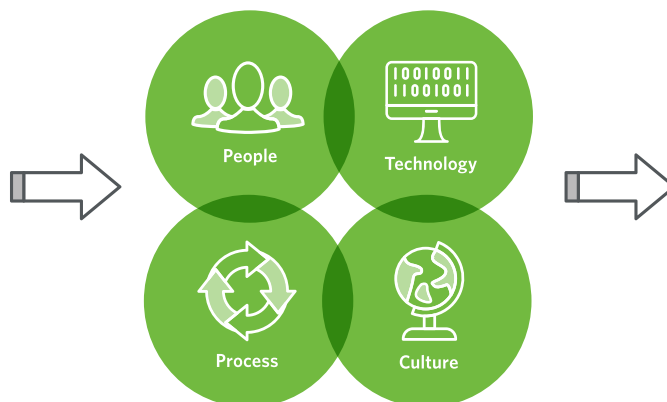
DIGITAL TRANSFORMATION SERVICES

Business Transformation Assessment & Roadmap

Areas of Focus



Areas of Change



Business Outcomes



Business Transformation Assessment & Roadmap

Areas of Focus

Our digital transformation team thoroughly evaluates your people, process, technology and culture in the following areas:

- ▶ **Go-To-Market:** How does the organization engage with customers and markets to gain a competitive advantage?
- ▶ **Products and Services Offerings:** What are current products and services? What delivery methods are most efficient and effective? Are there additional products and services or options to productize offerings for a recurring revenue model?
- ▶ **Business Operations:** What business processes can be automated to optimize operations? Are there alternate business and talent models?
- ▶ **Growth Strategy:** What strategies align with and fund growth to include build, buy or form strategic alliances?

Deliverables

Once the assessment is complete, leadership receives a comprehensive report and roadmap outlining:

- ▶ Business and market trends
- ▶ Insights on evolving customer needs
- ▶ Analysis of the current business and operations metrics, including financials, margins, etc.
- ▶ Vision for the future of the business
- ▶ Recommended actions steps, prioritization, impact, costs vs. benefits, timing, etc.
- ▶ Budget and headcount needs
- ▶ Governance structure
- ▶ Alternate funding models
- ▶ Legal, risk and regulatory issues to consider

About Cherry Bekaert

"Cherry Bekaert" is the brand name under which Cherry Bekaert LLP and Cherry Bekaert Advisory LLC, independently owned entities, provide professional services in an alternative practice structure in accordance with applicable professional standards. Cherry Bekaert LLP is a licensed CPA firm that provides attest services, and Cherry Bekaert Advisory LLC and its subsidiary entities provide tax and advisory services.

For more details, visit [cbh.com/disclosure](https://www.cbh.com/disclosure).

© 2023 Cherry Bekaert. All Rights Reserved. This material has been prepared for general informational purposes only and is not intended to be relied upon as tax, accounting, or other professional advice. Before taking any action, you should consult a professional advisor familiar with your particular facts and circumstances.

v.10.03.2023 Brochure_Digital-Transformation_Business_Transformation_Assessment_733292429

Outcomes

Integrating and applying the roadmap, organizations can benefit from the following:

- ▶ Grow revenues and margin
- ▶ Focus on customer needs
- ▶ Integrate data-driven actionable insights with decision making
- ▶ Establish security and protection
- ▶ Optimize business operations
- ▶ Improve work-life balance of workforce

The Digital Difference

Cherry Bekaert Digital Advisory helps organizations ignite growth by quickly assessing, transforming and sustaining business strategies based upon priorities, strategic plans and budget. Utilizing an agile and flexible approach, we help you to reengineer your business operations and services, examining each area with a focus on people, process, technology and culture.

Let Us Be Your Guide Forward



Robert (Bob) Misch

Partner, Business Strategy & Digital Transformation

bob.misch@cbh.com

[cbh.com/digital](https://www.cbh.com/digital)



 **Cherry Bekaert**
Your Guide Forward