

The current market conditions provide mid-tier 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 core to their competitive advantage.

Digital Transformation Journey

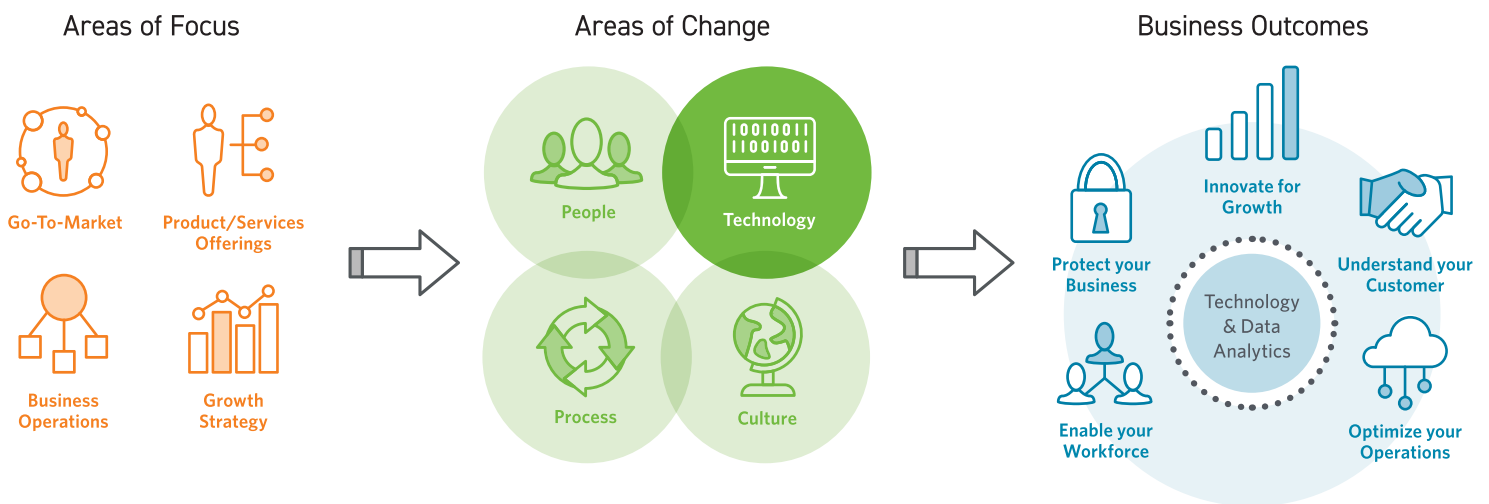
In light of the COVID-19 Pandemic, the world of work is moving in new directions. Many organizations have transitioned to a virtual work environment, requiring them to reevaluate their technology solutions, consider new implementations of technology to minimize disruption, and improve collaboration and productivity while reducing costs.

Evaluating your business and technical environment is the critical first step in your digital transformation journey. Cherry Bekaert utilizes a visual methodology, the Technology Optimization Model (T.O.M.), to visually understand your “current” business and technological states.

DIGITAL TRANSFORMATION SERVICES

Technology Optimization Model

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



Areas of Focus

The T.O.M. is a multi-faceted visualization modeling tool that assists organizations with their digital transformation while extending to assist organizations with other functional areas such as:

- ▶ IT Strategy & Architecture
- ▶ Business Process Re-Engineering
- ▶ Managed Services
- ▶ Fractional CIO Services
- ▶ Business Continuity
- ▶ Technical Business Management (Costing)

Outcomes

Through the use of digital visualization, T.O.M. helps your organization quickly see the benefit of how technology can assist with keeping business operations running in today's challenging environment. Key outcomes include:

- ▶ Identifying current state business processes with supporting technology
- ▶ Identifying redundant technology and inefficient business processes
- ▶ Viewing IT costs
- ▶ Consolidating data centers

Benefits

- ▶ Streamlined business processes and supporting technology
- ▶ Informed business and technology decisions
- ▶ Alignment of business and technology
- ▶ Digital prioritization and roadmap
- ▶ Improved collaboration
- ▶ Improved bottom line
- ▶ Alignment of workforce to new digital technology stack

About Cherry Bekaert

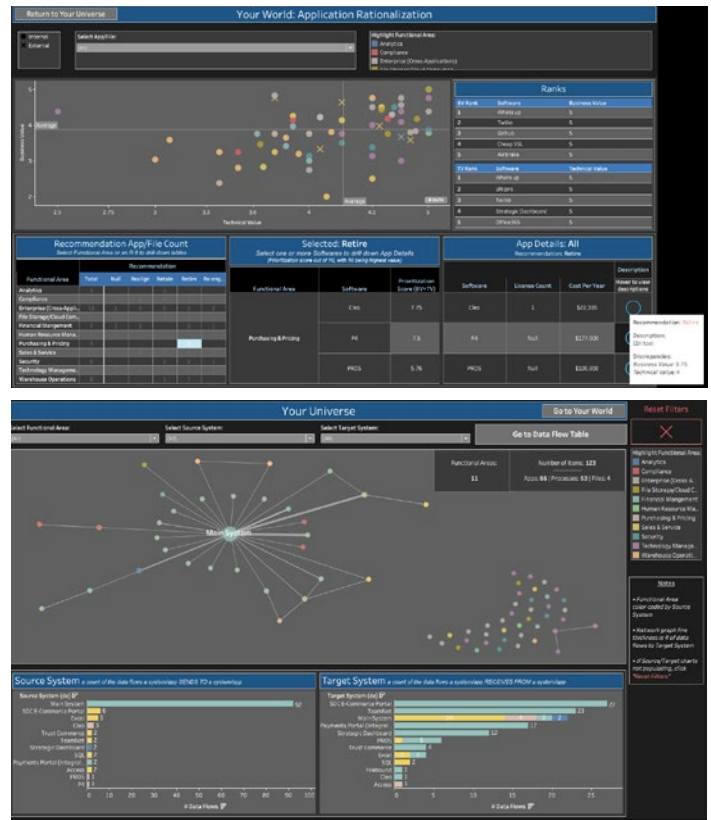
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Business Application Inter-Dependency Mapping



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 reengineer your business operations and services, examining each area with a focus on people, process, technology and culture.



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 **Cherry Bekaert**
Your Guide Forward