

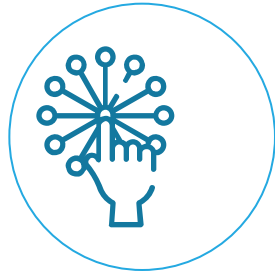


**ECOSYSTEM  
DATA  
CUSTOMER**

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# WE WILL BE EXPLORING



**The Digital  
Ecosystem**



**Data. The bloodline  
of Digital**



**Cultivating  
the Customer**

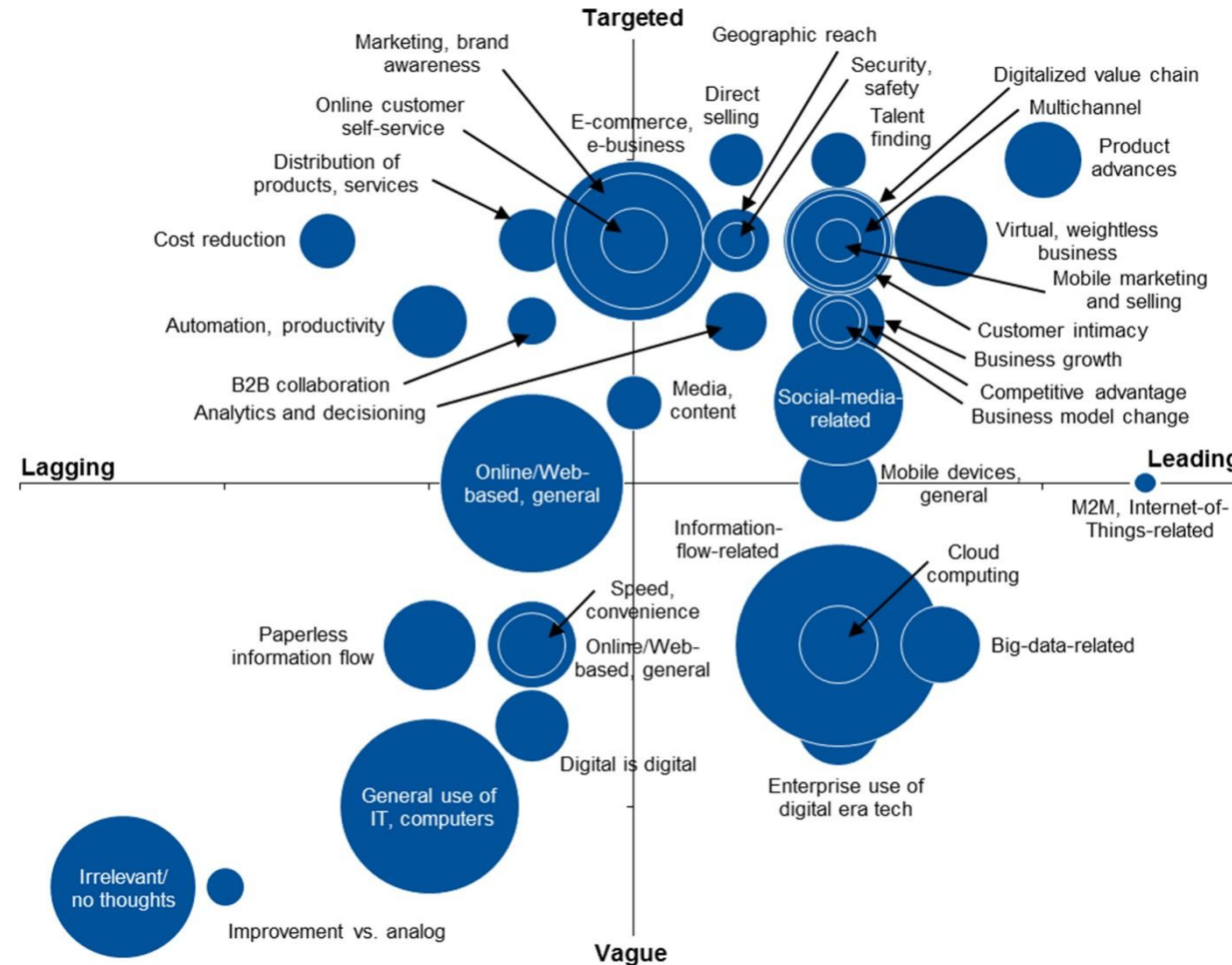
**BUT FIRST WE HAVE TO ASK...**



**What is digital?**

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# WHAT DO CEO'S THINK "DIGITAL" IS?





**It is clearly Overwhelming  
Confusing and seems to be  
primarily about the Technology**



**The focus on Technology and  
Buzzwords is clearly NOT “Digital”**



**The key to unlocking the value of these technologies remains the ability to not only collect and interpret intelligent streams of data, but also to assemble components to create appropriate outcomes**



**It's all about integration Not just the integration of applications and data, but the integration of Customer interfaces, ideas, internal teams, external partners, and new business processes.**





**The requirements are to enable different organizations to connect applications and data freely across traditional boundaries.**



# **The Digital Ecosystem**

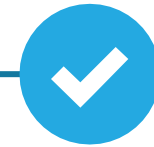
# THE DIGITAL ECOSYSTEM



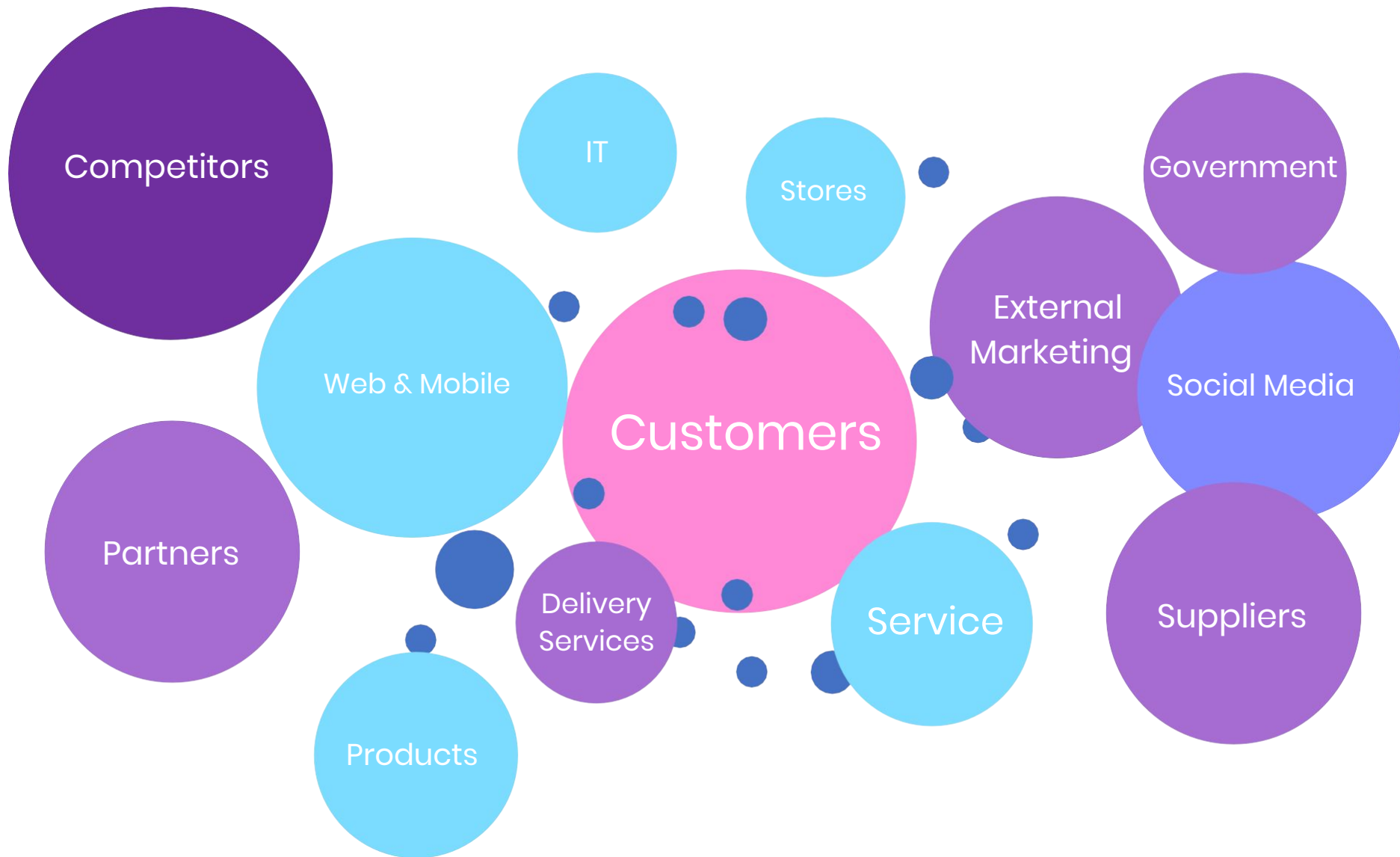
The digital ecosystem is not just about mobile devices and good looking apps, or the latest buzzword technology.



Operations, process and the culture of a business enabled through technology are required in the Digital ecosystem



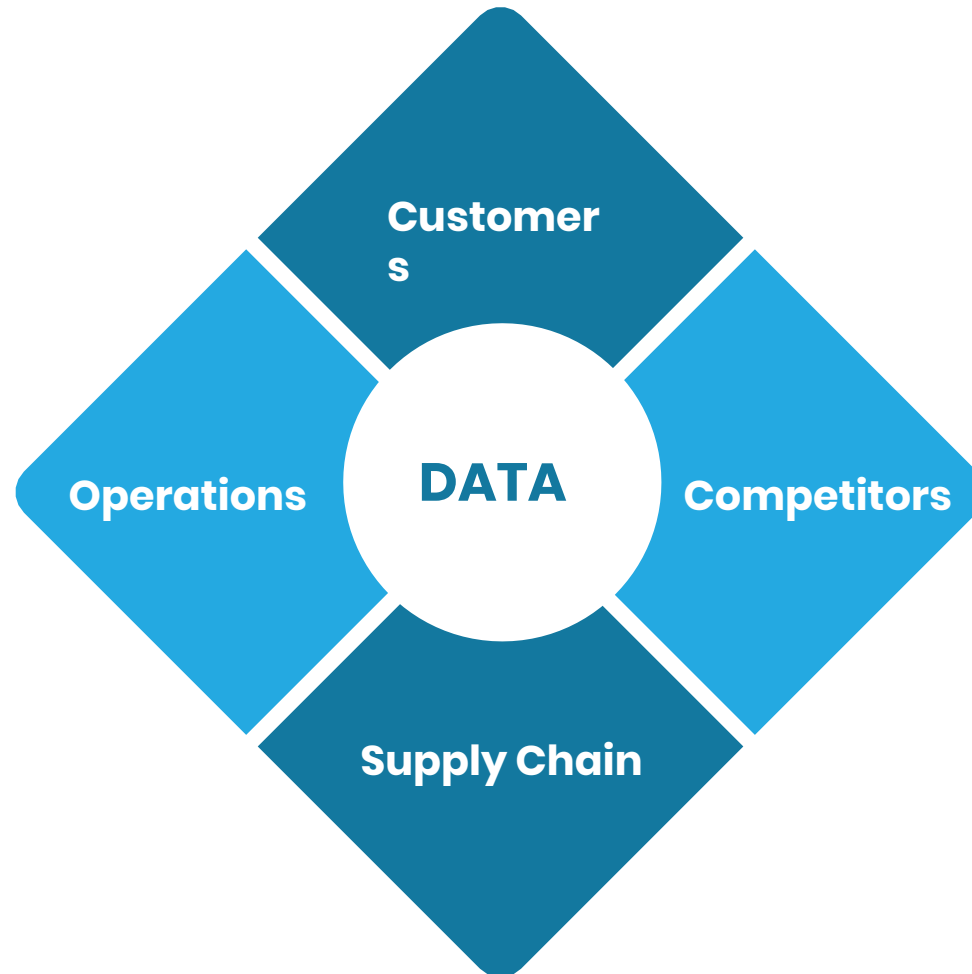
Neither is it limited to customer interfaces, but back-office operations, partners, the supply chain and competitors





**Data brings all these separate ecosystem parts together and is especially relevant from a customers' perspective**

# THE DIGITAL ECOSYSTEM

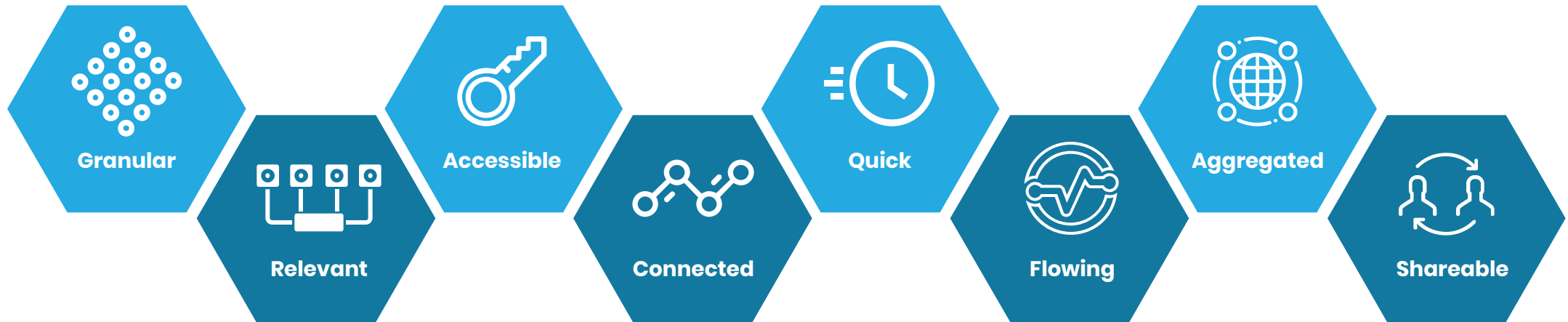




# DATA

**THE BLOOD OF DIGITAL**

# DATA : THE BLOOD OF DIGITAL





# DATA : THE BLOOD OF DIGITAL



- ✓ The digital ecosystem would not exist without the lifeblood that is data.
- ✓ The fuel of the digital ecosystem
- ✓ How do we collect, share, control, analyse and most importantly, effectively operationally use Data?





# Cultivating the Customer

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# CULTIVATING THE CUSTOMERS



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# CULTIVATING THE CUSTOMERS



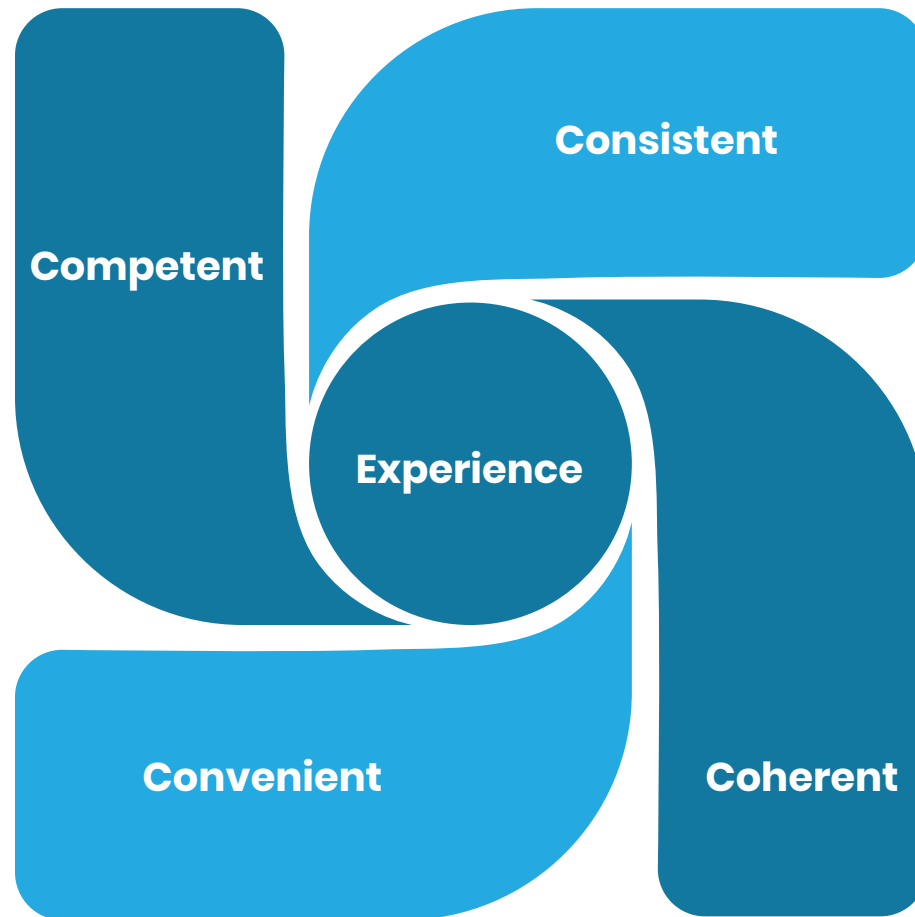
Customers are driving the dramatic shifts in the digital era

Customers expect consistency, coherence, convenience and competence at every interface.

They expect to Communicate, access information, transact, and get support at any touchpoint associated with a business

This requires appropriate data and technology with to deliver business outcomes aligned to contemporary market

# CULTIVATING THE CUSTOMERS



# CULTIVATING THE CUSTOMERS






**Digital Is the Data fueled, Ubiquitous  
Connected, Automated Ecosystem of  
Customers, Operations & partners, the  
supply chain, and Competitors**



# THANK YOU

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