

SO DIGITAL

GLOBAL BRAND EXCELLENCE PLATFORM

- BRAND OPERATIONS MANAGEMENT CAPABILITIES -

HOW DO WE CREATE VALUE?

HOW DO WE CREATE VALUE?

WE TAKE A SUPPLY CHAIN POV OF BRANDING

1) LOOKING INSIDE OUT

2) LOOKING AT THE PROCESS

3) IMPROVING WITHIN AND ACROSS

4) CREATING EFFICIENT WORKFLOWS

5) PROVIDING AGILE RESOURCES

HOW DO WE CREATE VALUE?

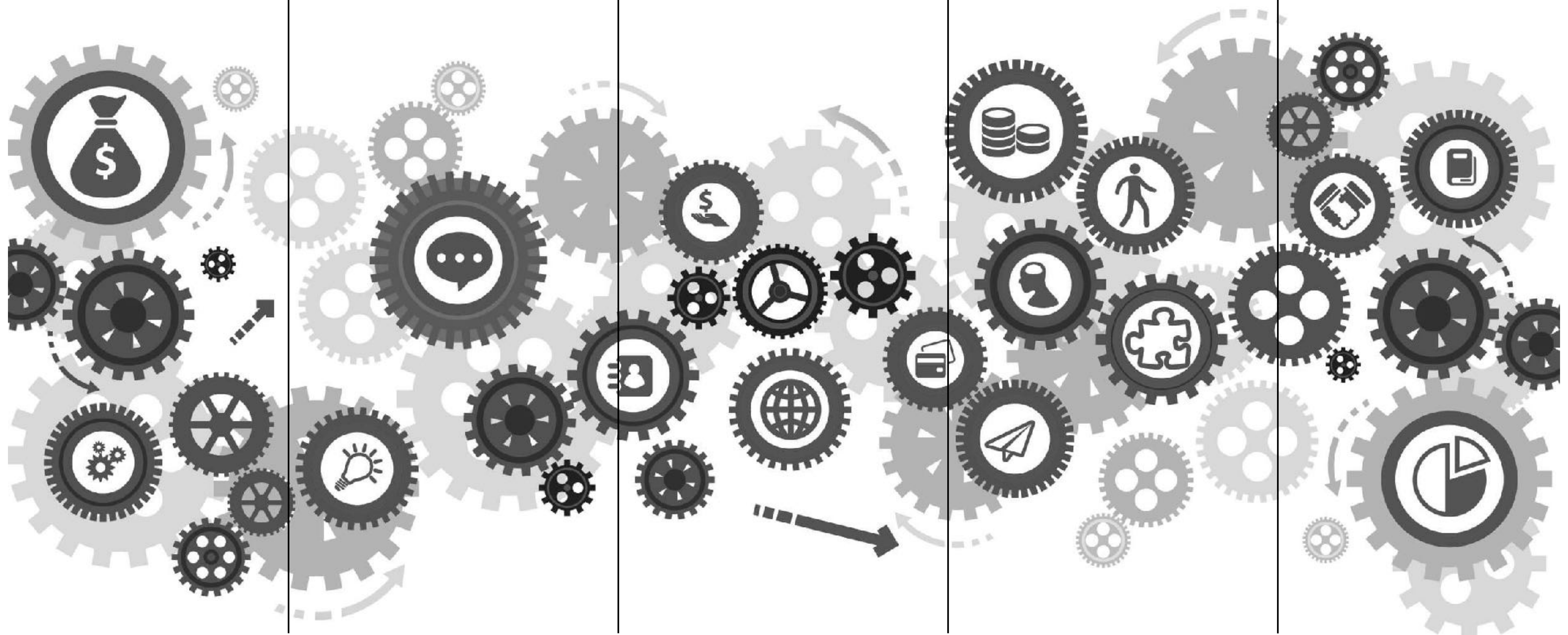
GLOBAL

EMEA

REGION

COUNTRY

RETAILER →



HOW DO WE CREATE VALUE?

WE TAKE A SUPPLY CHAIN POV OF BRANDING

1) ADDING SPEED

2) CREATING SCALE

SCALABILITY IS A CHARACTERISTIC OF A SYSTEM, MODEL OR FUNCTION THAT DESCRIBES ITS CAPABILITY TO COPE AND PERFORM UNDER AN INCREASED OR EXPANDING WORKLOAD.

A SYSTEM THAT SCALES WELL WILL BE ABLE TO MAINTAIN OR EVEN INCREASE ITS LEVEL OF PERFORMANCE OR EFFICIENCY WHEN TESTED BY LARGER OPERATIONAL DEMANDS.

REDUCING WASTE IN TERMS OF



MONEY

TIME

EFFORT

HOW DO WE CREATE VALUE?

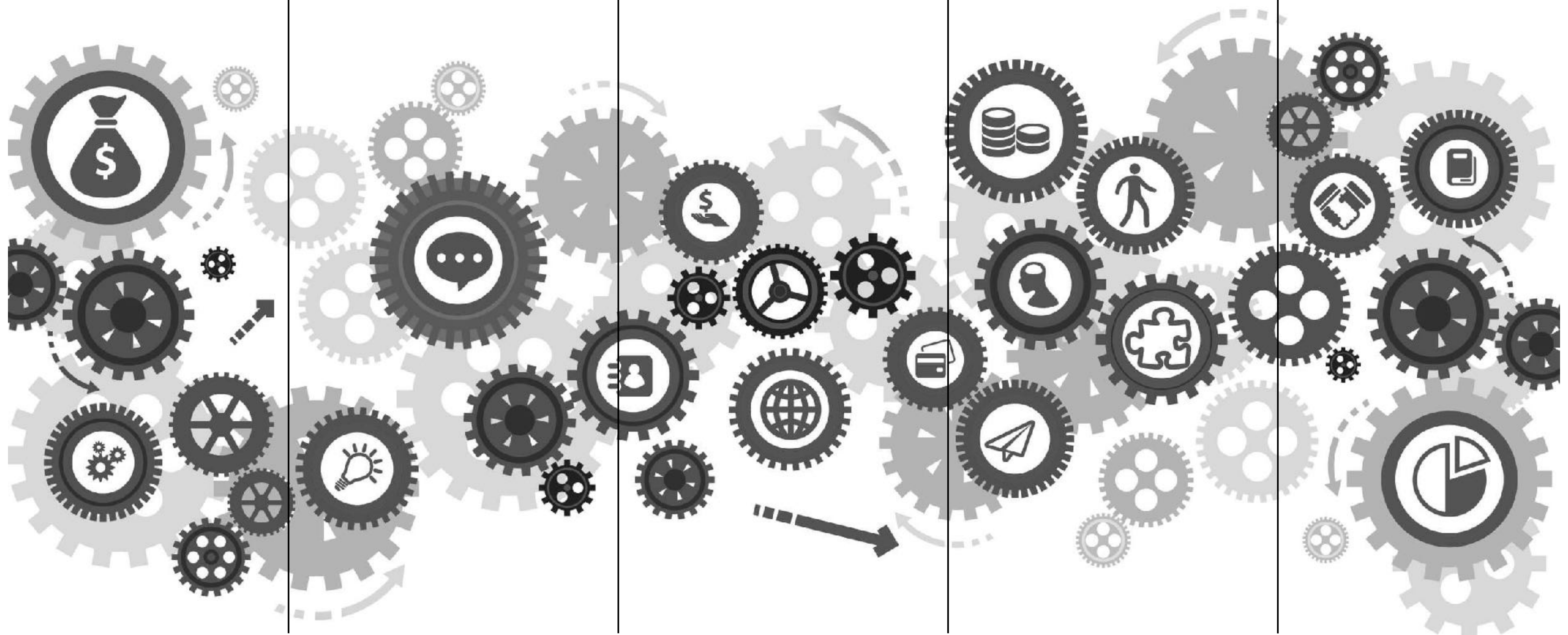
GLOBAL

EMEA

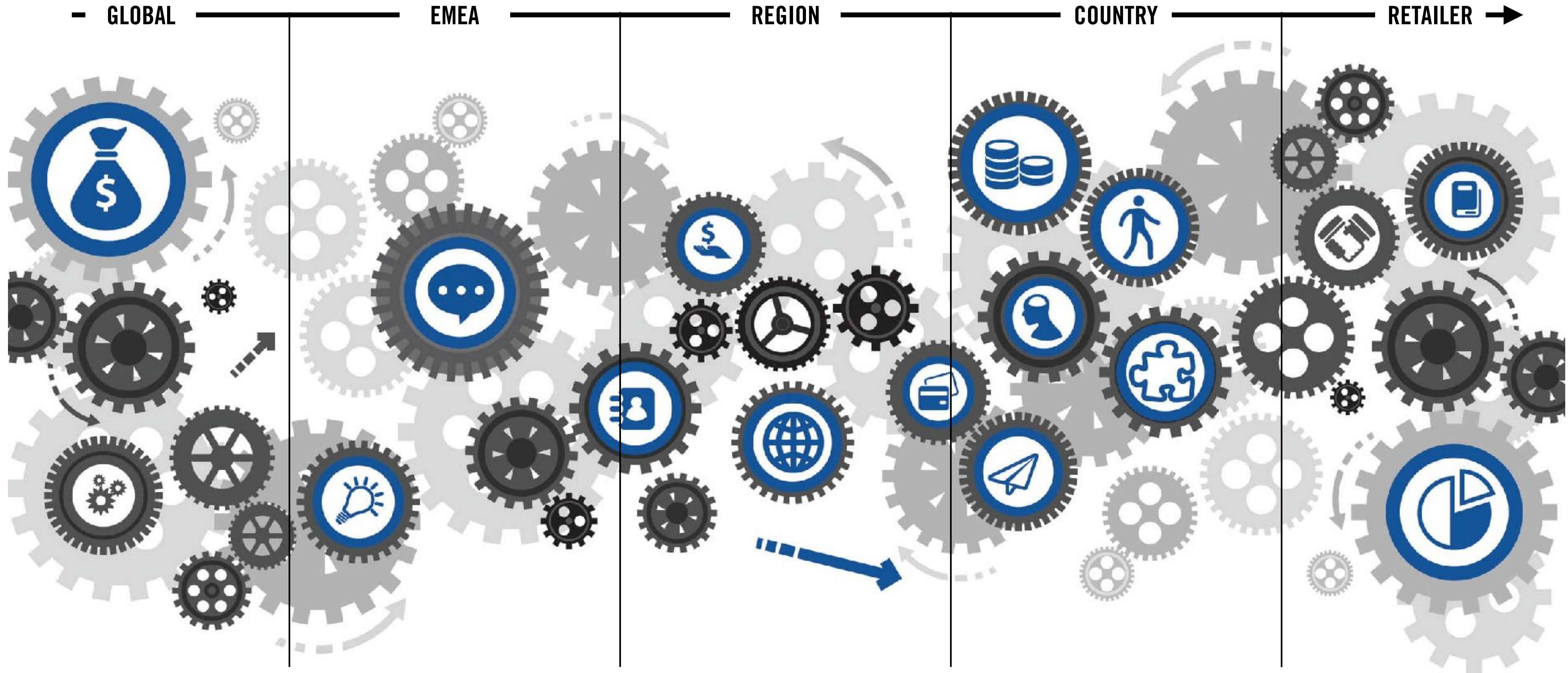
REGION

COUNTRY

RETAILER →



HOW DO WE CREATE VALUE?



HOW DO WE CREATE VALUE?

WE TAKE A SUPPLY CHAIN POV OF BRANDING

LEVERAGING DIGITAL TECHNOLOGY



PROCESSES



TOOLS



RESOURCES

HOW DO WE CREATE VALUE?

WE HELP GLOBAL BRANDS

**“ALIGN INSIDE
TO WIN
OUTSIDE”**

HOW DO WE CREATE VALUE?

MAKING GLOBAL BRAND OPERATIONS WORKFLOWS

SO SIMPLE

SO EASY

SO FAST

HOW ARE WE DIFFERENT?

HOW ARE WE DIFFERENT?

FROM AGENCIES

01

BUSINESS MODEL

02

FOCUS

03

PRICING

FROM PLATFORMS

01

BUSINESS MODEL

02

FOCUS

03

SERVICE

HOW ARE WE DIFFERENT?

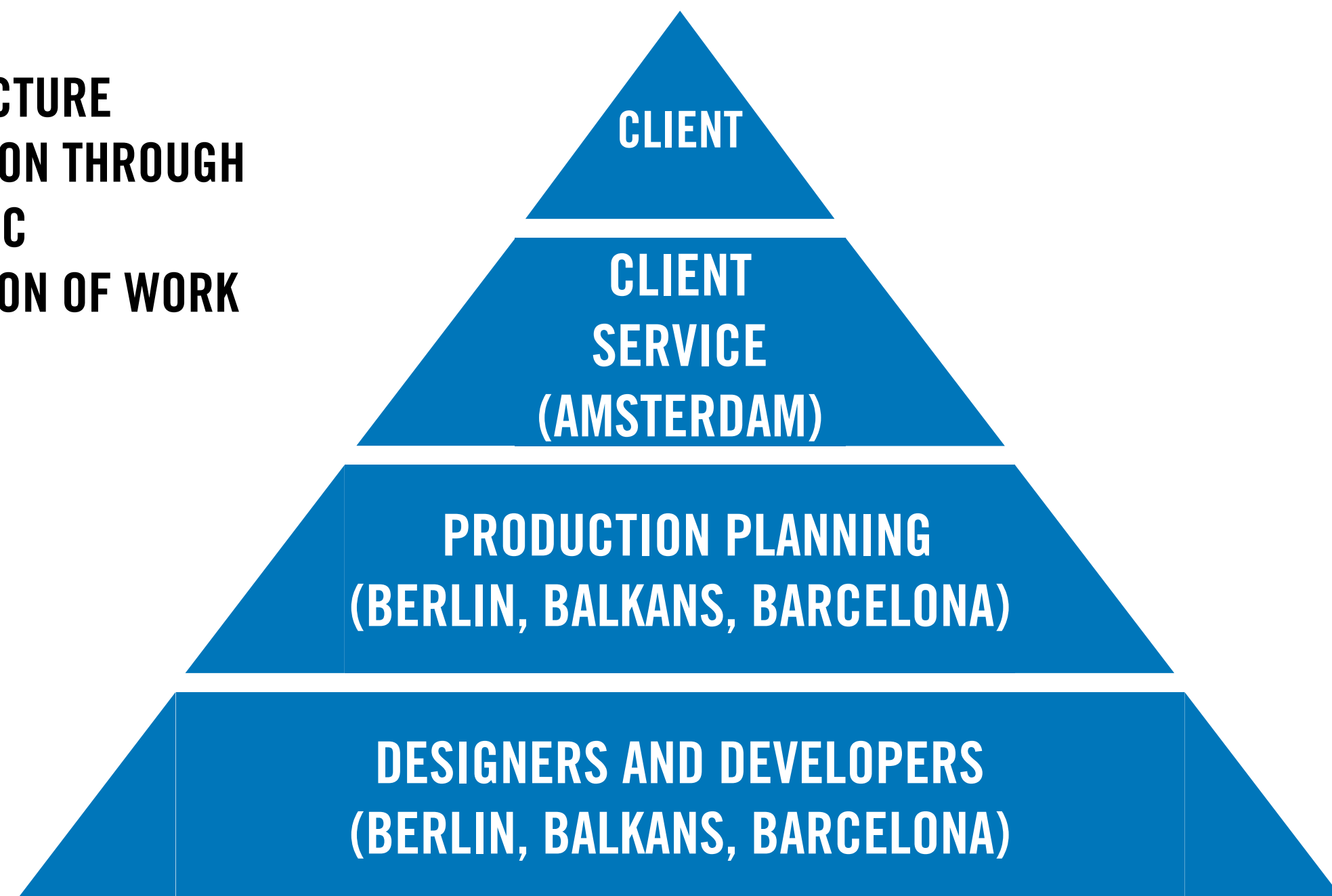
FROM AGENCIES

01
BUSINESS MODEL

SO DIGITAL
REMOTE AGENCY MODEL

AGENCY
TRADITIONAL MODEL

**COST STRUCTURE
OPTIMISATION THROUGH
GEOGRAPHIC
DISTRIBUTION OF WORK**



WE OPTIMISE OURSELVES THROUGH DIGITAL

ALL IN SAME PLACE

HOW ARE WE DIFFERENT?

FROM AGENCIES

02

FOCUS

INSIDE VS **OUTSIDE**

“DIGITAL INSIDE OUT”

HOW VS **WHAT**

CONTINUOUS IMPROVEMENT (CI)

ONE VS **MULTIPLE**

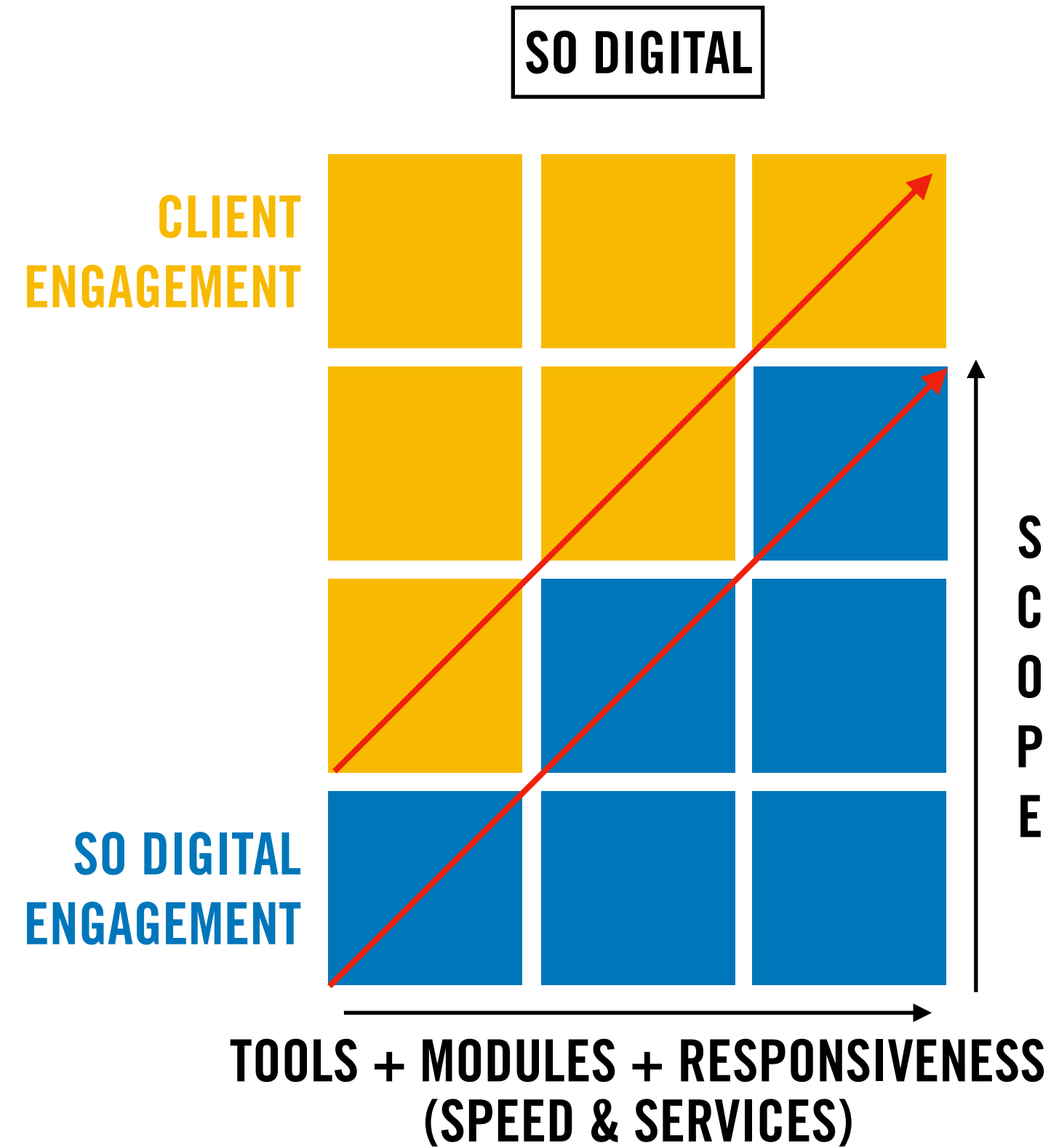
PROFILE CLIENT | SOW

HOW ARE WE DIFFERENT?

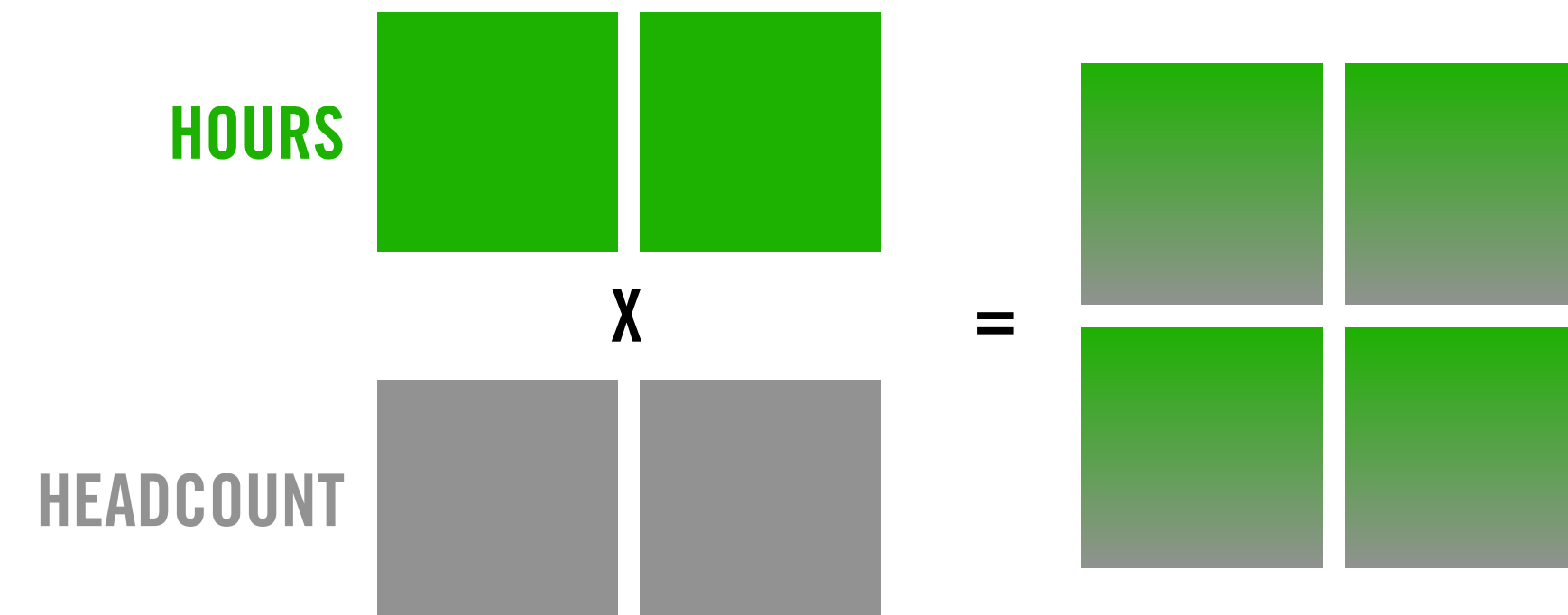
FROM AGENCIES

03
PRICING

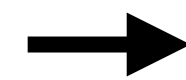
AGENCY



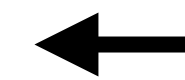
INCENTIVE TO RAISE
HEADCOUNT AND/OR HOURS → \$



WE CHARGE FOR EFFICIENCY AND SPEED
WE CHARGE FOR LESS TIME SPENT



COMBINATION OF AGENCY
AND PLATFORM MODELS

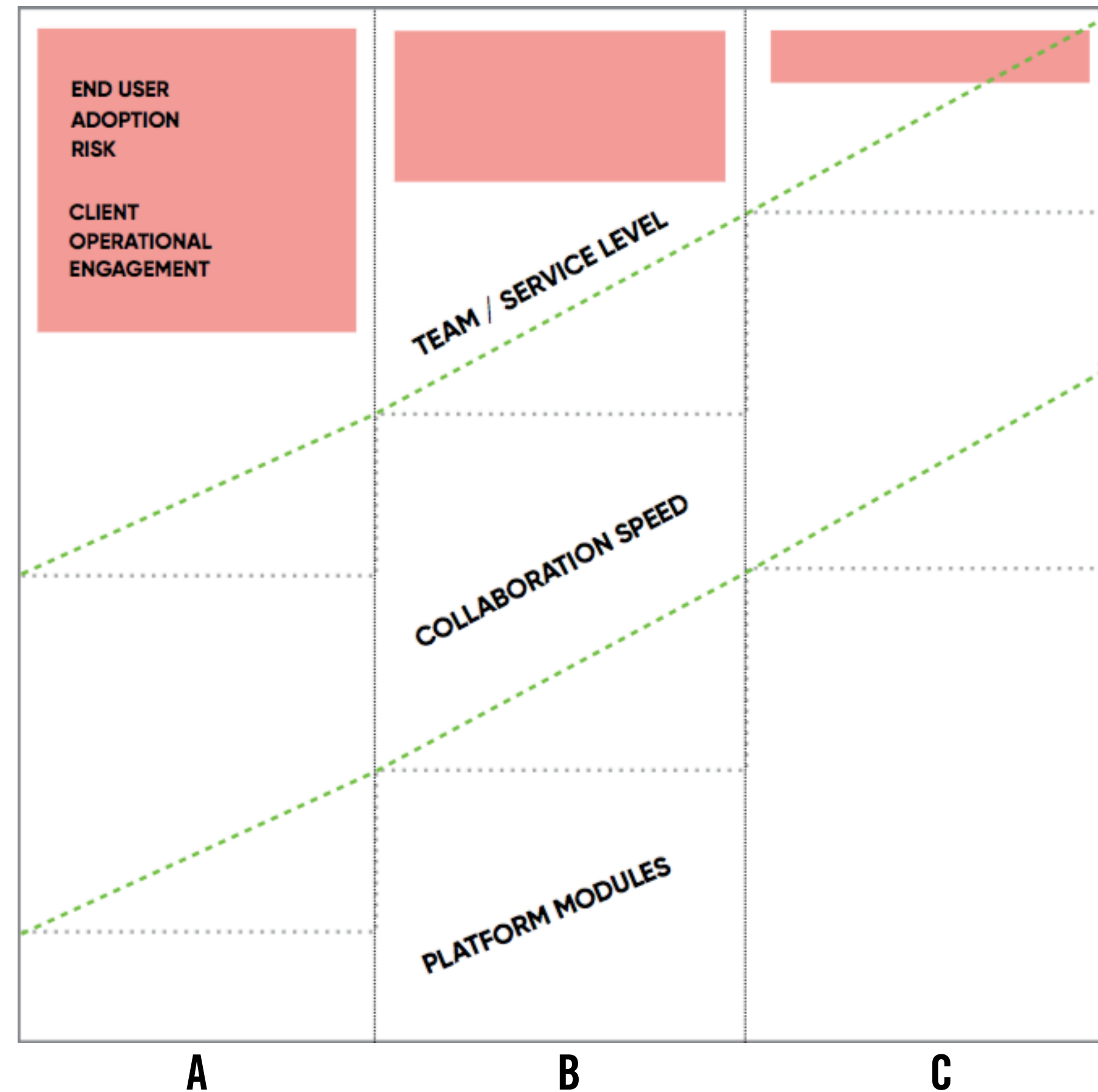


THEY CHARGE FOR THE MORE TIME SPENT

HOW ARE WE DIFFERENT?

FROM AGENCIES

PRICING LOGIC



USER ACCEPTANCE
PROCESS IMPLEMENTATION
CLIENT VALUE
TIME SAVING

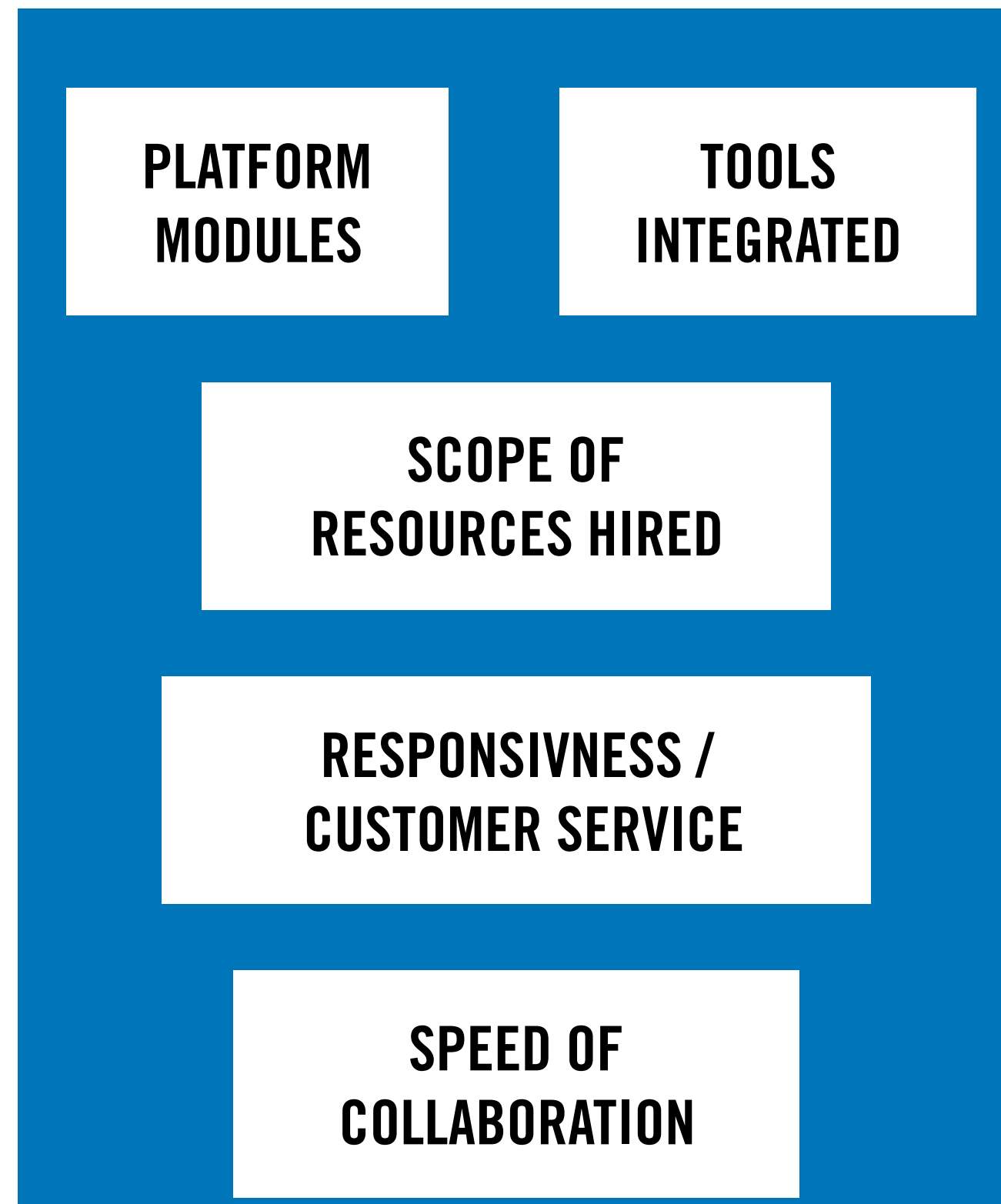
A < 24 MONTHS
B < 18 MONTHS
C < 12 MONTHS

HOW ARE WE DIFFERENT?

FROM PLATFORMS

01
BUSINESS MODEL

SO DIGITAL



PLATFORMS



HOW ARE WE DIFFERENT?

FROM PLATFORMS

02

FOCUS

ADAPTED VS **AGNOSTIC**

CLIENT WORKFLOW

ADAPTED VS **GENERIC**

CLIENT USER INTERFACE

ADAPTED VS **“ONE FITS ALL”**

FEATURES AND FUNCTIONALITIES

HOW ARE WE DIFFERENT?

FROM PLATFORMS

03
SERVICE

SO DIGITAL

1) WORK TO DISCOVERY

2) INSIGHTS TO SOLUTIONS

3) PROCESSES TO PLATFORM

4) RESOURCES TO EXECUTION

**CONTINUOUS
IMPROVEMENT (CI)**

CLIENT

1) PLATFORM ADOPTION

2) CHANGE OF WORKFLOWS

3) CHANGE OF BEHAVIOURS

4) CHANGE OF MINDSETS

PLATFORM + RESOURCES + IMPLEMENTATION SUPPORT