HOW WE WORK

CONTINUOUS DISCOVERY AND CONTINUOUS SOLUTION PROVISION

SO DIGITAL I GLOBAL BRAND EXCELLENCE SOLUTIONS

WORK TO DISCOVERY ▼

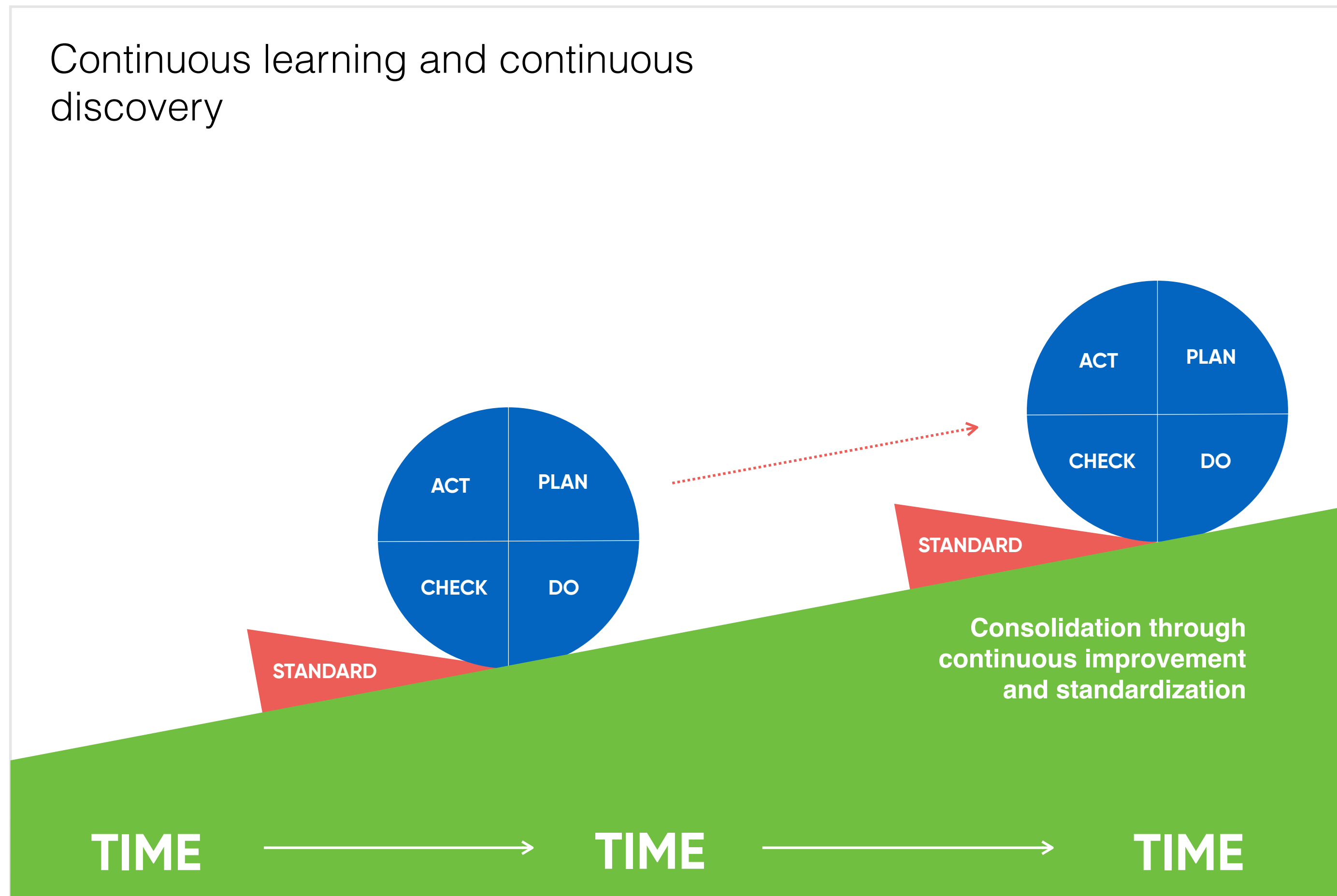**INSIGHTS TO SOLUTIONS** ▼

PROCESSES TO PLATFORM ▼

EXPERT RESOURCES TO EXECUTION
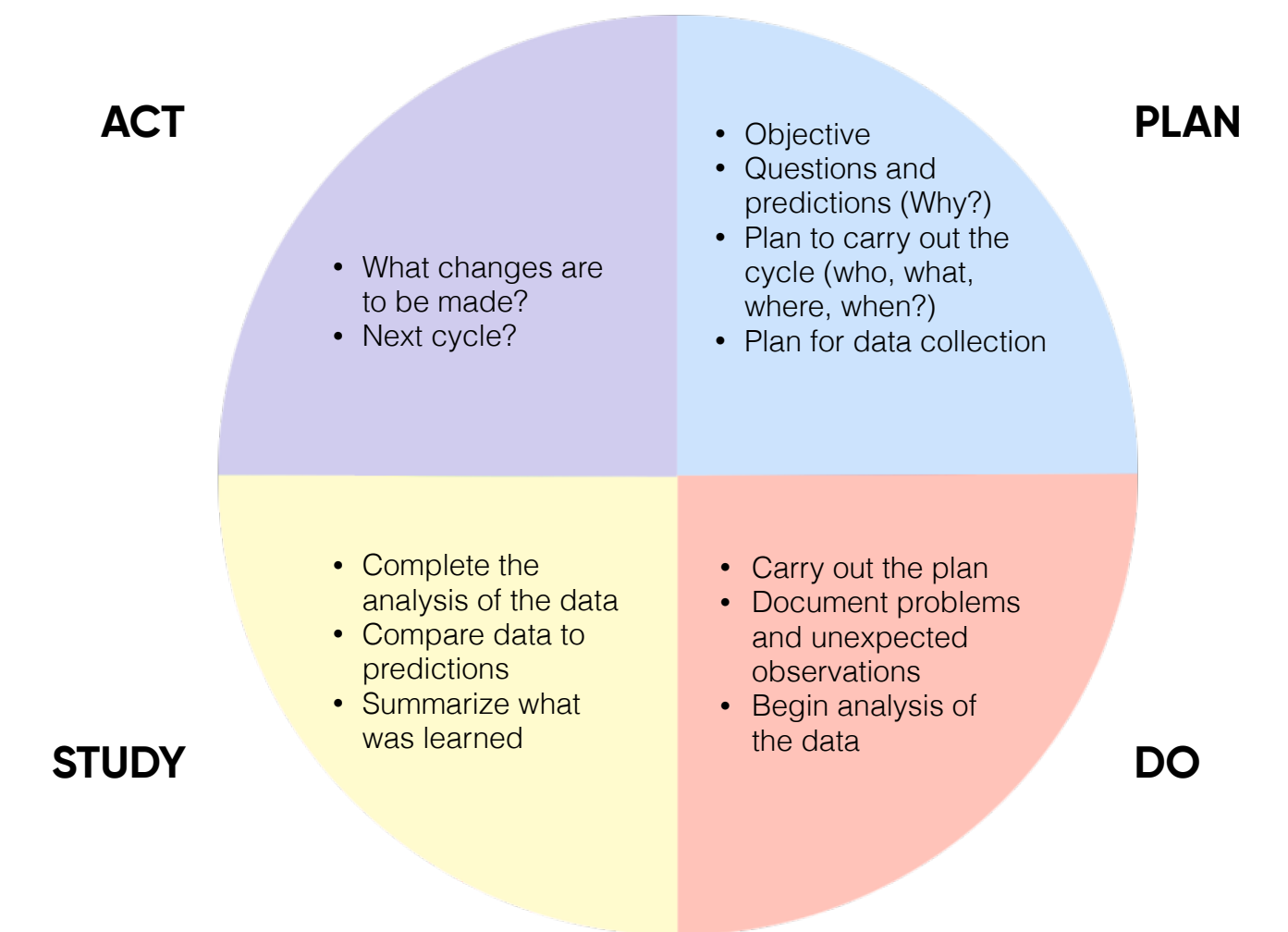
Our continuous cooperation ensures continuous learning and continuous discovery to provide continuous problem solving.

Our agile development and production teams iterate on solving business challenges that are discovered through operational day-to-day business.
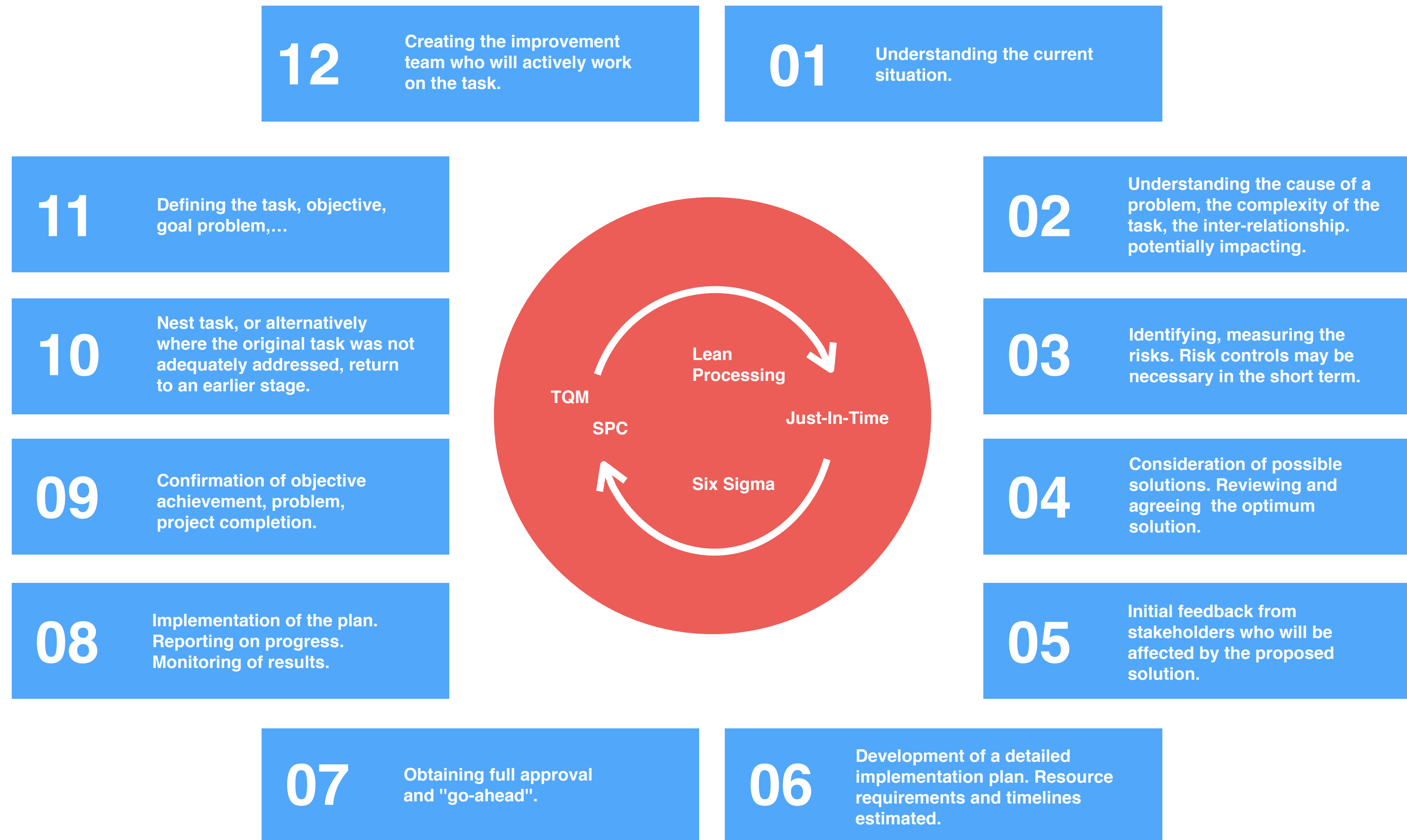
CONTINUOUS IMPROVEMENT METHOD

Continuous learning and continuous discovery

Work to Discovery to provide continuous problem solving

ACT
- What changes are to be made?
- Next cycle?

PLAN
- Objective
- Questions and predictions (Why?)
- Plan to carry out the cycle (who, what, where, when?)
- Plan for data collection

STUDY
- Complete the analysis of the data
- Compare data to predictions
- Summarize what was learned

DO
- Carry out the plan
- Document problems and unexpected observations
- Begin analysis of the data

ACT | PLAN
CHECK | DO

ACT | PLAN
CHECK | DO

STANDARD

STANDARD

Consolidation through continuous improvement and standardization

TIME → TIME → TIME

PROBLEM SOLVING METHOD

01 IDENTIFY AN OPPORTUNITY

02 ANALYZE THE PROCESS

03 DEVELOP OPTIMAL SOLUTION

04 IMPLEMENT

05 STUDY THE RESULTS

06 STANDARDIZE SOLUTION

07 PLAN FOR FUTURE

POSSIBLE STAGES IN AN IMPROVEMENT MODEL

12 Creating the improvement team who will actively work on the task.

01 Understanding the current situation.

11 Defining the task, objective, goal problem,…

02 Understanding the cause of a problem, the complexity of the task, the inter-relationship. potentially impacting.

10 Nest task, or alternatively where the original task was not adequately addressed, return to an earlier stage.

03 Identifying, measuring the risks. Risk controls may be necessary in the short term.

09 Confirmation of objective achievement, problem, project completion.

04 Consideration of possible solutions. Reviewing and agreeing the optimum solution.

08 Implementation of the plan. Reporting on progress. Monitoring of results.

05 Initial feedback from stakeholders who will be affected by the proposed solution.

07 Obtaining full approval and "go-ahead".

06 Development of a detailed implementation plan. Resource requirements and timelines estimated.

Lean Processing

TQM

SPC

Just-In-Time

Six Sigma

SO DIGITAL I GLOBAL BRAND EXCELLENCE SOLUTIONS

ROADMAP TO PLATFORM ADOPTION

STARTUP IMPLEMENTATION

1. DIAGNOSTIC PHASE	2. PREPARATION (ANALYSIS)	3. EXECUTION (DESIGN & DEVELOMENT)	4. DEPLOYMENT	4. OPERATIONS
CUSTOMER ORGANIZATION DIAGNOSTIC (PROJECT TYPES, PROJECT NEEDS, COMPANY STRUCTURE, CURRENT PROCESSES AND PROCEDURES)	KICK OFF MEETING - PROJECT VISION, SCOPE, KPI'S	SOLUTION TEST SCENARIOS	DEPLOYMENT PLAN	IMPLEMENTATION PROJECT CLOSURE
NUMBER OF USERS AND VISIBILITY LEVELS	GATHERING CUSTOMER REQUIREMENTS TO FUNCTIONAL REQUIREMENTS DOCUMENT	SPRINTS FOLLOW-UP (DEVELOPED REQUIREMENTS ARE PRESENTED TO BUSINESS)	END USER TRAINING SESSION	SUPPORT AND CHANGE REQUESTS
APPLICATION SOFTWARE AND ENVIRONMENTS (DEVELOPMENT, TEST, PRODUCTION)	PROJECT PLAN		DATA LOAD	
PROJECT TIMELINE	FUTURE STATE OF BUSINESS PROCESSES	USER ACCEPTANCE PROCEDURE	PRODUCTION ENVIRONMENT READINESS	
KEY DELIVERABLES AND ACCEPTANCE PROCESS	GAP-FIT ANALYSIS	FINALIZED SOLUTION CONFIGURATION	CUTOVER TO PRODUCTION	
PROJECT GOVERNANCE - COMMUNICATION PLAN, ISSUE/RISK MANAGEMENT PROCEDURE, CHANGE MANAGEMENT PROCESS	COMMUNICATION PLAN			
	TRAINING PLAN			
PROJECT ORGANIZATION AND STAFFING	RISK AND ISSUE REGISTER			
	CHANGE MANAGEMENT AND CHANGE REQUEST HANDLING			
GENERAL CUSTOMER RESPONSIBILITIES AND PROJECT ASSUMPTIONS	STATEMENT OF WORK			

EXAMPLES
CONTINUOUS
IMPROVEMENT

EXAMPLE 1: OPENING
UP THE PLATFORM FOR
THE INDIVIDUAL
COUNTRIES

Initial request by Uber EMEA about workflow of cooperation with SO
DIGITAL team stipulated that we were only to be brief by the EMEA team.
After two months of operations we discovered the fault in this type of
cooperation and set up - which was invisible to us in beginning due to the
lack of internal process / workflow visibility.

It turned out that EMEA team, despite the initial need - to remove part of
the workload, now, contrary to the need, had an additional workload - the
delegation process that was 'hidden' or un-accounted for.

We quickly iterated on this operational discovery to deliver a process
improvement solution now in place - reconfiguring the workflow of country
request supported by platform. This process required an analysis and
classification / categorisation of demand (country request) for previously
unspecified and uncategorised types of creative production tasks and
projects which were done through Jira tickets.

Type 1 country request were removed from Jira altogether and re-directed,
alongside with introduced demand type criteria to the platform, saving
EMEA in-house team's time and removing the need for previously existing
and time consuming delegation process.

BEFORE
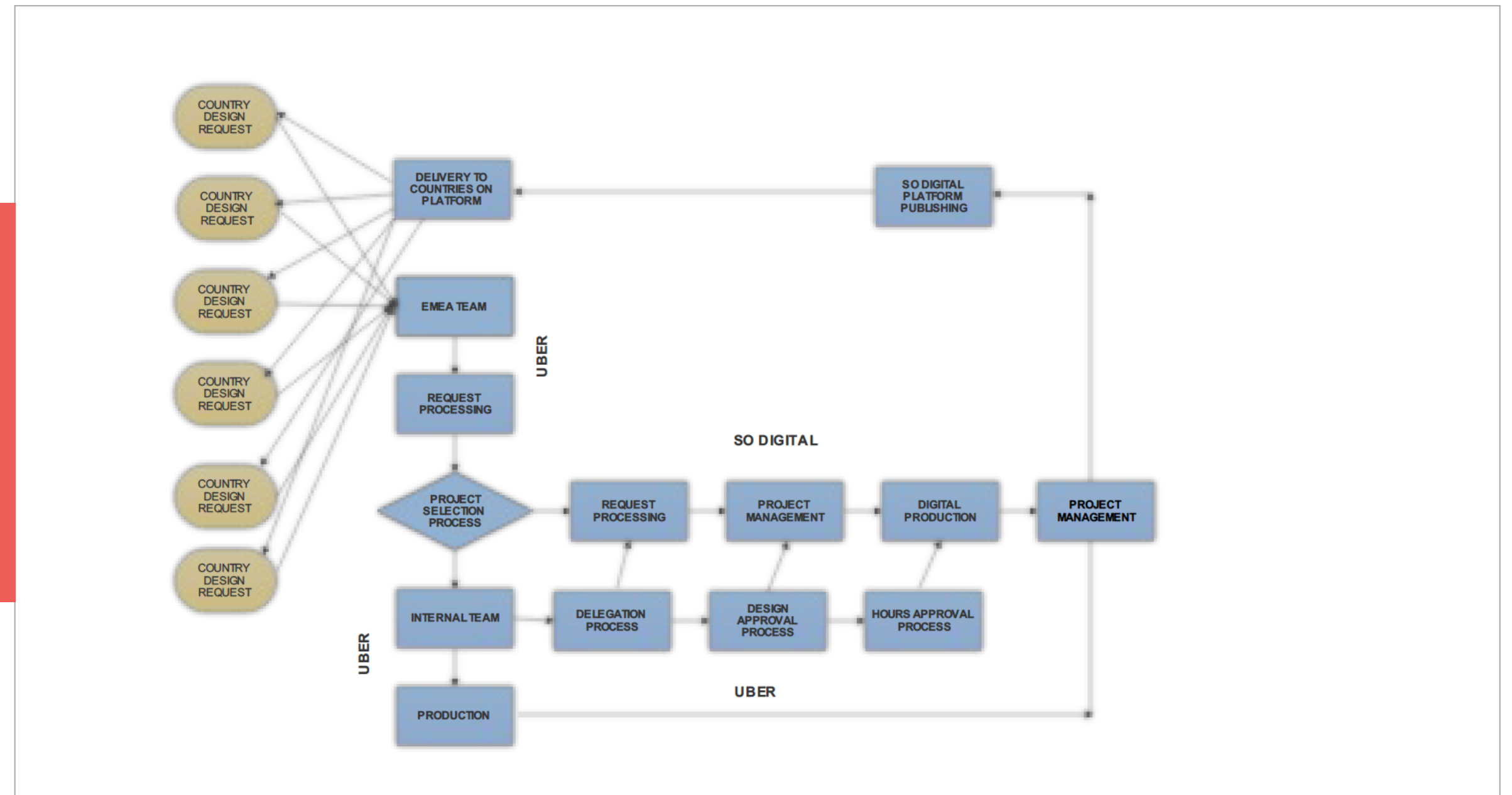
AFTER
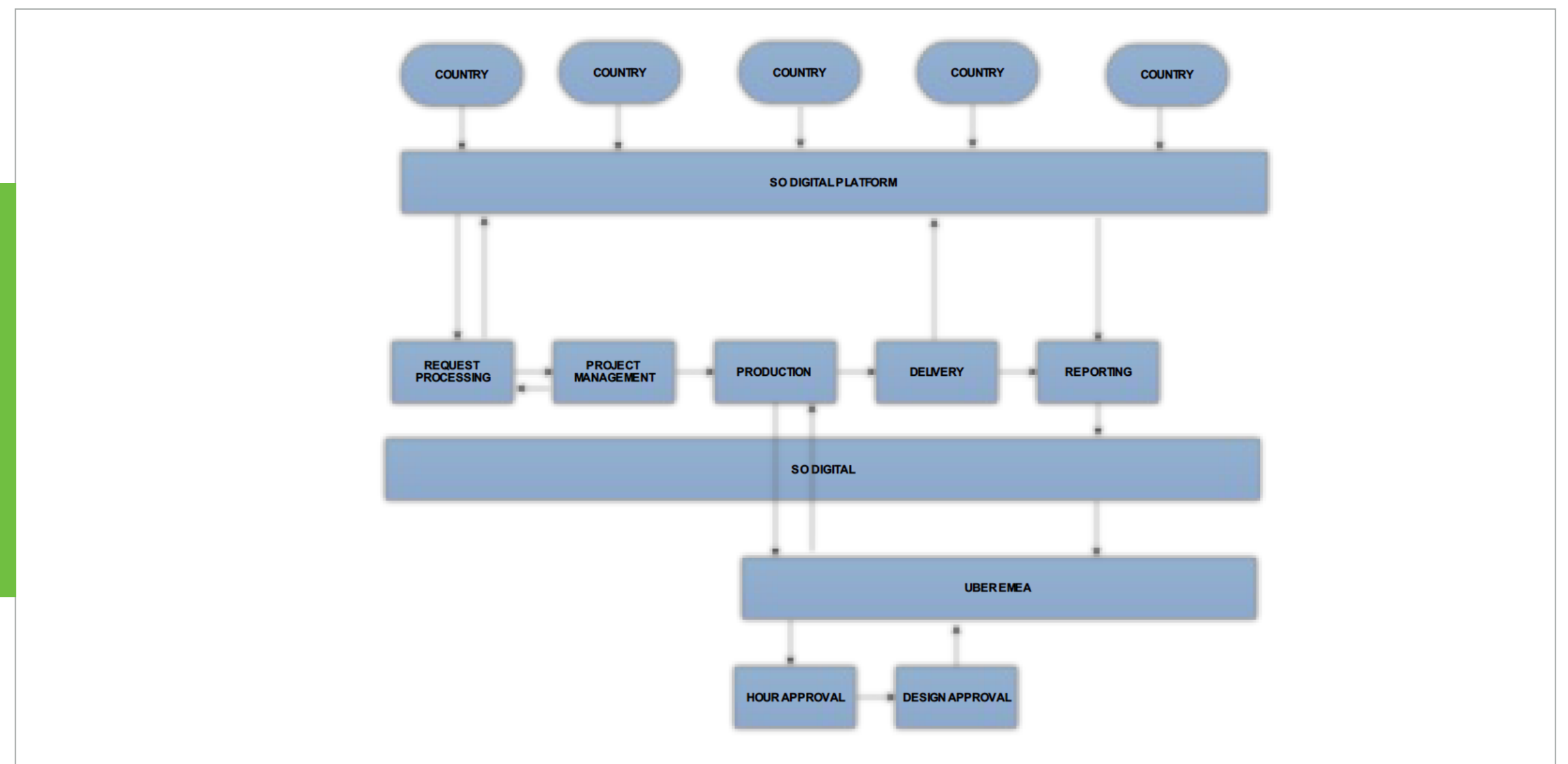
EXAMPLES
CONTINUOUS IMPROVEMENT

EXAMPLE 2:
PLATFORM BRIEFING
MODULE

Initially, all the briefs were carried out via emails, but aiming to make the process as smooth and seamless as possible, the build of the online brief form was initiated. Drawing from the experience of the previous requests received from Uber EMEA, the new brief form was created and is being utilized daily, removing the need for JIRA links, BOX links (but allowing their usage, if necessary) — and also streamlining the process of approving hours for production, which is a part of this user journey now.

ADD NEW REQUEST

Project Name *

Page type *

Choose an option

Jira Ticket Url

Box Url *

Region / Country

CEE (0)

MENA (0)

NE (0)

RCIS (0)

SSA (0)

Ghana

Kenya

Product vertical *

Choose an option

Topic *   Multiple choices

Channel *   Multiple choices

Program *   Multiple choices

Audience *   Multiple choices

Quarter *   Multiple choices

Add participants   Multiple choices

Expected deadline for delivery *

23.08.2017

Additional notes

Attach additional files

Select files

File extensions: jpg, jpeg, png, gif, zip, rar, pdf, doc, docx, xls, xlsx, ai, psd.
Max. file size: 10,000.00 kB.
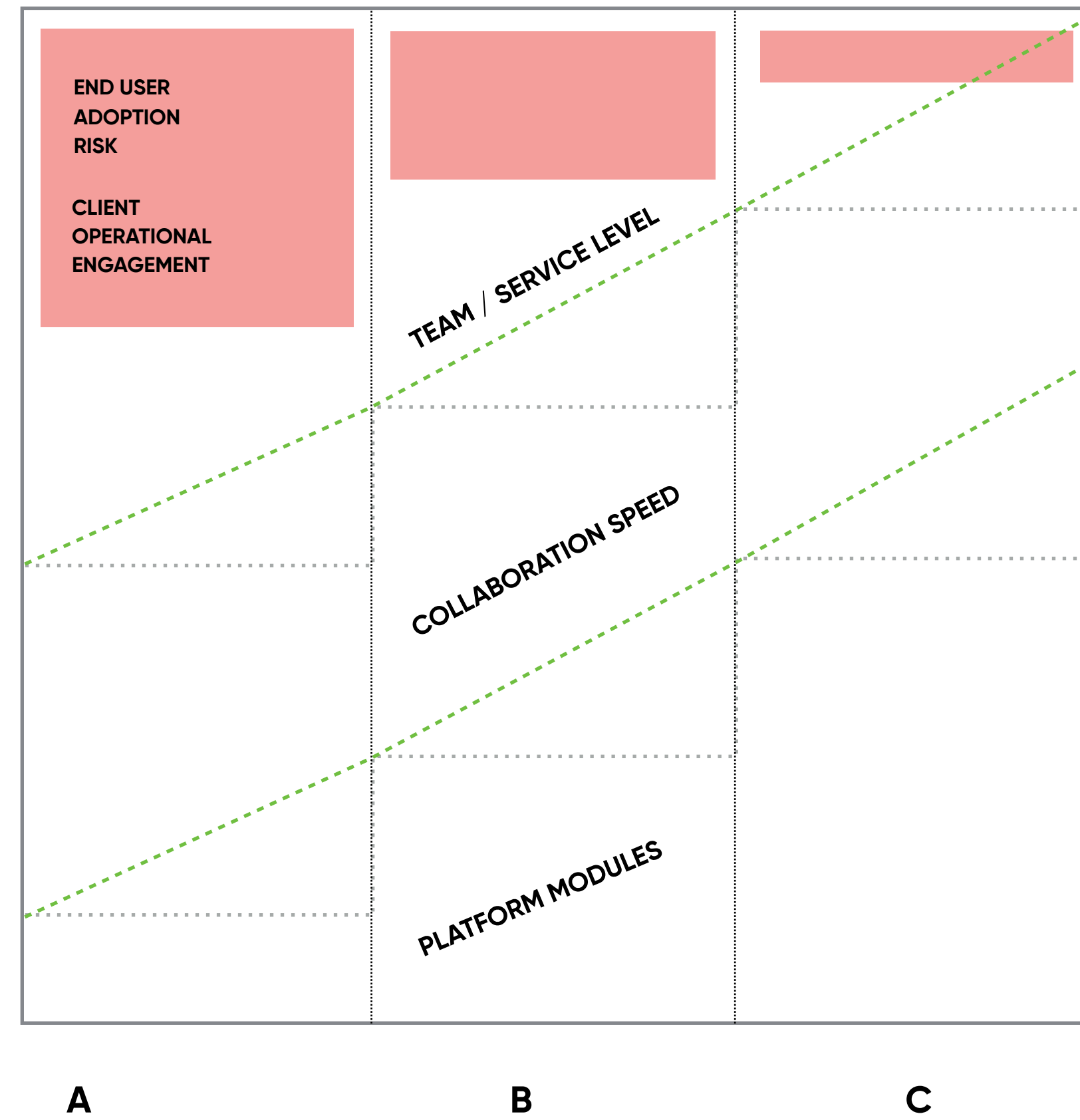Max. number of files: 20.

CANCEL   SUBMIT

PRICING MODEL

PRICING MODEL LOGIC

**CONTINUOUS IMPROVEMENT /
IMPLEMENTATION (CI)**

END USER
ADOPTION
RISK

CLIENT
OPERATIONAL
ENGAGEMENT

TEAM / SERVICE LEVEL

COLLABORATION SPEED

PLATFORM MODULES

A   B   C

- USER ACCEPTANCE
- PROCESS IMPLEMENTATION
- CLIENT VALUE
- TIME SAVING

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

OUR PURPOSE

We believe Headquarters of Global Brands are unique, challenging and complex work environments.

We believe brand and marketing professionals that work in Headquarters of Global Brands face distinct set of challenges imposed by digital.

We believe the promise of digital is simplicity not complexity.

We believe digital is an opportunity to solve and not impose more complexities.

We believe creating, managing and executing digital brand marketing campaigns on a global scale should be simple and easy, not complex and frustrating.
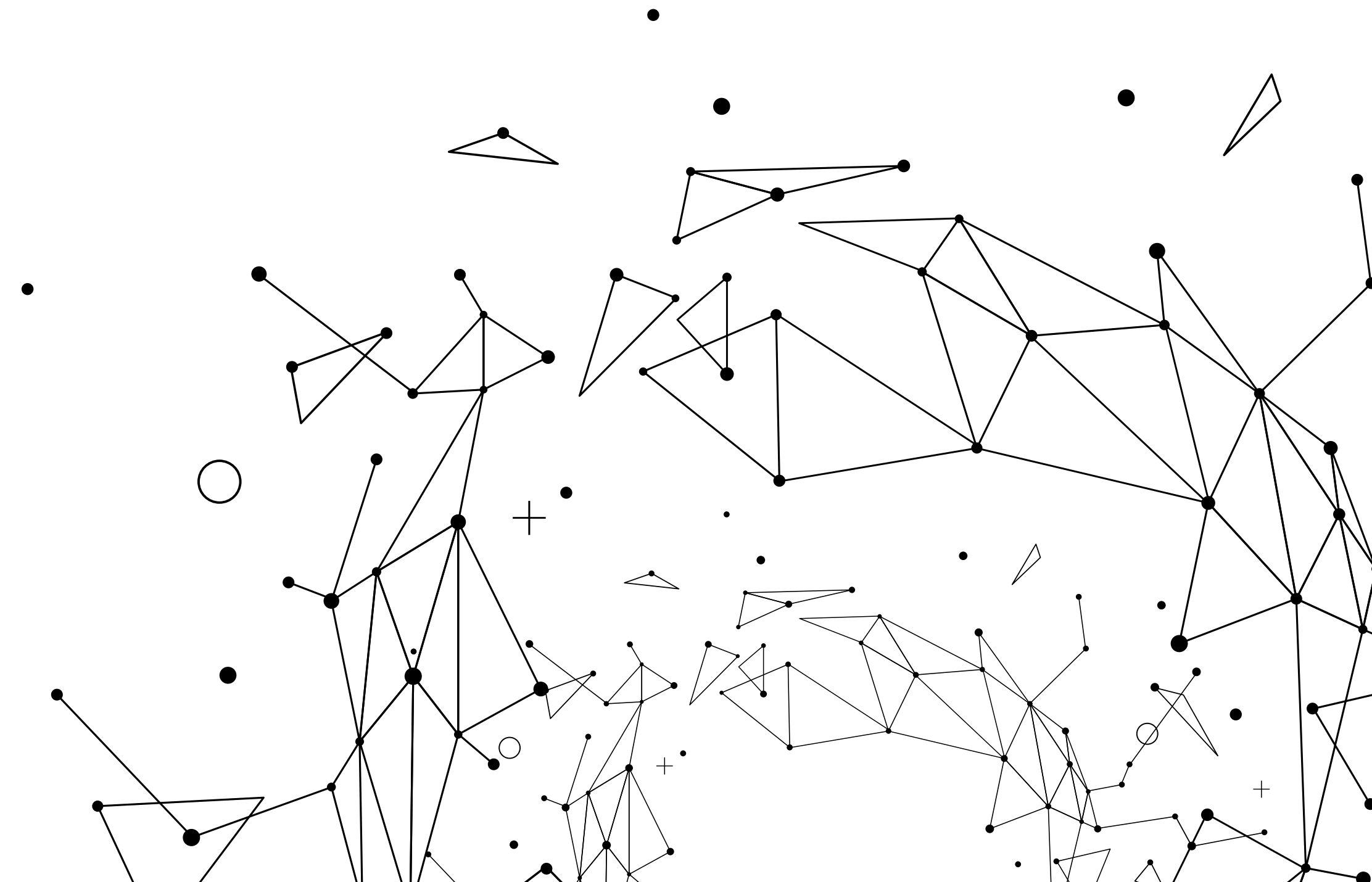
We believe digital is an opportunity to work faster, an opportunity to cut through organizational layers. We believe digital is an informational transparency and democratization opportunity that needs to spread and live across silos and geographies. We believe digital is an opportunity and holds a promise of sustainable business growth, scale and brand development.

However, we also believe that an opportunity is just ONE part of a TWO part equation. We believe that digitally enabled professionals at brand headquarters is what turns an opportunity of digital into a success of digital. SO DIGITAL people create SO DIGITAL brands.

We believe professionals at headquarters hold keys to unlocking scalable and sustainable global brands' digital growth opportunities. To achieve that, we believe these digital professionals need to look beyond current organisational setups and outgrow complexities of their organizations.

We believe we can help them unlock the promise of digital by providing a platform for global brand marketing operational execution excellence, scalable premium digital brand production resources and intimate headquarters operational environment know-how.

If you work at headquarters of a Global Brand and if You believe what We believe then maybe you should join our cause of simplifying headquarters digital brand execution and unlocking digital brand growth and development.

THANK YOU