



**CORPORATER**

# Digital Transformation Management Software

Transform and Operate your Digital Journey

## Why Digital Transformation

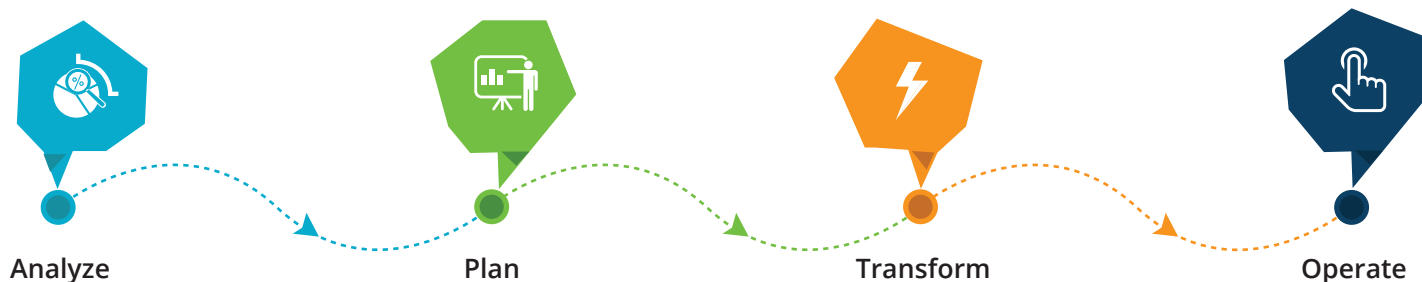
Digital Transformation is the application of new technologies and business models aiming to improve employee & customer experience, increase competitiveness and reshape markets in a digital economy. Organizations need to identify gaps and opportunities and put a Digital Transformation strategy in place if they wish to remain relevant.

However, keeping track of your Digital Transformation progress without losing sight of your current digital operations, managing multiple systems, working on organizational change and establishing a digital culture all at once can be quite a challenge.

## Become a Digital Powerhouse

To help tackle the complexity of Digital Transformation, Corporater has developed the Digital Transformation Management Software, powered by the Corporater Business Management Platform.

It allows Digital leaders to quickly grasp the status of Digital Transformation in their organization, without losing track of the overall strategy and ongoing digital operations, all from a single management platform.



### Key Benefits

- Empower Digital Leaders to make well-informed, timely decision through actionable insights.
- Drive digital culture in your organization by aligning multiple departments' digital initiatives in a user-friendly, configurable platform.
- Build a solid base for a digitally-focused and customer-centric enterprise.

### Key Features

- Use C-level business dashboards to assess the state of Digital Transformation and operations in your organization.
- Track progress of digital initiatives and projects, as well as risks and dependencies.
- Monitor digital KPIs' trends and targets, capturing inputs from owners or integrated digital systems.
- Automate reports and alerts, and drill down for in-depth details.
- Support key areas in the organization such as Digital Marketing & Sales, IT, Customer Experience, Finance and HR.

# Digital Transformation Management Software at a Glance

## Chief Executive Officer

Digital Transformation Guided by Strategy



With Digital Transformation connected to the overall strategy management and execution capability of the Corporater Business Management Platform, CEOs can clearly see the impact it has on the organization. They can then drill down for a more detailed view of the Digital Transformation initiative.

## Chief Digital Officer

Digital Transformation Management



Chief Digital Officers have the status of Digital Transformation and Digital Operations throughout the organization at their fingertips. They can analyse budgets, oversee digital operations, assess digital maturity and control programme progress, connecting it all to their digital strategy.

## Digital Marketing Management



Customers are increasingly relying on digital channels for product information and purchase, thus digital marketing campaigns are more relevant than ever. With this solution Marketing Leaders can centralize information from multiple platforms and control digital marketing efforts.

## Customer Experience Management



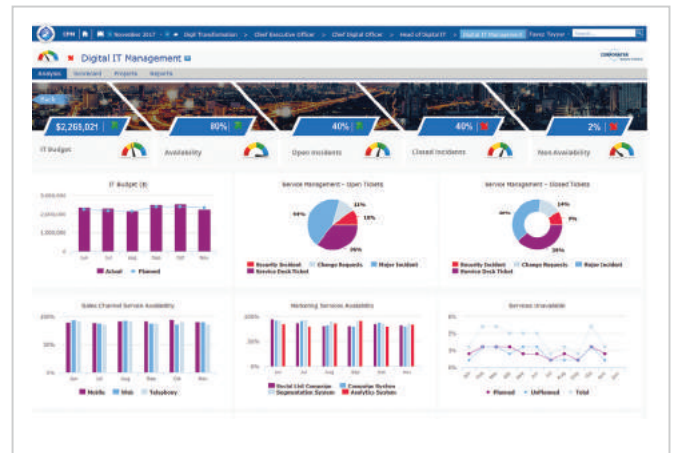
The digital economy puts people at the heart of the business. Understand the way your organization engages and serves your customers, the key to ensuring the success of the organization.

## Digital Sales Management



Sales leaders can manage digital sales channels to drive more business opportunities. It allows them to quickly check the health of digital sales funnel, monitor e-commerce traffic and keep track of ROI.

## Information Technology Management



The Head of IT can easily track the performance and support of multiple systems, ensuring an optimal digital experience for customers and employees.

## Finance Management



CFOs have an easy-to-understand overview of their most important financial indicators, both from digital initiatives and in general. They can control budgets, compare revenue from traditional and digital channels and analyse Projects Benefit Realisation.

## Human Resources Management



HR leaders can digitally manage workforce performance and development. It helps to keep employee turnover in check, improve employee satisfaction programmes, control costs and more.



NORWAY | BRAZIL | DENMARK | GERMANY | INDIA | ROMANIA | SAUDI ARABIA | SOUTH AFRICA  
SWEDEN | UNITED ARAB EMIRATES | UNITED KINGDOM | UNITED STATES

www.corporater.com