

Development digital vision & objectives

Customer

Cooperative Bank

Challenge

- Cooperative bank pursued plans to expand business activities in Germany – strong focus on digitalization
- Existing strategy and digital vision were to be reviewed and adjusted
- business model was to be expanded to include digital product solutions and sales channels
- The rather traditional corporate culture had to be taken into account

Approach

For a well-founded GAP analysis, comprehensive, visually supported market and competitor research was first carried out. This was followed by benchmarking and the development of positioning in relation to relevant market players. Based on potential analyses of the digital megatrends and their effects, connecting points to the existing business model were identified. This formed the basis for deriving a holistic vision as a digital target image and further development of the business model. A roadmap with all identified and prioritized digitization initiatives were prepared for stringent implementation.

- 1** Market and competitor analysis & GAP analysis regarding positioning
- 2** Potential analyses of digital megatrends and their impact on the business model
- 3** Generation of a holistic digital vision in co-creation workshops
- 4** Prioritization & roadmapping of all necessary fields of action and measures



Results

Sound, coherent and transparent digital vision as the target picture and basis for digitization of the business model



Sound concept of the new digital business model



Identified & prioritized fields of action and measures



Roadmap for clear timing and milestone planning of all initiatives