

DIGITAL ARENA MODEL

AIDA

Attention. Interest. Desire. Action. (Dialogue)



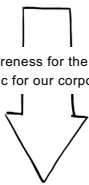
External channels (earned, bought, borrowed) that create awareness for our brand, our offering and allows to have a virtual exchange with us.

Examples

Direct Marketing, Search Advertising (SEM/SEO), Social Media, Industry/Vertical Platforms, Trade Fairs, Roadshows



Awareness for the brand & traffic for our corporate digital presence



Digital Access & Interaction Corporate Digital Presence



Outside facing channels under our full governance, which provide access to information, interaction and communication services.

Examples

Corporate Website, E-Shop, Guided Selling & Product Configuration, Digital Show Room, Content Marketing eLearning Services for external users

Business Model & Organization



Empowerment & Productivity Digital tools & services to support employees

The landscape of digital work tools that enable or support access to internal information, documentation and allows experts to conduct their work with more efficiency and effectiveness.

Examples

Digital Workplace, Office 365, Paperless Production, eLearning



Business Process Mgmt. Standardization & harmonization of processes

Tools and platforms that allow us to improve repetitive work patterns and decrease deviation from corporate or industry standards in order to improve handover and end results in processes chains.

Examples

ERP, CRM, PIM

Digital Extension Doing what we do today with digital means



We provide access to products, parts and services through digital channels and platforms without substantially adjusting offering or the related business process

Examples

Online Product Configurator, Digital Twin

Digital Enrichment Using digital to do things differently or better



We use digital means to change the way it handles products or services or conducts related work internally and customer facing

Examples

Virtual/Augmented Reality for Service and Maintenance, Digital Simulations



Digital Business Model New business in existing or entirely new markets

We change products, services and internal business processes substantial with new digital means that impact engineering, production and customer relationships

Examples

<your disruption goes here>