

# SilverStorm Digital Transformation Strategy Model

*Our way of approaching Digital Transformation*



At **SilverStorm** we work daily to accompany you in every phase of the process of adapting your company to the new digital environment through our transformation model

The diagram is a Venn diagram with three overlapping circles labeled 'DIGITAL EXPERIENCE' (top), 'BUSINESS' (middle), and 'TECH' (bottom). The intersection of all three is labeled 'DIGITAL AUTOMATION'. The intersection of 'DIGITAL EXPERIENCE' and 'BUSINESS' is labeled 'USER'. The intersection of 'BUSINESS' and 'TECH' is labeled 'TECH'. The intersection of 'DIGITAL EXPERIENCE' and 'TECH' is labeled 'DIGITAL AGILITY'. The entire diagram is enclosed in a light blue circular frame.

The digitisation of organisations is progressing, however, on many occasions, the transformation **does not happen at the expected pace** and the main reason is the lack of a **model to guide** the process. According to *Gartner*, companies are becoming **modular businesses**; in other words, to achieve a complete Digital Transformation, they must pivot on various business modules, which will allow them to **be more resilient** in the face of situations such as that experienced due to COVID-19.

We are aware that digital reality must be accompanied by a **cultural change** that seeks the best way to use technology and make it valuable for people. We tackle this mission by successfully rethinking the essential axes of the process, relying on the three pillars that ensure your competitiveness: **Vision, Direction and Experience.**

**A study from the Journal of Organizational Behavior shows that companies with the highest engagement achieved a 65% increase in their value on the stock market; 20% less absenteeism; 15% more productivity; 30% more customer satisfaction; and 100% more reception of resumes.**

*Our purpose is to accompany businesses as they turn the dreams of today into the reality of tomorrow through our transformation programs.*



## Each step we take responds to challenges such as:



Increasing the quality of the user, business, and technology experience.



Eliminating manual and complex barriers through automation.



Accelerating transformation with digital agility services.



*Our transformation model SilverStorm Digital Transformation Strategy (SSDX) is the foundation between the user and the business.*

## How do we do it?

With disruptive technologies, critical thinking, agile innovation, and development methodologies supported by **Digital Experience**, **Digital Agility**, and **Digital Automation**. With every process we take into account your teams and the talent of the people who build the culture of your organisation day by day.



## Digital Experience

For a Digital Transformation process to be successful, it must pivot on three essential axes: **the user, the business, and the technology**. At **SilverStorm** we provide you with the model you need through these **three fundamental pillars**:



### USER

The user experience plays an essential role in today's work environments. For this reason, promoting employee participation and adaptation is a central element.



### BUSINESS

The digitisation of your business processes, regulatory compliance and risk control, customer relations, or supplier management must focus on developing optimal business control.



### TECHNOLOGY

Technology requires guides to offer your best experience. Rationalising the use of applications, managing the Cloud, and controlling assets or accesses offers the optimisation that your company needs.



## Digital Agility

The implementation of new technologies requires effective leadership. We offer maturity assessment services, construction of a tangible transformation roadmap, continuous improvement programs, governance frameworks, and organisational change management aimed at getting the most out of the investment in IT. **How?**



Organizational Change



Bridge Adoption Model



Architectural Services



Process Consulting & Optimization



Training Services



Continual Improvement



Governance Framework

## Digital Automation

DIGITAL  
AUTOMATION



Artificial Intelligence, workflow automation, and machine learning are the present of business IT. For this reason, we help companies integrate these technologies to get where they want to be.

80% of decisionmakers agree that the integration of processes will accelerate **Digital Transformation**. However, companies are spending too much effort and taking too long to digitise processes and reap the benefits. **In which direction is your business heading?** Find out with our experts and different Digital Transformation programs.

Companies seek to generate a greater impact with the modernisation of the processes. Nevertheless, they are still trying to mature their approach and **create a smart, automated, and connected company**, according to a Forrester report