

“VON DER IT ZU DT”

(Digital Technology)





HISTORY

NEED OF A
DIFFERENTIATION

DIGITAL TECHNOLOGY
STORY

STRATEGY

WHERE ARE
WE TODAY?

HISTORY





THE IMAGE OF THE IT DEPARTMENT 2017

LOCAL IT DEPARTMENTS
NO GLOBAL COLLABORATION
TOO FAR FROM THE DEPARTMENTS
POOR CUSTOMER FEEDBACK
LACK OF COMMUNICATION
NO STRATEGY
ONLY „SERVICE PROVIDER“
MINOR IMPORTANCE
LITTLE APPRECIATION





IT VS DIGITAL STUDIO



WHY SOMETHING NEW?

WHO ARE THEY?

WHAT DO THEY DO?

CAN THEY DO ANYTHING BETTER?

WHAT DO THE DEPARTMENTS THINK?

WHY “THEM” AND NOT “US”?

WHERE DO THEY GET THE BUDGET FROM?

WHY DO THEY NEED THEIR OWN LOGO?

WHAT IS THE POINT?

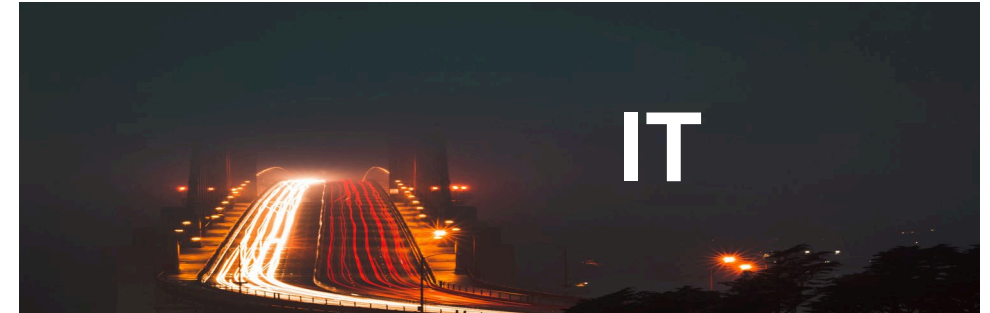
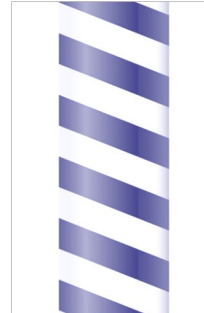
→ WE NEED A “CLEAR” DIFFERENTIATION

NEED OF A DIFFERENTIATION





NEED OF A DIFFERENTIATION



“The most important part when splitting up IT & DS, is that we need each other & there are always dotted lines – we need each others' capabilities.”

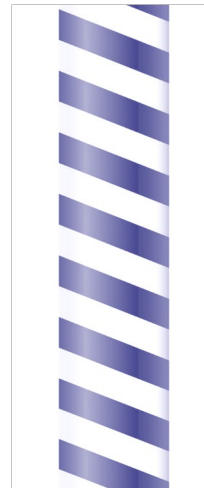
Rapid, lean & design thinking

Innovates like a **start-up** = builds **prototypes** & accepts the bugs during **MVP** iterations

Disruption of Schwan processes

Idea driven, but needs IT to realise these

Innovative technology for innovative solutions



Focus on **standard software**

Focus on **core business processes**

Enterprise Scaling

Total quality through reliability

Stable & reliable for optimized business processes

DIGITAL TECHNOLOGY STORY





CHANGE PROJECT

Durch die Ausgründung von Schwan-STABILO Cosmetics International
werden wir in der Zusammenarbeit mit unseren weltweiten Produktionsstätten
sowohl unsere Geschwindigkeit als auch unsere Effizienz steigern.

Dies geschieht durch ein neues Organisationsmodell, das klare Verantwortlichkeiten
schafft und so eine effektive Umsetzung unserer Strategie ermöglicht.





THIS IS DIGITAL TECHNOLOGY'S STORY



From service provider to
business driver of choice!



THEREFORE, WE AS A TEAM NEED TO...

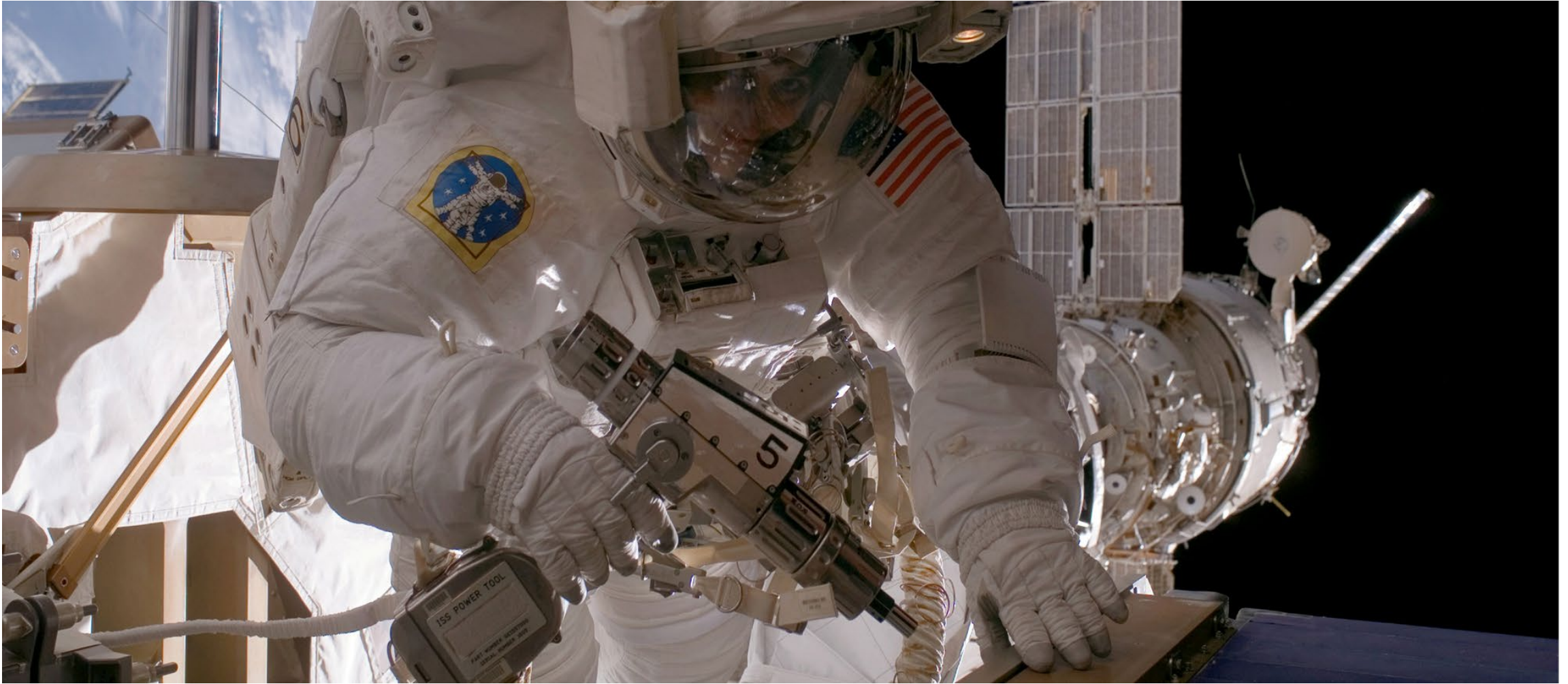
INNOVATE LIKE A START-UP

AND

SCALE LIKE AN ENTERPRISE



THAT'S WHY WE NAME IT AS WHAT IT IS: DIGITAL TECHNOLOGY





WE NEED TO HAVE A NEW PERSPECTIVE ON DIGITAL TECHNOLOGY

In a corporate world... there is no IT without business



In a digital world... there is no business without IT



OUR ROADMAP FOR CHANGING PERSPECTIVES

FROM

TO

- | | | | | |
|---|--------------------|---|---|--|
| 1 | Inside focused | ➔ | 1 | Outside focused (Clients & Partners) |
| 2 | Enhance the core | ➔ | 2 | Enhance the new (Focus) |
| 3 | IT as tool support | ➔ | 3 | Strategic Enterprise Architecture (Impact) |
| 4 | Functionality | ➔ | 4 | Capabilities (Flexibility) |
| 5 | Legal entity | ➔ | 5 | Global availability (Scope) |
| 6 | Local access | ➔ | 6 | Access anywhere (Users) |
| 7 | Local processes | ➔ | 7 | Global teaming (Cooperation) |



IN OUR NEW WORLD, DIGITAL IS THE NEW “NORMAL”!

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graph TD; A[Digital Transformation] --> B[Digital Studio]; A --> C[Digital Technology]
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Digital
Transformation

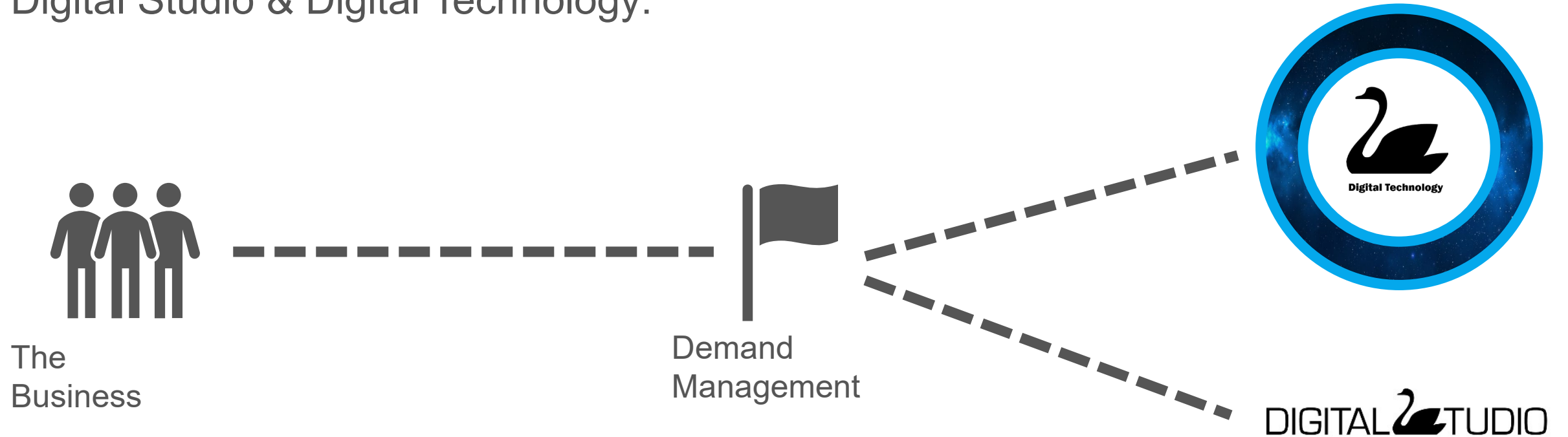
Digital
Studio

Digital
Technology



SINGLE POINT OF CONTACT

Create a consistent user experience by creating one single point of contact for Digital Studio & Digital Technology:





LEVERAGING THE DISTRIBUTED FORCE





GOALS & DESIGN PRINCIPLES

1

Governing **guidance** from **Global**, but **ownership** in **Local** to maintain **speed**

3

Constant **iterating**, to uphold a continuous **loop of optimization**



2

Fully **utilize** the **global skill network**, to ensure **worldwide efficiency, quality and alignment**

STRATEGY





Designing our new strategy

ONE GLOBAL DT

leadership team of

11 people

from 5 different countries worked in a

3 days workshop

at USA C1 and created

1050 Post-Its and Ideas

structured on

34 Flip Charts

finalized in

14 result Flip Charts

and ended up in

7 committed TOP projects

on our Roadmap.

~300 processes



NEW STRATEGY



CLOSER²ONE

Digital Technology – Global Strategy and Roadmap – October 2018

For internal use only. Don't share externally



CLOSER



ONE

WHERE ARE WE
TODAY?





WHERE ARE WE TODAY – DIGITAL TECHNOLOGY & DIGITAL STUDIO



COMMON
UNDERSTANDING OF
BUSINESS NEEDS



SAME REPORTING LINE



CLOSE COOPERATION



SUCCESSFUL
PROJECTS IN VERY
CLOSE COOPERATION



WELL KNOWN SET UP
„WHO TO ASK“



LEARNINGS / KEY TAKEAWAYS DIGITAL TECHNOLOGY



WHAT WORKED WELL

- Common team spirit creates common success
- Aligned Strategy
- „Just do it“ instead of many discussions
- Digital Technology and Digital Studio belong closely together
- Combined story helps internal communication



WHAT COULD BE IMPROVED

- Clear Differentiation from the beginning
- Integration instead of separation
- Better aligned processes for handover and scaling of prototypes
- Early involvement of necessary players
- Communicate, communicate, communicate



Your Business
Driver of Choice
#BDOC



schwan cosmetics

TOMORROW'S BEAUTY. NOW.