

Modernize business
operations with DigitalMIX™



Digital transformation is an urgent challenge for many organizations today. They face complex and uncertain market conditions, changing customer expectations, and emerging opportunities with artificial intelligence (AI) and cloud technologies. However, business leaders are often reluctant to embark on a full-scale transformation project, which can be expensive, time-consuming, and disruptive. They are aware of the potential risks and pitfalls they might face during a traditional implementation of complex platforms such as enterprise resource planning (ERP) systems, which require extensive customization, integration, and maintenance.

DigitalMIX™ offers a smarter way to modernize your business, based on a scalable framework and flexible intellectual property that rapidly integrates leading, cloud-native platforms across the front, middle, and back office.

Resilience despite global complexities

There's no easy way around it: the complexity of doing business continues to underscore the need for transformation. Faced with increasing macroeconomic uncertainty, slowing customer spending, and evolving product demands, business leaders are intensely focused on increasing margins and growing revenue. They must make workforce adjustments and business process improvements by relying on more efficient intelligent automation and modernizing legacy architectures. They are migrating to cloud and everything as a service (XaaS) while exploring the potential of Generative AI (GenAI).

Other global uncertainties call for new supplier relationships and more resilient systems. New regulations may require updates to business management software tools to enable the real-time visibility and reporting necessary to meet compliance requirements.

Meanwhile, the expectations of customers and their relationships with the companies they do business with are changing rapidly. These evolving buying behaviors shape a blend of digital and human engagement:

INCREASING FOCUS ON EXPERIENCE

Both B2C and B2B businesses across industries understand the importance of elevating the experiences of customers, employees, and partners at every point of engagement. The most successful organizations are striking a balance between human and digital interactions to drive down the cost of sales, generate stronger sales volumes, and keep customers coming back for more.¹

GROWING FAMILIARITY WITH TECHNOLOGY

Today's enterprise B2B customers are more likely to be digitally native millennials² than baby boomers, and they're steeped in easier, faster, streamlined ways to do everything, including business. Consumers can now see the progress of an order from purchase to shipment to delivery, in real time. Customers, employees, and partners expect visibility across the entire buying journey, from lead, order placement, and delivery to service and customer success.

EMERGING OPPORTUNITIES WITH GENERATIVE AI

GenAI is helping organizations optimize core revenue functions and increase efficiency, freeing up time for teams to focus on more value-added activities and relationship building. It is already adding value across the revenue lifecycle, from creating personalized communications and tailored proposals to generating performance analytics and reporting. AI can enhance and augment human knowledge and experience, resulting in greater creativity, innovation, and productivity.³ These capabilities help make digital experiences more personalized and human.



The time to modernize? Now.

One of the most pressing challenges for business leaders today is modernizing their technology platforms and processes to stay competitive amid these market challenges. Many organizations are still relying on outdated and siloed systems that hinder collaboration, innovation, and efficiency. The customer insight needed to enable personalized experiences is locked up in cumbersome databases. Some are also facing the need to quickly integrate or separate their technology stack due to mergers, acquisitions, or divestitures.

Organizations need a better way to modernize their technology platforms and processes without sacrificing speed, quality, or value. They need to invest in technology to fuel future growth and gain a competitive edge in the market. Modernization enables companies to unify and align core business functions from lead to loyalty across their entire revenue lifecycle. This spans across product, marketing, sales, services, finance, human resources, and legal to customer care and success. Optimizing end-to-end business operations is even more important as these areas of the business take on expanded roles and visibility in experience delivery. By prioritizing a comprehensive lead-to-loyalty strategy, organizations can deliver connected, consistent experiences and ongoing value.

Unlock insights to empower innovation

DigitalMIX™ offers a smarter way to modernize your business operations. It is a scalable framework and suite of pre-configured delivery accelerators for complex, multi-cloud lead-to-loyalty implementations.

Unlike traditional solutions, DigitalMIX™ does not require realigning your business processes into a rigid mold. Instead, it is a flexible and comprehensive product architecture that allows you to choose from leading, cloud-native technologies including CRM, CPQ, Middleware, ERP, HCM, and CLM that suit your business needs and goals. This powerful and streamlined software portfolio integrates smoothly across your front, middle, and back office. Using analytics and AI, this solution allows you to unlock insights that empower innovation and enable your marketing, sales, and service teams to connect with customers in a more meaningful way.

With DigitalMIX™ you also get access to the full power of Deloitte Digital to help you navigate the complexities and potential risks of transforming your business operations. We can help you discover what your future could be and act as a strategic guide to help you find the right path to get there.

1

Expedite and simplify your technology implementation with a pre-built framework and intellectual property that scales to your needs.

2

Minimize the disruption and maximize the value of your transformation by using a battle-tested model that has proven results.

3

Empower and train your team on the new tech stack so they are set up for success from day one.

4

Improve efficiency and visibility across your business by streamlining your front, middle, and back office.

5

Integrate AI and analytics into your business operations for added automation and personalization.



GLOBAL LEAD-TO-CASH TRANSFORMATION STREAMLINES SALES PROCESSES

A global cybersecurity leader for user and data protection set out on a lead-to-cash transformation journey with the goal of improving operational efficiencies. Working with Deloitte Digital, they implemented DigitalMIX™ to streamline renewal processes, restructure their product catalog, and aggregate over 8 million records.

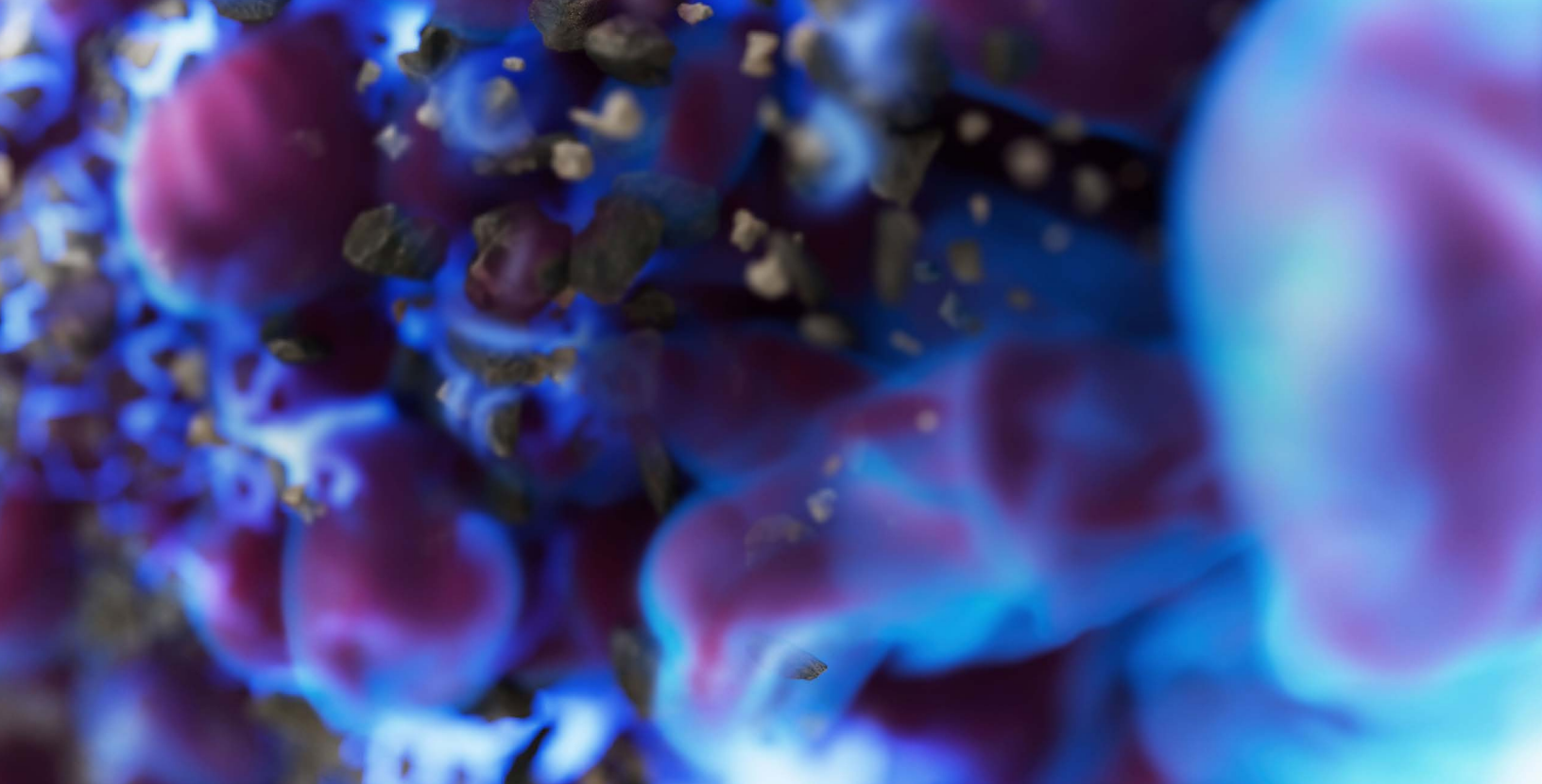
As a result of the transformation, the client has simplified the end-to-end sales process, enabling greater collaboration with distributors and resellers and reducing quote processing delays. Opportunity conversion rates, pricing and margin efficiencies, and deal size have improved through precise targeting. Other outcomes include an increased renewal rate, greater visibility into product profitability, and reduced IT support costs—all delivering value to the bottom line.



DIGITAL TRANSFORMATION DELIVERS A SUCCESSFUL DIVESTITURE

In a divestiture, the timely transfer of operations is essential to a successful transaction. So when a weather media company transitioned to a new owner, Deloitte Digital leveraged its DigitalMIX™ framework to integrate the company's products and processes across three business units.

The robust capabilities of DigitalMIX™ enabled a lead-to-revenue transformation in only three months, optimizing and automating lead-to-cash, invoice generation, and delivery processes. Over 400,000 data records were successfully synced across eight systems, while reducing manual tasks and saving time, effort, and IT support costs. In addition, streamlined renewal and amendment processes helped improve the renewal rate and increased upsell/cross-sell opportunities, leading to higher revenue.



Fuel future growth through transformation

As your organization considers the next step toward digital transformation, don't settle for a costly, lengthy, and risky solution that may not deliver the expected outcomes. Deloitte Digital's proven approach combines advanced technology and industry experience to rapidly streamline business operations and fuel future growth. Look to us to help design your future and help you get there faster and with more confidence.

DigitalMIX™ presents an innovative, future-forward approach for streamlining your front, middle, and back office while strengthening customer relationships, building loyalty, and driving growth. Contact us to start a conversation today.

Questions to help you get started

1

What are the internal and external challenges your organization is facing today?

2

Where are the challenges in your organization structure?

3

Where are your systems and processes lagging or inefficient, and how much is this costing your business?

4

What are your most significant business drivers for transformation?

5

Which new markets are you looking to expand into as part of this transformation?

6

How can your organization better align operations to improve experiences, increase productivity, and reduce costs?

7

How disparate or siloed is your technology across the enterprise?

8

How will you prepare your workforce for transformation?

9

What are the key processes and factors for project success?
What are the metrics you should track?

10

Do you need to integrate data and processes from a newly acquired entity or merger? What challenges or roadblocks do you anticipate?

Get in touch



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3. Deloitte Digital, [Ensuring a human-centered approach to AI](#), 11 July 2023



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