

CREATING COMPETITIVE ADVANTAGE WITH END-TO-END DIGITAL SERVICES – PITFALLS & BEST PRACTICES

A webinar by the German-Finnish Chamber of Commerce
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Deutsch-Finnische Handelskammer
Saksalais-Suomalainen Kauppakamari
Tysk-Finska Handelskammaren

bluu**go**

BUFAB

BUSINESS AS USUAL IS OVER

- *Going digital and reshaping existing business models has become a necessity across all industries*
- *Customers are demanding increasingly seamless service experiences – also in B2B*
- *Traditional factors such as price and quality are not enough to guarantee competitiveness anymore*
- *Crises are reshaping supply chains*

THE FIELD OF DIGITALIZATION IS **FULL OF FAILURES**

70 %

The failure rate of Digital transformations.

(McKinsey)

35 %

Proportion of IT projects meeting the original schedule & budget

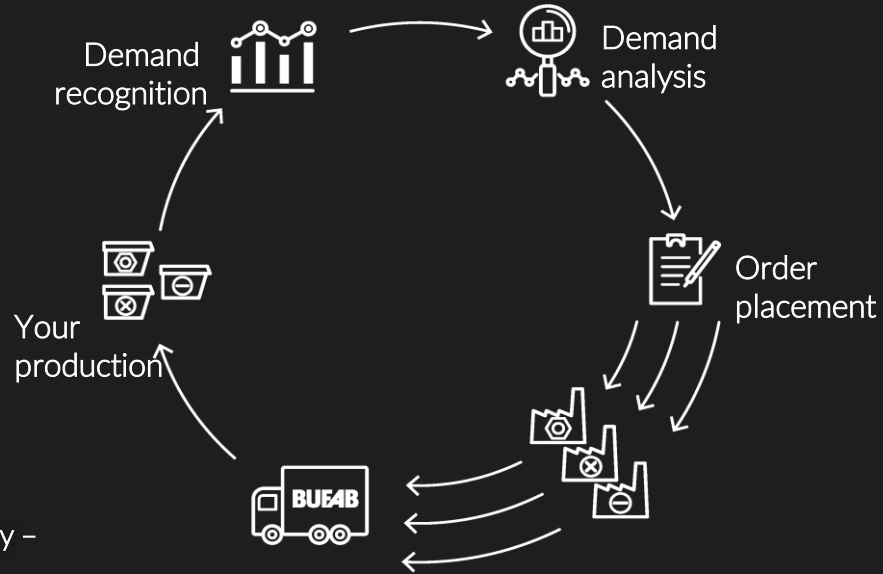
(Standish Group, TIVIA IT Barometer)

WE KNOW WHY.

THE GOAL OF THE WEBINAR

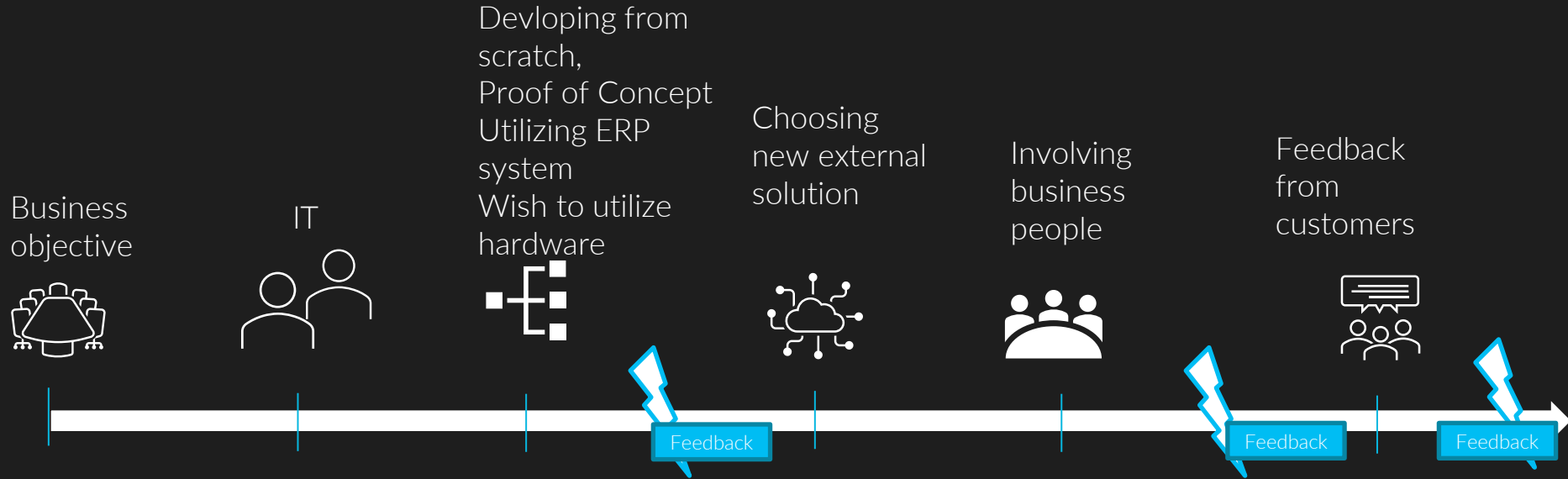
- *How to choose the right approach for the successful digital transformation*
- *How to create competitive advantage with end-to-end digital services*
- *How to avoid the common pitfalls*

BUFAB'S BUSINESS MODEL



- On-demand ordering
- One invoice, one coordinated delivery – one speaking partner
- Delivery to your point of use
- Full traceability in our EasyTrack™

ROADMAP TO FAILURE



Risk of digital transformation failure



1.

**FOCUSING TOO MUCH ON TECHNOLOGIES &
TOOLS**

KEEP THE FOCUS ON THE BUSINESS OBJECTIVE

- Customers do not care about the tech but the value & benefits
- It is essential to know what's the best product/service you would like to offer. What is the value to the customer?
- What you are trying to accomplish!
- By focusing on a single technology/platform, you will close doors from future evolution and limit your choices.
- What counts is time to market & time to value, not time to PoC!!
- Without a clear objective, it is impossible to prioritize.



1. FOCUSING TOO MUCH ON TECHNOLOGIES & TOOLS

**1. KEEP THE FOCUS ON YOUR BUSINESS OBJECTIVE
- NOT ON TECHNOLOGIES & TOOLS**





2. DO IT
YOURSELF

THE MOST IMPORTANT KPI IN DIGITAL IS DEPLOYMENT SPEED

	Traditional	Leading	World-class	Why it matters
TIME TO MARKET	1-2 years	2-6 months	8-12 weeks	To compete for consumers on the basis of new tech functionality
RELEASE FREQUENCY	1-4 per year	1-4 per month	10-50 per day	To test and refine the customer experience

DO-IT-YOURSELF HAS A HIGH RISK

- Engaging your best business talent to an IT project for 12 months – something else will take a hit, also IT.
- The quick translation of ideas into tools that can be used on the front line, is critical → you'll need ready-made building blocks.
- It's not easy to engage with stakeholders when there is nothing to show.
- Security, Data privacy (GDPR).
- Best practices
- Continuity

Choose a partner who understands the tools and has ready-made building blocks, and continuity.

2. DO IT YOURSELF

**2. DO NOT TRY TO DEVELOP SOLUTIONS BY
YOURSELF – PICK THE RIGHT PARTNER**





3. ONE SIZE FITS ALL & EVERY CUSTOMER

WHAT TO KEEP IN MIND

- “Loving your own product” → leads to overengineering but customers want simplicity
- False assumption: companies know the requirements of their customers.
- Companies can have different maturity levels.
- Most likely: you’ll miss some low hanging fruits by assuming that something is not valuable to your customers.

3. ONE SIZE FITS ALL & EVERY CUSTOMER

3. EVALUATE CUSTOMER DEMAND INDIVIDUALLY



“What new technology does is create new opportunities to do a job that customers want done.”

Tim O'Reilly



4. FAILURE TO GET THE RIGHT PEOPLE INVOLVED

FAILURE TO GET THE RIGHT PEOPLE INVOLVED

- Often the most expensive and devastating mistake in the long run.
- Get away from the technical details and focus on how to sell it, what benefits do your stakeholder get?
- New services need a new mindset, especially in sales, selling benefits vs product.
- Timing: start involving right people in the beginning to get the feedback. After the go-live, it is too late.

4. FAILURE TO GET THE RIGHT PEOPLE INVOLVED

4. ENGAGE THE RIGHT PEOPLE
- BOTH INTERNAL AND EXTERNAL





5. NARROW VIEW ON USABILITY AND USER EXPERIENCE

KEEP ACTUAL END USERS IN THE LOOP

- Customers are demanding increasingly seamless service experiences - also in B2B.
- This is true also within the company walls & internally: the biggest challenge remains in usability and user experience.
- E.g. in field service/aftermarket, less than 20% of the workers have a positive user experience (root cause: wrong tools, users engaged too late)
- It is not enough to be useful, it must be easy, regardless of digital skills.
- Often overlooked: Technology is always easy for the "digital person".
- Continuous & agile improvement is a must – based on the user & customer feedback.

5. NARROW VIEW ON USABILITY AND USER EXPERIENCE

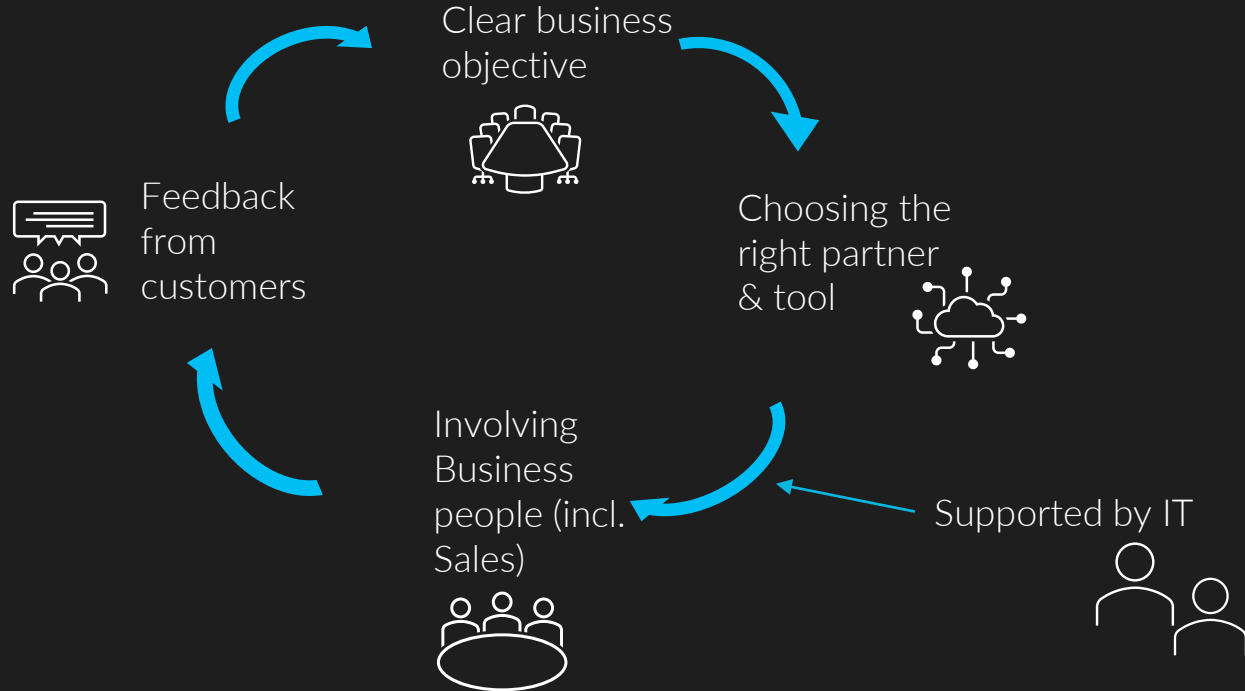
5. EVALUATE USABILITY WITH THE ACTUAL END-USERS



How to create Competitive Advantage with End-to-End Digital Services?

1. Keep the focus on your business objective
 - not on technologies & tools.
2. Do not try to develop solutions by yourself
 - pick the right partner.
3. Evaluate customer demand individually.
4. Engage the right people
 - both internal and external.
5. Evaluate usability with the actual end-users.

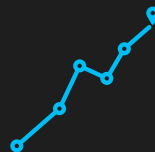
HOW TO SUCCEED



THE FASTEST & EASIEST WAY TO DIGITALIZE YOUR BUSINESS.

Tracking Cloud™ provides you with everything you need to digitalize your workflows in B2B supply chains & aftermarket services – without the need for exhausting IT projects.

For more info visit www.bluugo.fi.



Supply Chains
& Material Flow



Maintenance
& Field Service



VMI, Spare Parts
& Warehousing

Bufab - Your Supply Chain Partner for C-Parts

**Fast
and flexible**

Dedicated

Trustworthy



What we offer

We offer extremely wide range of stocked standard fasteners, and we are specialists in producing or sourcing any C-parts according to your unique needs. We help to reduce the total cost of ownership – and ensures a seamless supply chain.

The Solutionist

Regardless of your needs, a simple but rare bolt, a customer-unique precision-turned detail, an efficient logistics solution, or a security warehouse on-site, we are dedicated to finding a solution that suits all your needs.

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