



**DIGITAL TRANSFORMATION**

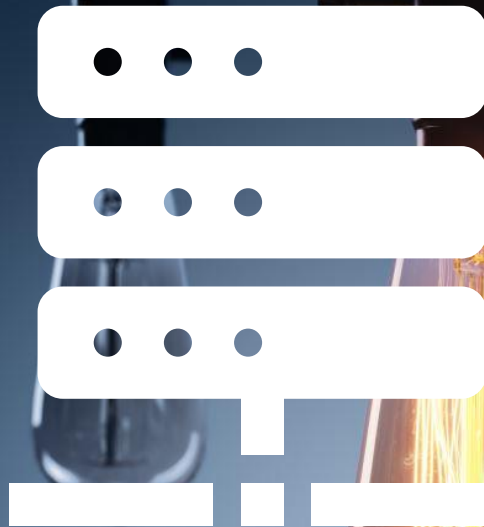
**DELIVERED  
BY NORTHERN PEOPLE**

**TO NORTHERN BUSINESSES**

**BENEFITTING  
THE NORTHERN ECONOMY**



# Does Your Business Have The “Installation Mindset”



Does it understand that the installation of digital technologies is not the end-point?

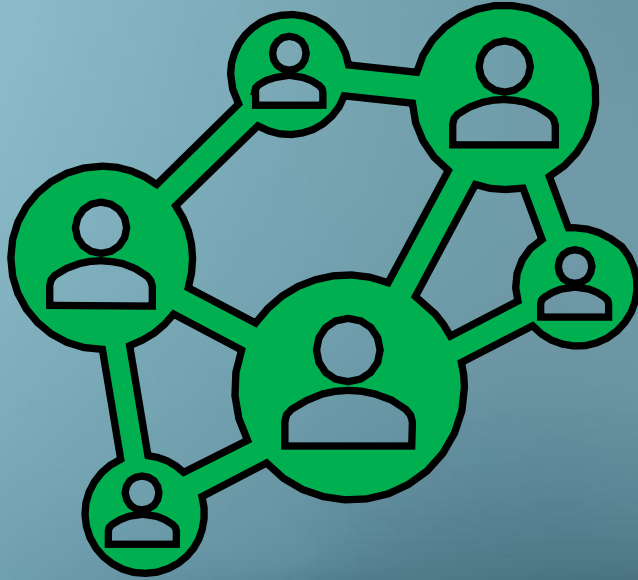


Does it commit to providing more than the average 15% of resources required to realise measurable benefits?

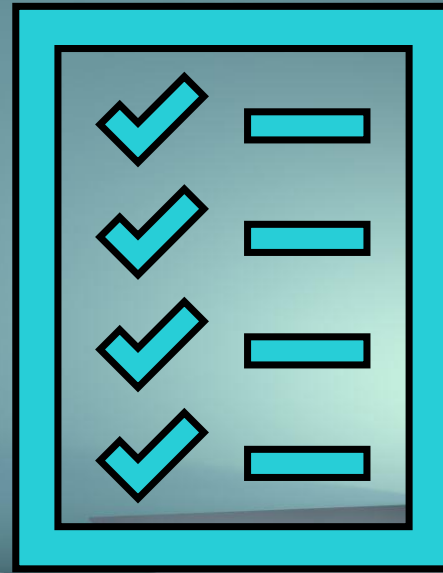


Does it understand that only when the front-end investment is realised at the back, will business benefits be achieved?

# Does this sound like how your business runs its projects?



Scarce Resources- the urgency to put people back into the “day job”

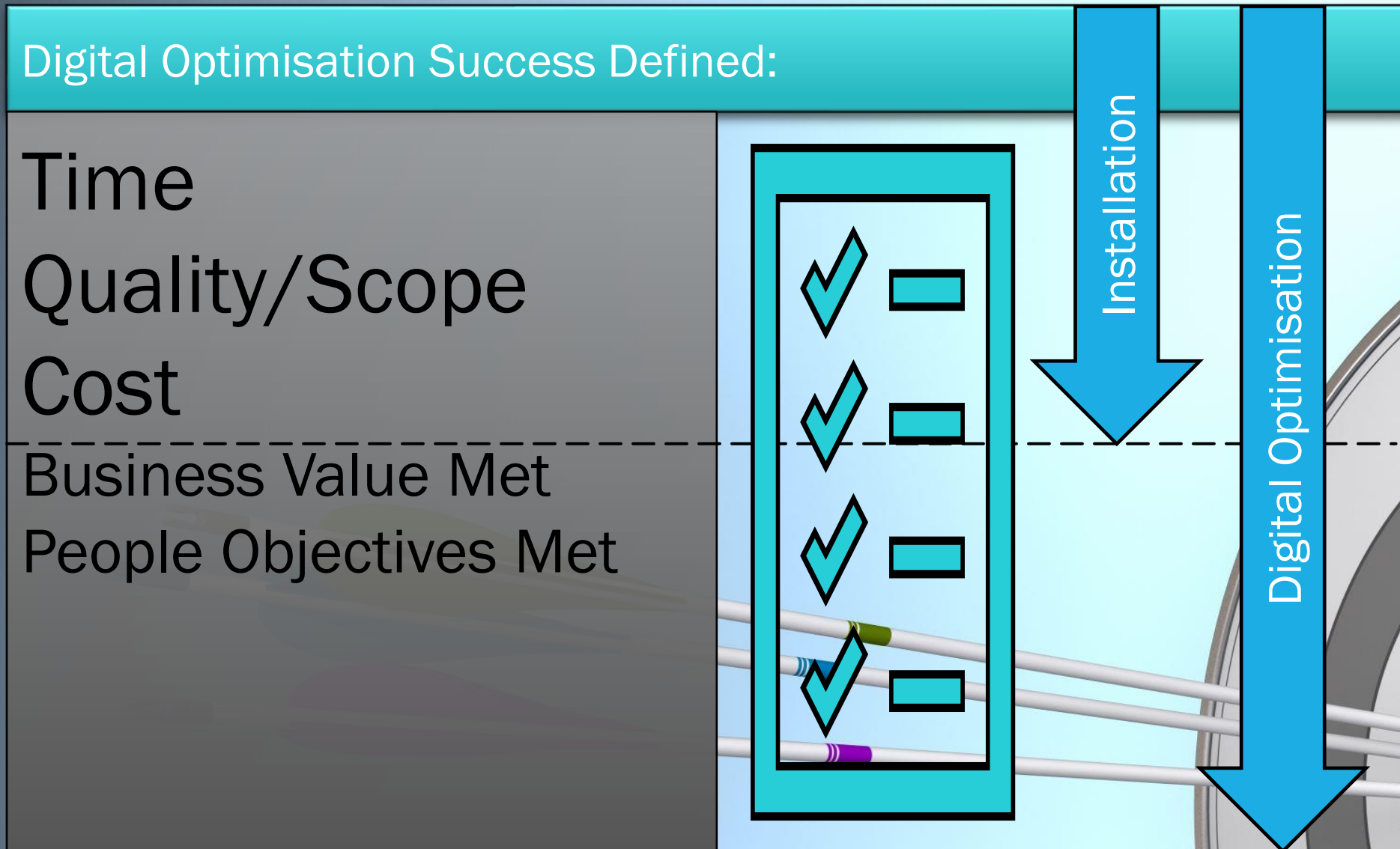


Quantification- easier to measure project Time, Cost and Scope

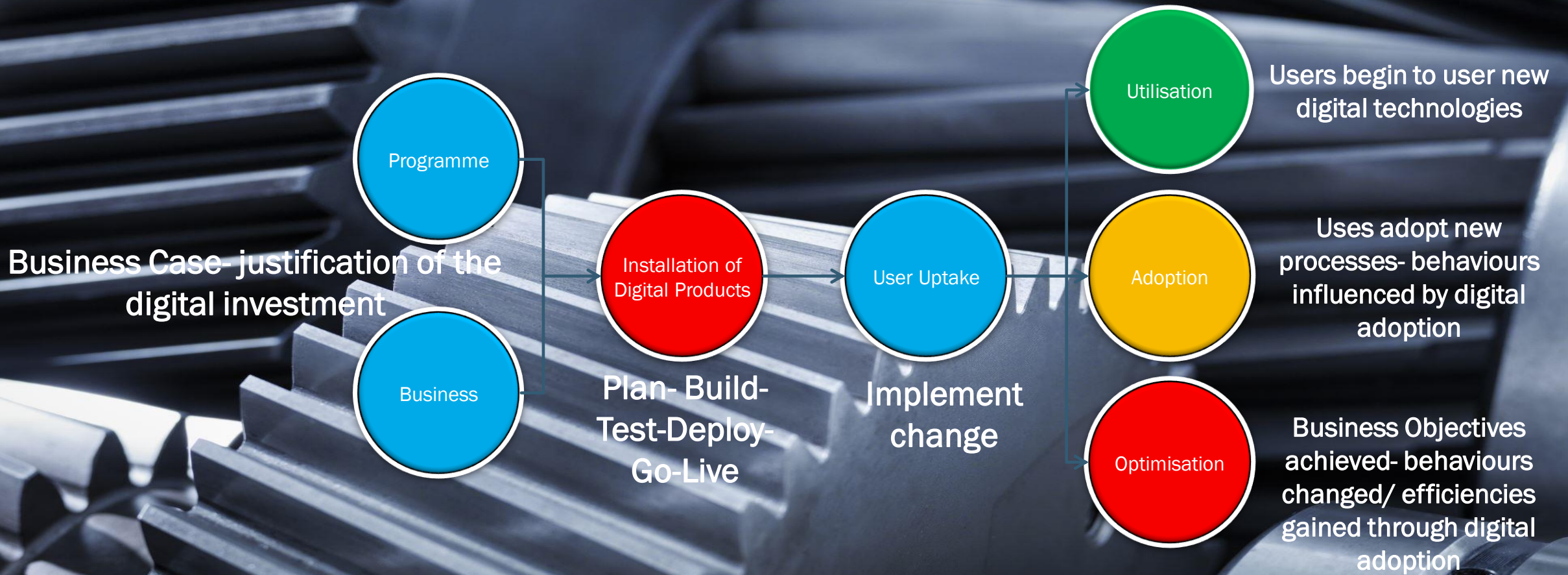


Cost- budgets are based on getting to go-live, rather than achieving benefits realisation

# How does your business measure success?



# Move your business mindset from Installation to Optimisation



**ARE YOU INTERESTED IN HOW TO DEVELOP A  
FRAMEWORK FOR CHANGE.**

**APPLYING THE NECESSARY PRINCIPLES, TACTICS  
AND DIAGNOSTIC TOOLS INTO YOUR DIGITAL  
TRANSFORMATION PROGRAMME?**

**FOCUSSING ON TARGETING LIMITED RESOURCES  
FOR MAXIMUM IMPACT TO DRIVE REAL  
BUSINESS OUTCOMES?**

**THEN WHY NOT GET IN TOUCH...**

**E:INFO@TRUENORTH-DIGITAL.CO.UK**



Digital Transformation  
Delivered by Northern People.  
To Northern businesses.  
Benefitting the Northern economy.