



# Digital

# Roadmap Workshop





**Modern CMOs & CIOs are embracing digital.**

They are becoming key partners in driving demand for products and services while engaging customers in a meaningful manner.

A digital roadmap helps optimize existing processes and unlocks valuable data to develop new channels of revenue.

A roadmap can also break down old silos and simply help you take that next logical step in your digital maturity.

**RDA has 30 years of experience of helping companies scale their businesses through innovative technology solutions.**

RDA works with marketing and IT teams collaboratively to uncover insights around these key pillars to construct a **Digital Roadmap**:

<b>ROADMAP</b>		<b>Culture</b>	<b>Move from what 'we' want to what 'our customers' want.</b>
		<b>Organization</b>	<b>Build team alignment that drives speed and innovation.</b>
		<b>Technology</b>	<b>Leverage a framework for scale and platforms that deliver.</b>
		<b>Metrics</b>	<b>Lead with data-driven insights and create impactful experiences.</b>

The data we capture around these pillars provides a rounded and comprehensive view of your digital capability, infrastructure and key opportunities to drive multipliers in your revenue and margin.





The roadmap answers fundamental questions about digital and enables your business to stay accountable for your progress. It also allows you to answer tough questions around where to make immediate investments, how to attack your digital “low hanging fruit” and what existing efforts you should back off.

We help transform your digital strategies into actionable initiatives and campaigns that leverage your key technology investments and align them with your business objectives.

- Benchmark your existing marketing and technical capabilities
- Identify strengths and weaknesses in your existing capabilities
- Bring existing infrastructure and data investments into alignment and leverage them to your greatest advantage

## We help you build consensus and connect the dots.

