



Digital Opportunities, TopLine Power®

Madhavan Ramanujam

Mark Billige

Fabian Schulz

Wolfgang Mitschke

Digital Opportunities, TopLine Power®

Investing in the right digital initiatives

Everybody understands the importance of digitalization. But is everyone doing digitalization right? According to our Global Pricing and Sales Study 2017, over 75 percent of companies failed to increase their revenue with digitalization initiatives. Why? Because they invested in the wrong initiatives, or didn't put enough emphasis on monetizing new digital products or services.

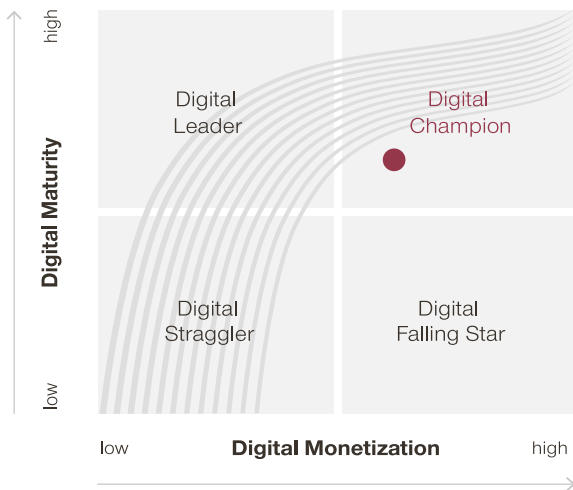
Limitless opportunities

We help you to understand what areas of digitalization are most relevant for your future success. We help you to focus on the right digital initiatives for your business and generate a stronger RoI.

The Simon-Kucher Digitalization Framework

Our framework focuses on all client-facing, commercial aspects of digitalization. Using our unique monetization and topline-generating expertise, and applying the value-to-customer principle to the digital world, we developed a framework that helps companies to capitalize on digitalization.

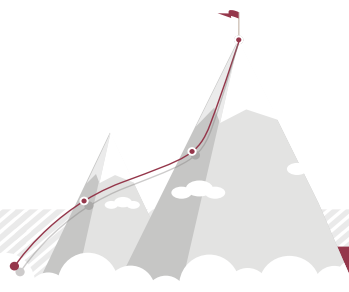
The Simon-Kucher DMMS – Digital Maturity and Monetization Score



Our DMMS shows a company's digital maturity and monetization performance based on its scores. It measures not only investments in digitalization, but also the monetization of these efforts, based on a set of survey questions.

The Reach-Rich Matrix

The typical route to digital success is to first increase your digital maturity – or in other words “get reach” in the digital space, and then to monetize your leading position in the digital space – or in other words “get rich”.



Are You a Digital Champion?

Measure, understand, and improve your company's DMMS.
Complete the survey and find out your digitalization score now:

www.simon-kucher.com/dmms



Simon-Kucher's digital capabilities

- Simon-Kucher's digital capabilities
- Digital strategy formulation
- Business model transformation
- Customer-first digital product design
- Subscriptionization (XaaS)
- Digital monetization model
- Digital pricing, dynamic pricing
- Big data based price decisions
- Omnichannel strategies
- Digital demand planning
- Sales enablement
- Digital sales dialogue
- Digital customer lifetime value
- Digital CRM, loyalty and referral programs
- Agile, cross-functional digital processes
- Tools, application, software selection
- Digital partner ecosystem development
- ...



Simon-Kucher at a glance

TopLine Power®. This is what Simon-Kucher is all about. We help our clients grow their revenues and profits. Faster, better and more sustainably than anyone else, by optimizing their strategy, marketing, pricing and sales.

We have over 30 years of experience in creating top- and bottom-line growth strategies that deliver measurable results. A project with us increases our clients' profitability by 100 to 500 basis points on average.

We are especially renowned for our pricing experience. This is where we started, and this is where our core competence remains.

Founded in Germany in 1985, today Simon-Kucher is a truly global company with more than 1,100 employees in 25 countries worldwide. We work to the highest standards and ensure that all our solutions live up to them.

Digitalization@Simon-Kucher

Our digitalization experts work around the globe in all our industries. They drive our characteristic digital approach, combining monetization expertise and our proven customer focus with digital technologies and new business opportunities and pricing models.

Our technology team complements our digital capabilities with in-depth software knowledge and expertise. We help our clients build custom-made software, tools and applications, support software vendor selections and enable data analytics.

Contact us if you want to achieve a return on your digital investments! Our digitalization expert networks covers all industries and regions that we operate in:



Madhavan Ramanujam
Partner and Board Member, San Francisco
madhavan.ramanujam@simon-kucher.com



Mark Billige
Partner and Board Member, London
mark.billige@simon-kucher.com



Dr. Fabian Schulz
Partner, Frankfurt
fabian.schulz@simon-kucher.com



Wolfgang Mitschke
Senior Director and CTO, Frankfurt
wolfgang.mitschke@simon-kucher.com