

STRATEGIC PLANNING

The intersection of customer empowerment and rapidly evolving enabling technologies is fostering a time of unprecedented opportunity and risk for organizations.

Moving to address them with digital strategies in order to become customer centric can involve difficult change, both inside and outside the company. Trisotech's Digital Enterprise Suite (DES) brings strategies, design and technology together to help you translate your corporate strategy into the desired digital experience for potential and actual clients.

USE THE DIGITAL ENTERPRISE SUITE TO **BECOME CUSTOMER CENTRIC.**

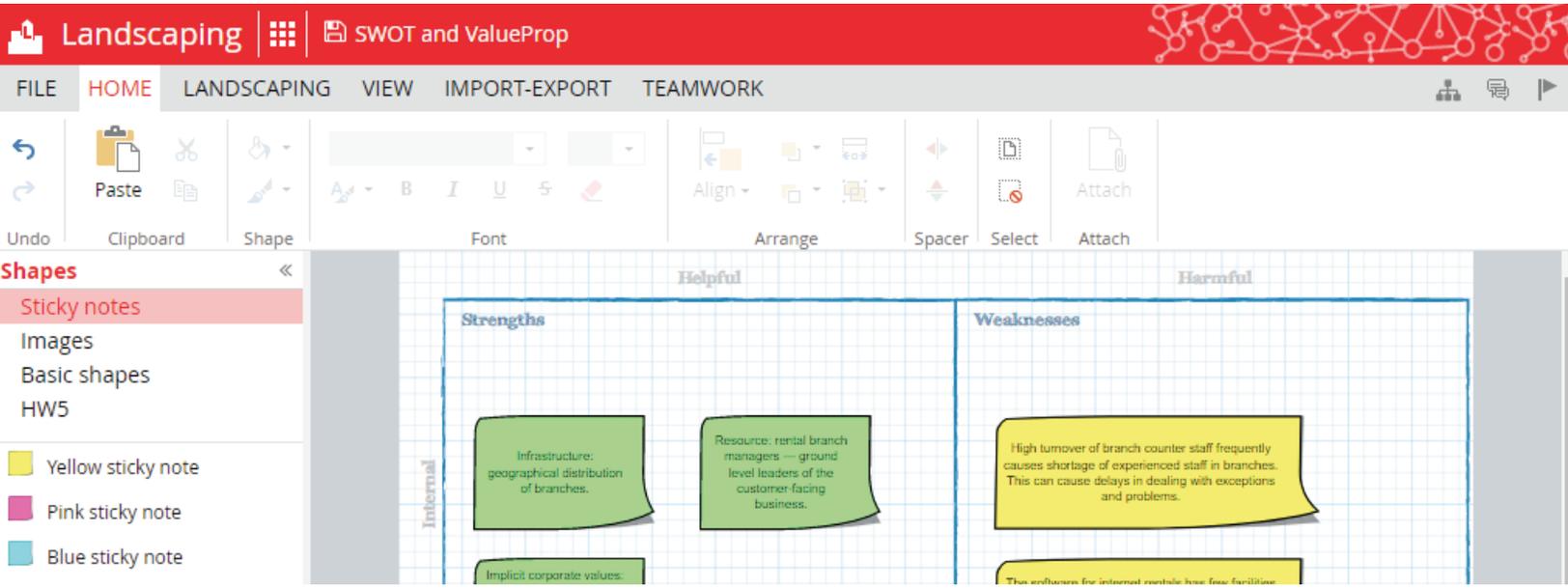
- Capture brainstorming sessions
- Analyse and compare ideas
- View the world from your clients' perspective
- Position your products/services in various markets

BENEFITS

- ✓ Leverage on recognized creative thinking methods
- ✓ Centralization and facilitated sharing of strategic information
- ✓ Real-time or asynchronous collaboration
- ✓ Greater value of time spent brainstorming

CAPTURE BRAINSTORMING SESSIONS

Envision new possibilities for your business by engaging groups of people in solving common problems and by gathering ideas that are spontaneously contributed.



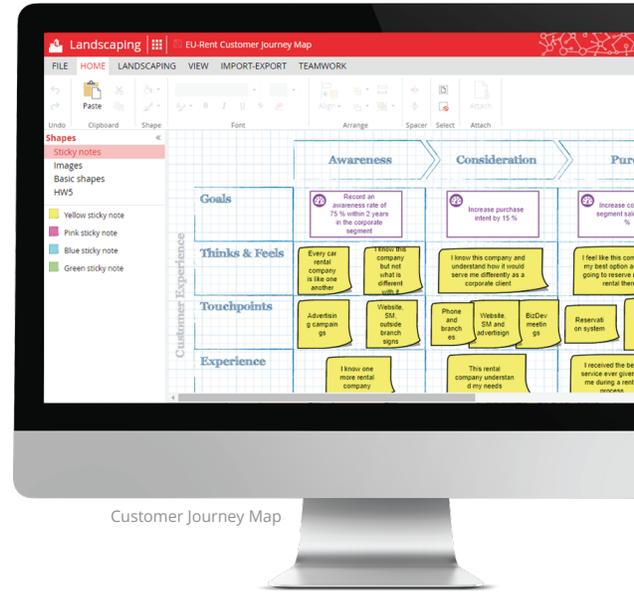
SWOT Analysis

ANALYSE AND COMPARE IDEAS

Use recognised methods to view brainstorming results from different standpoints and find the best actionable ideas that will shape your strategy.

VIEW THE WORLD FROM YOUR CLIENTS' PERSPECTIVE

Step into the shoes of your potential clients to gain a deeper understanding of their needs and desires, and design every facet of your client facing operations to offer a great experience, from the awareness stage to purchase, through to advocacy.



Customer Journey Map

POSITION YOUR PRODUCTS/SERVICES IN VARIOUS MARKETS

Align your products or services to your customers segments needs and desires, and identify new or existing markets your offering can readily satisfy to articulate your product-market fit.

Do all this and much more using an intelligent digital whiteboard and electronic sticky notes.

Some of the integrated canvases and recognized methods:

- Six Thinking Hats
- Business Model Canvas
- SWOT Analysis
- Value Proposition Canvas
- Empathy Map
- Ansoff Matrix
- Customer Journey Map



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