

DBG Methodology

Consulting. Creative. Technology.

Introduction

DBG's Methodology is outlined through its two-phase Digital Business Platform – a process whereby algorithms are defined through an organization's Core Alignment Framework and then deployed digitally through solution-based software applications to form virtual online companies through the convergence of business intelligence and technology innovation.

Through the Digital Business Platform Methodology, we focus on designing the foundational core for your Digital Business requirements by assuring that your risk profile is minimized by forging an immediate transactional relationship with your brands, products & services. Our ultimate goal is to forge a long-standing, transactional and profitable relationship between your brand and its consumer.

The term "Digital Business" was coined by technology academics and executives who hypothesized to business strategists that business growth and profitability could be executed more quickly, efficiently and with less risk through automated online or virtual platforms. They further argued that a digital business could more accurately measure the demand and life cycle for a company's products and services through digital algorithms.

Introduction

This hypothesis has fueled debate amongst CIO's and CEO's regarding what adds more value to the performance of a business:

- the objectives, strategies and tactics associated with a business model, or
- the technology platform that will interact and expand with a business model to further optimize its revenue streams & profitability.

Historically, Information Technology (or IT) has been viewed as a necessary cost center in support of business processes. But today, IT is a necessary business process profit center that ignites the advancements and deployments of fully functional digital business platforms. This realization has encouraged many leading innovation-based / market-driven companies to "converge" business and technology functions.

Core Alignment Framework

Phase 1 of the Digital Business Platform focuses on establishing the foundational core of your Digital Business, while assuring that your risk profile is minimized by forging an immediate transactional relationship with your brands, products & services. The ultimate goal is to forge a long-standing, transactional and profitable relationship between your brand and it's consumer.

Working With Your Business Model

At DBG, we define "**market-driven**" as, "an approach to market whereby a company's products and services desire to become the standard for innovation in its industry." Under a market-driven approach, a company is considered "best of class" throughout its industry's supply chain. Quality, service and price must all remain consistent, and measurable to complement the brands' distinct attributes that are also represented throughout its product and service offering. This market-driven approach in the early years of business development is often regarded as a moderate to high-risk endeavor – the time, resources and investment requirements can be aggressive as competitive retaliation and unforeseen barriers can be fierce. An "**operationally-driven**" company, by contrast, is one that follows the market as a price-driven / cost conscious operator that delivers value through low prices.

Core Alignment Framework

Phase 1- Core Alignment Framework



Core Alignment Framework

Determining The Strategy

In order to establish your company's foundation (Core Alignment Framework) we must determine the strategy for moving your company forward through the following processes:

Assess & Design the Operational Platform

- Solidify your market vs. operations-driven approach.
- Identify existing and required functional design elements, as well as key roles to support this approach.
- Clarify and define your mission statement and value proposition.

Plan for Performance Accountability and Results

- Design an organizational alignment plan and define measurable goals.
- Create a customer alignment plan and identify risk profile.
- Solidify lines of business, and revenue streams (financial projections).

Convergence / Control

- Secure the competitive advantage platform and risk profile (qualitative / quantitative).
- Review and refine the organizational / customer alignment plans and solidify the value/supply chain integrate platform.

Core Alignment Framework

- Identify hidden equities and other revenue streams.
- Design a strong competitive / industry consolidation intelligence platform.
- Finalize mission statement to secure brand image, relevance, trade positioning and deliverables.

Implementation & Sustainability

- Executive Business Coaching.
- Accountability forums for feedback and continuous improvements.
- Course Correction / Resolution.

Digital Deployment

Phase 2- Core Alignment Framework



Core Alignment Framework

The Technical Solution

Establishing a digital business platform requires research and development to execute the following:

Technology Planning

- Design architectural requirements based on internal evaluation of Technology Needs, Tolerance, and Talent.
- Determination of technology framework requirements.
- Identify third-party integrations and ISV requirements.
- Assess current industry standards, adoptability, and the historical lifecycles for technology, as applied to your business.
- Plan in support of any projected competitive retaliation. Plan for Convenience & Optimal Functionality
- Design technology algorithms to support scalability and maintainability requirements.
- Create end-user experience to support an integrated and seamless brand and business model.

Core Alignment Framework

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