

Prioritize digital investments to thrive towards the future

Synchronizing business and IT decisions to drive transformation for Retail and CPG



Charting the course to digital reinvention.

Organizations are grappling with the breakneck speed of digital disruption that's reshaping industries and businesses. The writing on the wall is clear- enterprises must rise-up to the challenge by reinventing their core digitally or remain in the shadow of nimbler, born-digital competitors.

The stakes are high in the race to achieve organization-wide digital change. However, enterprise digital transformation has remained elusive for many organizations. Only a small percentage of organizations that have a formal digital strategy, have a corresponding executable plan for successful digital implementation. Infusion of new technology components by itself isn't enabling enterprises to scale their digital execution efforts.

Business and technology leaders have realized that for digital transformation to succeed, change needs to be orchestrated across technology, people and process layers. Therefore, the need of the hour is a clear, implementable, and configurable framework for execution of digitalization strategy. That's where we come in.

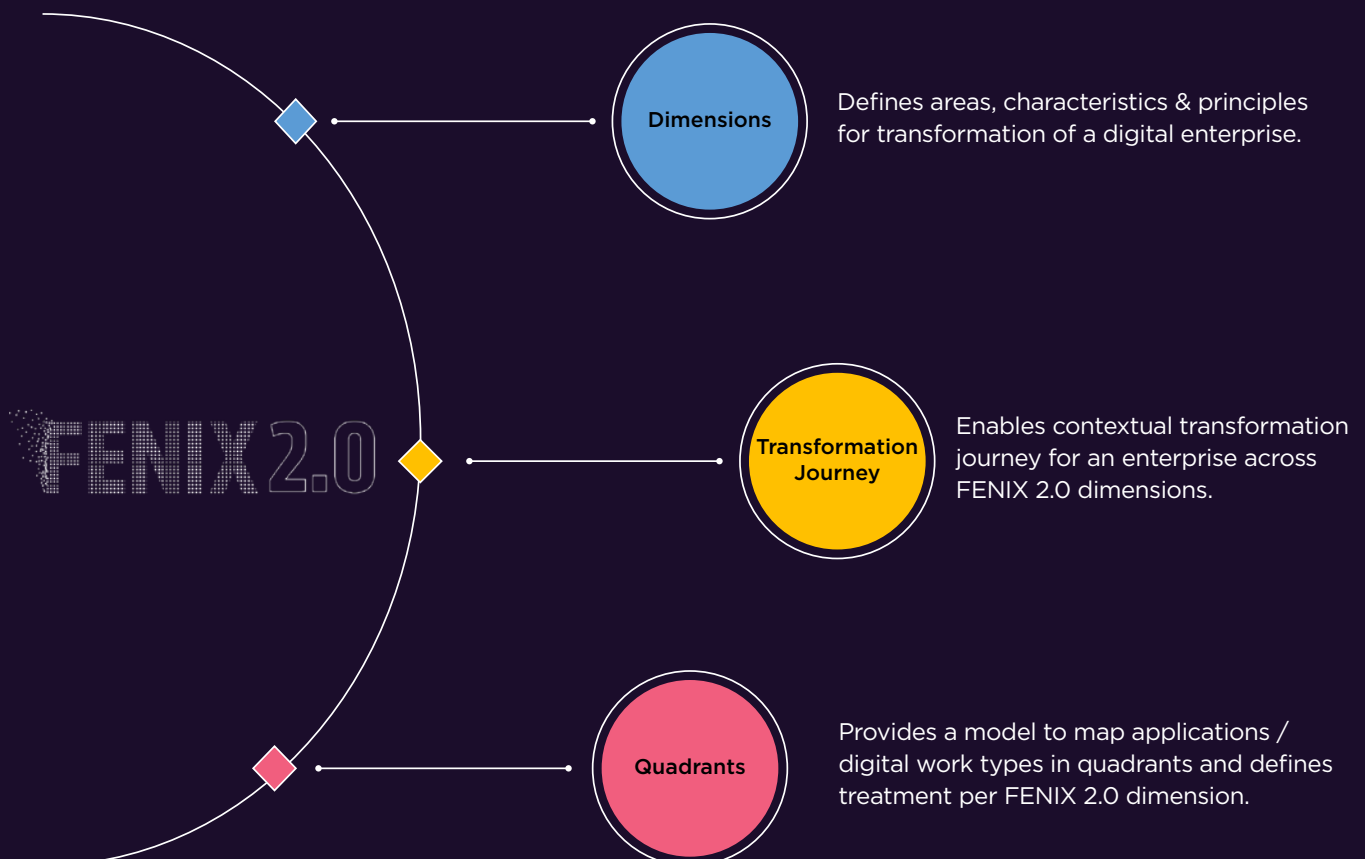
Introducing

FENIX 2.0

A successful digital transformation necessitates a framework where the execution pivots can be orchestrated as part of a disciplined transformation journey. However, many organizations struggle to convert a digital strategy into a roadmap for execution and deployment. HCL's FENIX 2.0 framework is aligned towards addressing this gap.

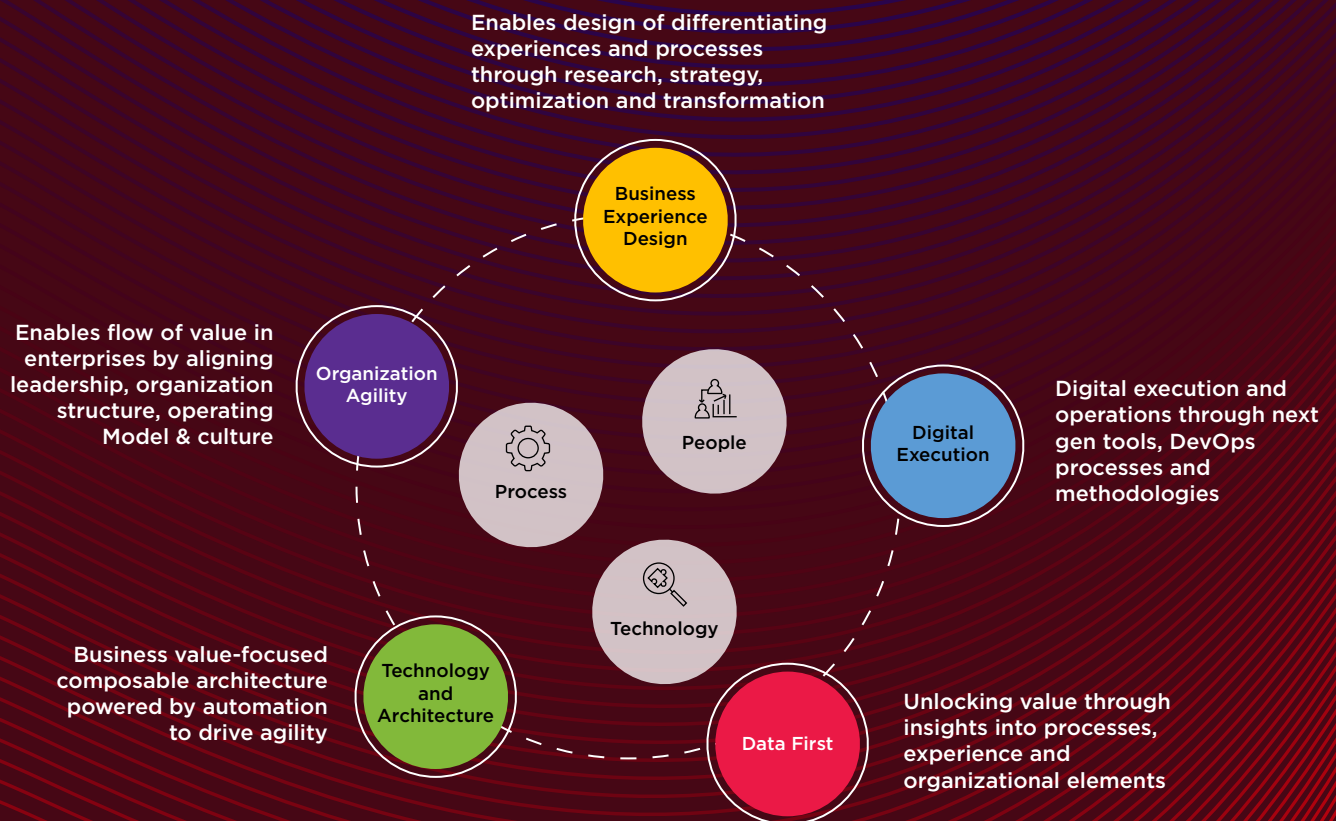
FENIX 2.0 is an industry aligned execution framework that helps organizations rewire their core DNA to realize digital transformation objectives. It enables unique customer experiences and business process agility by orchestrating organizational change and digital execution via modern digital architectures with a data-first approach.

Elements



Dimensions

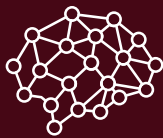
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Transformation journey

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Continuous Ideation, MVPs and Composable Architecture



Business Experience Design

- Human Centric Design
- Persona Driven
- Business Process Models

Establish and build

Scale and transform



Organization Agility Digital Execution

- Digital Culture
- Cross Functional Autonomous Teams
- Product Aligned Teams
- Scaling Agile
- Program Office Setup
- Sourcing & Pricing Model



Technology & Architecture

- DevOps & Shift Left culture
- Innovation driven
- Composable Architecture
- Platform based Portfolios
- Legacy Modernized
- Adaptive Data platforms

Data First

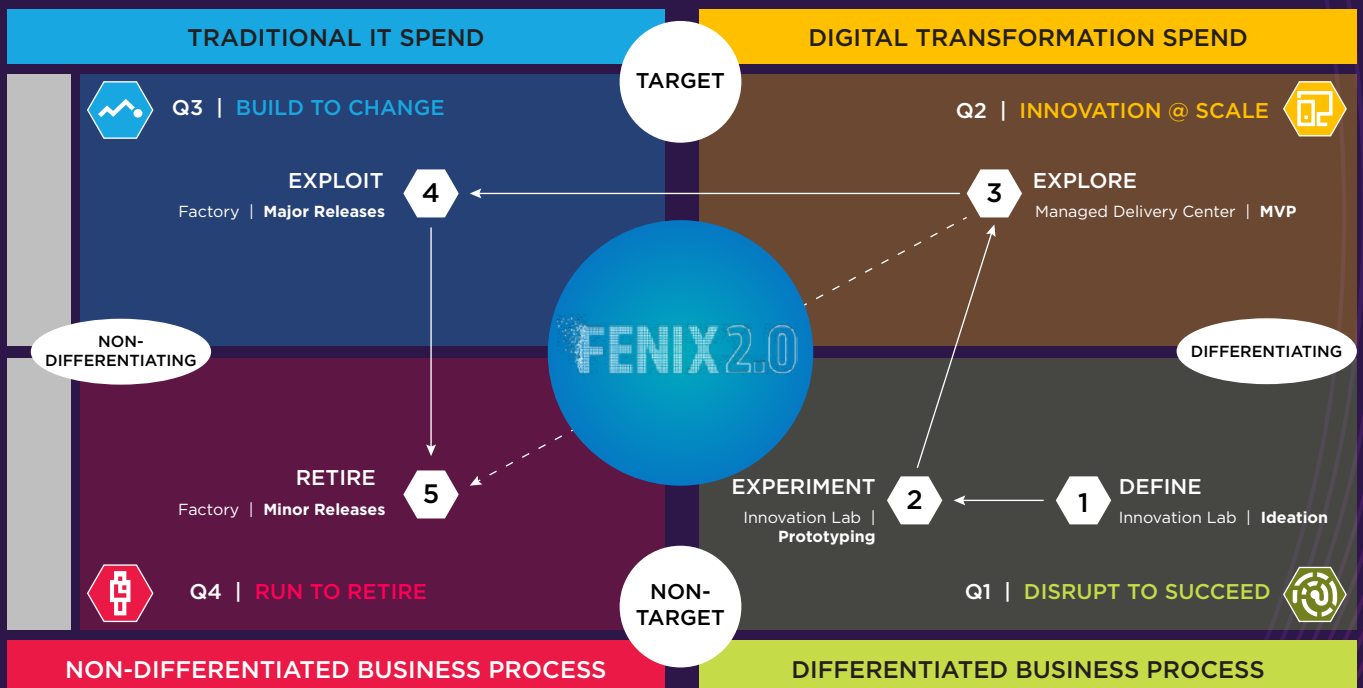


Quadrants

FENIX 2.0

For any organization, the digital execution efforts may result in new programs across certain value streams but a large of part of the enterprise landscape may still need to be maintained or possibly remolded at a slower pace for the transformation to be holistic and effective.

The FENIX 2.0 quadrants define the various operating model parameters when an enterprise executes focused digital programs as part of the larger transformation mandate. It comprises 4 quadrants across two axes. The first axis represents differentiating vs non-differentiating processes whereas the other axis constitutes whether an application or a digital program fits in the target business or technology landscape.



Benefits of FENIX 2.0



Integrated

Synchronized orchestration of frameworks across dimensions



Adaptive

Customizable model makes it an ideal framework for any type of transformation journey



Optimized

Highly cost and effort optimized to enable efficient transformation



Accelerated

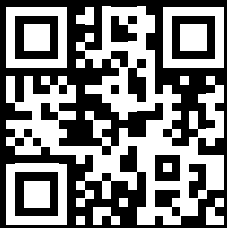
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