

Digital Consulting

Driving Transformation at Scale



Closing the gap between technology and business, delivering on digital transformation

A digital world is still a world with people at its center. To succeed in digital transformation in such a **digital world**, businesses must focus on both technology and the people who will interact with it as part of its **digital strategy**. HCL's Digital Consulting practice brings together decades of deep solutions-based technology expertise with best in class **digital consulting services** that are global, outcome based, and people-focused. To drive both new-age **digital transformation consulting** and increased revenue, and to do it all at scale. We work as a partner alongside our clients to align technology needs with business goals — from strategy to execution and overall **digital transformation strategy**.

The challenges we help our clients solve

The challenges businesses face in a **digital world** are complex — driven by industry shifts, technology, organizational demands for costs savings and efficiency, customer and employee experience improvements. And it's all further compounded by a global pandemic that has fundamentally changed how people live, work, and do businesses. HCL's Digital Consulting is experienced in industry, business, and technology needs and has the agility to pivot with market demands as part of a holistic **digital strategy**.

- 1 "I have a **digital technology strategy**. Now I need to prepare my organization to **operationalize** it"
- 2 "We need to **reduce labor costs**, better deliver against our **KPIs**, and empower our leaders with **data-driven decision-making**."
- 3 "Outdated and disparate business processes are getting in our way. We need to **streamline our processes** to help us **maximize on value**."
- 4 "**Speed to market** and designing solution that can be agile to flex with **changing business and market needs** will be more successful than long multi-year design and deployment plans"
- 5 "We need an **org structure** that will **scale for growth**, and we need an **adaptive culture** that can **navigate change** and expect disruption."
- 6 "Our **customers** are going to want **online, no-touch, digital options** for our [products/ service]. We need to quickly figure out how to **transition** to this new reality."

- 7 "Employee engagement is down and we need them to get behind an organizational **customer experience strategy**. How can we provide our **employees a better experience** so they can rally around our customers?"

Key Solutions Highlights A suite of services designed for digital transformation success

Our services are designed to be accessible — to be engaged individually or end-to-end, based on what the business or the market challenge demands. HCL's approach to **digital transformation consulting** is built on a legacy of global technology experience. We understand the importance (and urgency) of giving a voice to technology early and often to deliver solutions that are both successful at the onset and scalable in the long term.

Our digital consultants bring a passion for future thinking alongside practical business savvy. We thrive on challenges that demand complex thinking and a focus on people and process. We are client partners and technologists, strategists and pragmatists, goal setters and customer-minded thinkers. **We are HCL Digital Consulting.**



Digital Strategy & Planning.

Realizing innovative business solutions to retain and grow customers.



Industry Capability Definition & Business Process Optimization.

Identifying and defining differentiated capabilities to improve performance and top line growth.



Experience Strategy & Design.

Designing and building enterprise-wide experiences that speak to the unmet needs of customers, employees and users.



Program & Product Management.

Guiding organizations from product vision and strategy to product roadmaps to development and delivery.



Agile Delivery Transformation.

Designing Agile operating models that align delivery ecosystems to the performance between customers, capabilities, and features.



Organizational Agility

Creating and executing customized plans to ensure employees have the right level of support, leadership and coaching to support change.

Case Studies



Global Agriculture Company

Conducting an expansive global transportation assessment to identify a holistic transportation solution that would satisfy immediate needs as well as their vision for the future.

\$13M estimated benefits



Multinational Beverage Company

Developing a strategic roadmap to establish priorities for key IT initiatives. A pragmatic short-term plan, quick wins, and framework for measuring impact provided a clear path for action.

\$5M in projected savings



Leading Home Decor Company

Partnering to plan and execute the largest transformation in the company's history. Reinventing how they work together, delivering tangible business outcomes.

\$30M anticipated benefits



Global Wireless Company

Removing complexity for call center representatives, improving the customer experience, creating a truly differentiated way of delivering customer service.

\$600M addressable cost savings



Manchester United

Creating the ultimate fan experience by digitally connecting an enterprise football brand across all touchpoints to deliver a world class experience that put fans at the heart of the **digital transformation strategy**.

1.2 B online fans reached



Global Shoe Manufacturer

Helping successfully launch an entirely new Transformation Office aimed at simplifying the business through a focus on sustainable, profitable growth.

\$500M cost reductions



North American Convenience Store Chain

Creating one unified customer experience for the Web, mobile, and in-store that leverages a **digital transformation** for all stores to personalize experiences and drive loyalty.

\$20M in savings through reduced waste



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.



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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2020, HCL has a consolidated revenue of US\$ 9.94 billion and its 150,000+ ideapreneurs operate out of 46 countries. For more information, visit

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