

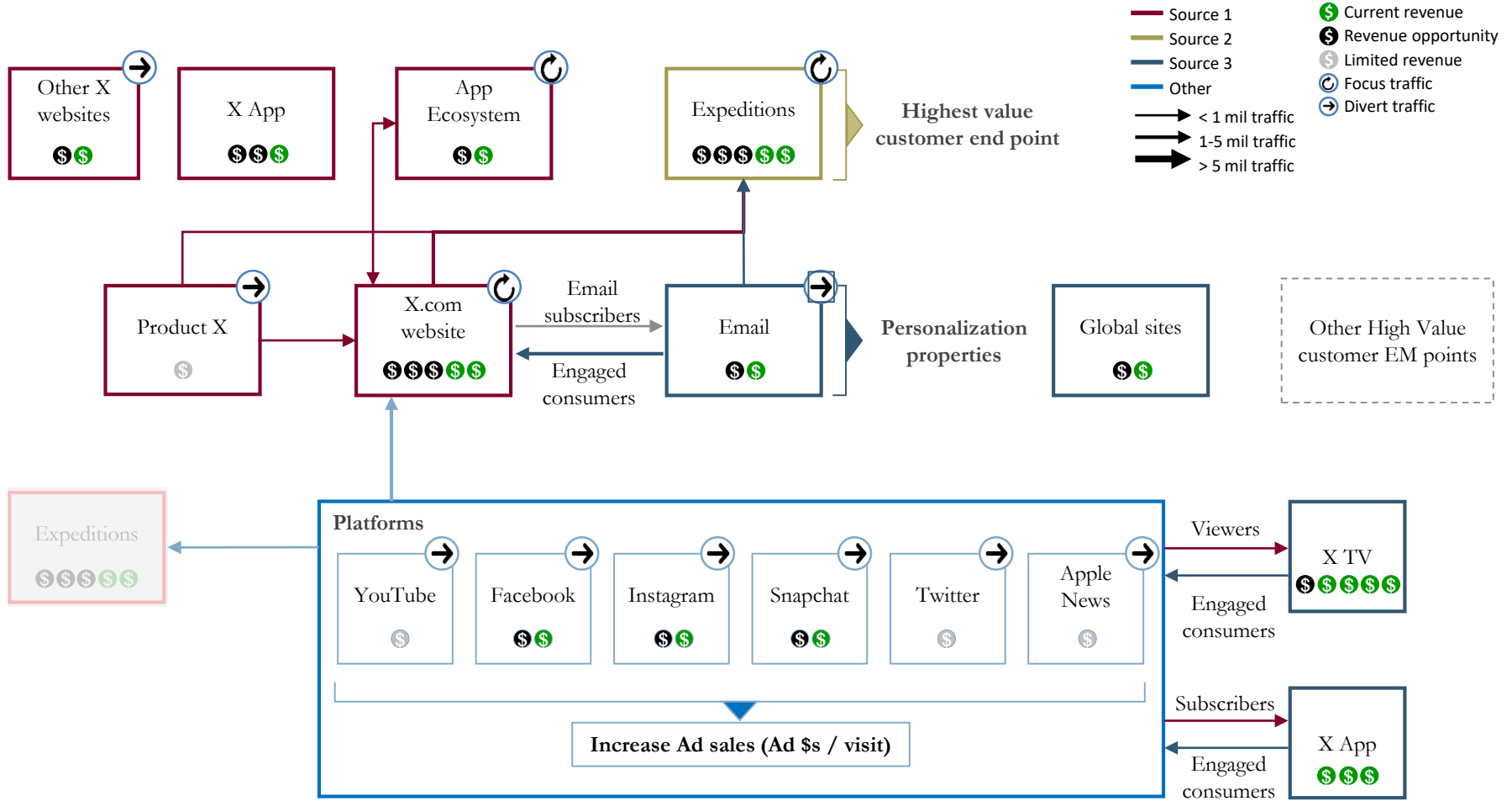


**Digital Ecosystem:
Example Deliverable**

Maximizing Growth. Transforming Organizations. Unlocking Digital.

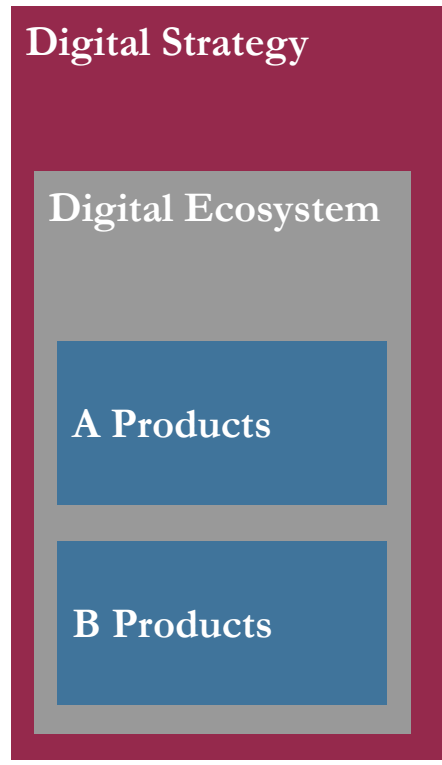
Current portfolio ecosystem

The current portfolio has areas of strength but largely fails to direct traffic or energy to the most critical products and areas



The strategy effort would provide actionable deliverables and recommendations organized around four key dimensions

Key dimensions



High-level overview

- A clear, actionable strategy to maximize X’s impact given current and potential resources (e.g., staff, products, brand, partners)

- A digital ecosystem that includes effective, productive connections between X’s products and lays out clear, effective connections to deliver X’s goals

- A recommended path forward for X’s current and potential A products

- A recommended path forward for X’s current and potential B products

Desired portfolio ecosystem

The desired ecosystem directs traffic to the highest value end-points while delivering engaging experiences for customers throughout

