

# DIGITAL TRANSFORMATION TOOLKIT

Digital Transformation should be *Streamlined, Actionable and Measurable*.

Whale Cloud provides necessary toolkit to make the digital transformation journey ASAP  
(As Simple As Possible).



# DTMM

Digital Transformation is not all about digital technologies, but also alignment of business innovation, business model, operation efficiency and customer experience. Whale Cloud helps you define the most practical approach to digital future with [Digital Telco Maturity Map \(DTMM\)](#).

Whale Cloud crafted DTMM as the guidebook that offers a practical approach to navigating CSPs to a digital future. With DTMM, CSPs can clearly manage their digital transformation journey.

The maturity map explains the transformative approaches in four dimensions with 400+ checkpoints.

DTMM (Digital Telco Maturity Map)

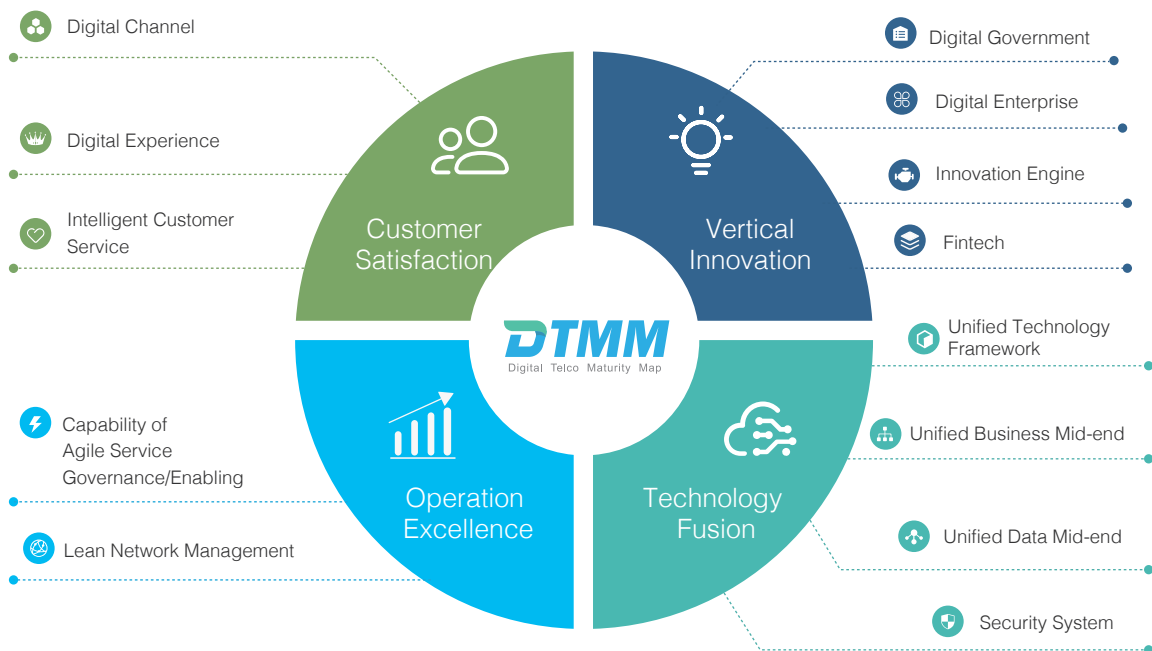


**Guideline** Telcos through the digital transformation journey with a clearly-defined, industry-oriented roadmap.

**Evaluate** digital capabilities across Customer, Technology, Operation and Innovation dimensions to create a holistic view of digital maturity across the organization.

Identify where improvement is needed and where investment is required, developing a true transformation strategy with a clear path throughout the transformation journey.

**Prioritize** digital capabilities based on your planning and provide a view across all capabilities, helping you to prioritize focus areas and improve in line with your overarching digital ambitions.



# SOP

SOP (Standard Operating Process) is a set of standardized, practical, multi-layered business processes enabling CSPs to run efficient, effective and agile digital business.

Derived from more than our 150 BSS/OSS transformations practices and in conformance to TM Forum eTOM framework, Whale Cloud creates SOP for our clients to pursue their business transformation with confidence and offer the support to design and pursue an achievable transformation to realise their value ambitions.

SOP enables business transformation with 200+ out-of-the-box business processes in dimensions of Customer, Product, Operation and Network.

As the key element of digital transformation toolkit, SOP can address the business process standardization, optimization and automation requirements for CSP services.



**Standardize** business processes across Customer, Product, Operation and Network domains for speed & simplicity.

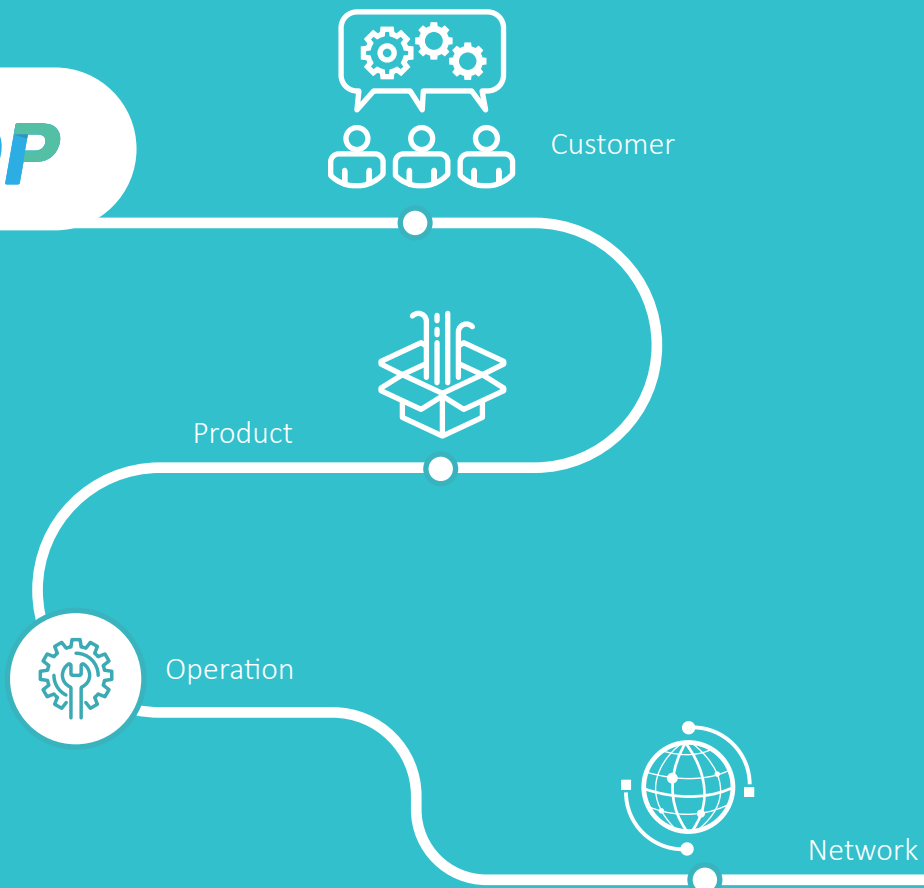


**Streamline** business processes as per web-scale company criteria for experience and efficiency.



**Automate** business processes with AI technologies for cost and quality.

# SOP



# METRICS

Understanding the performance of your business is a critical aspect of managing transformation. To measure business progresses and digital maturity quantitatively, Whale Cloud has developed a set of KPIs & measurement approaches named Multi-dimension Digitalization Metrics.

Multi-dimension Digitalization Metrics, mapped to DTMM & SOP, provide a way for you to measure success based on a holistic and balanced scorecard.

Multi-dimension Digitalization Metrics are available across three categories: [Operational Efficiency](#), [Revenue and Margin](#), and [Customer Experience](#).



Facilitate business decision-making



Assess the health of aspects of the business



Discover problems and drive improvements



Support business cases and budgeting



## Operational efficiency

- Partner ecosystem
- Network operation
- Business operation



## Revenue and margin

- Revenue increase
- cost reduction



## Customer experience

- Customer growth
- Customer satisfaction
- New business increase

# METRICS