

The background features a stylized sun with yellow rays rising over a cityscape silhouette. The sun is partially obscured by a white semi-circle. The cityscape includes buildings and trees. The entire scene is set against a textured, light brown background with faint orange circuit-like lines.

eBusiness
series

Developing a
**Digital
Strategy**

W O R K B O O K

DESIGN
EXPERTS



Objective

Objective of the Workshop

The objective of the workshop is to take participants through the process of relooking at their business model, to consider the use digital tools to enhance their business operation.

Format:

- Look at some stats
- Look at the Digital Business Model diagram
- Talk about the benefits of integrating this thinking into their business
- Will conduct the audit
- Participants will receive a summary/report of their Digital Readiness
- Decide on their next steps

Background

Design Experts

- A full service digital agency, providing services in marketing, online, branding and campaigns
- 700 customers in Australia and around the world
- Our business has explored, tried, tested and is using an array of digital tools

Strategy

Digital Strategy

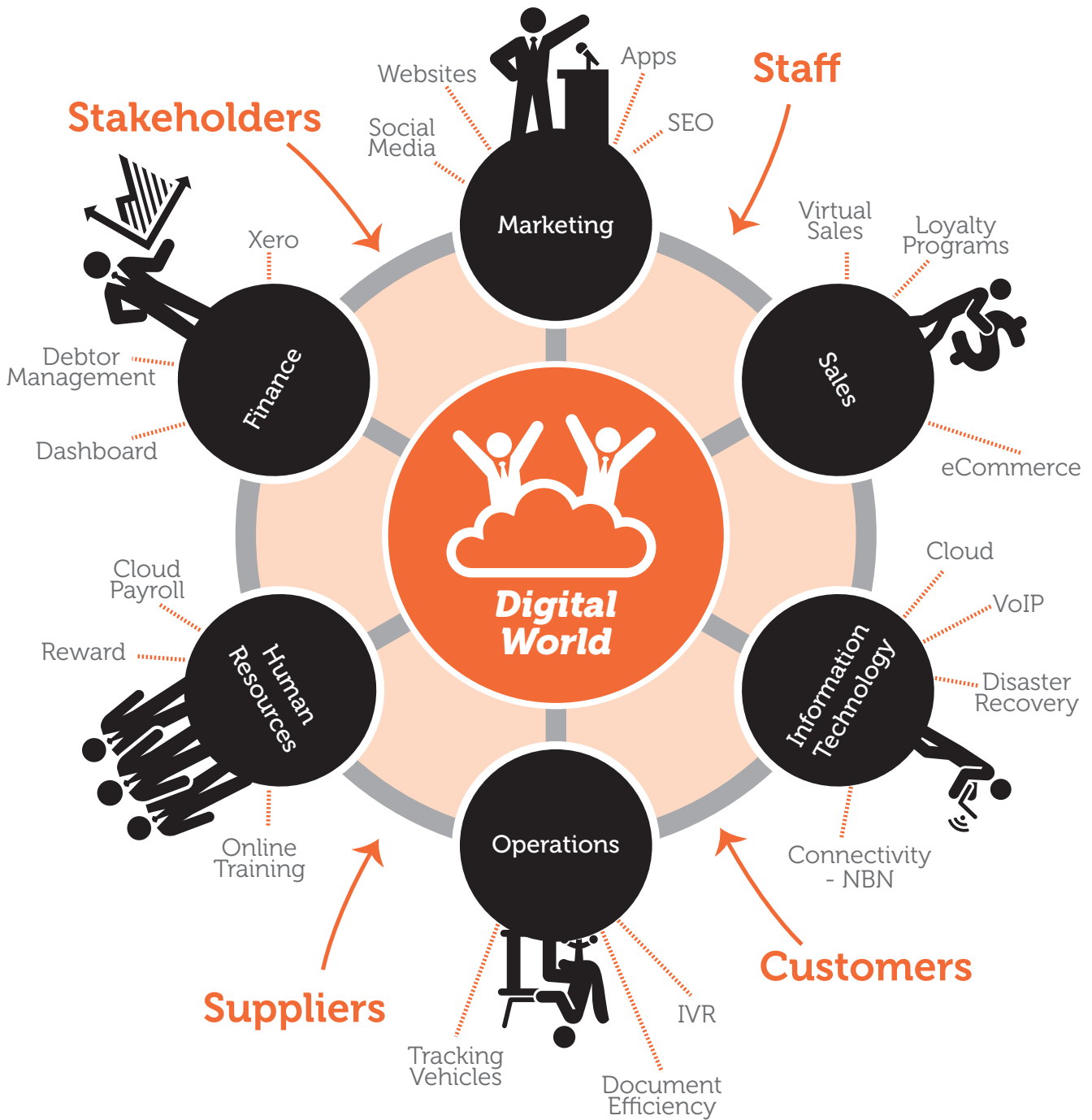
The process of integrating "digital thinking" into the overall business strategy in order to maximise the business benefits of digital initiatives.

We strongly believe that the key is to incorporate digital thinking into the existing business plan and processes.

Benefits

- Easy expansion and growth
- Quality Control
- Systemises your business
- Frees us up from process-driven activities
- Reduce overheads
- Improved redundancy (disaster recovery)
- Increased customer base
- 24/7 sales
- Staff training/induction
- Improved customer service

Strategy



Benefits

- Remain competitive in today's online world
- Improved customer service
- Help businesses to expand and grow
- Quality control
- Systemise your business
- Frees you up from process-driven activities
- Improved redundancy (disaster recovery)
- Increased customer base
- 24/7 sales
- Staff training/induction

Activity



Marketing

Digital Resources

My Notes

Website

Call to actions, analytics, easy to navigate
W3 compliant
marketing.grader.com

Search Engine Optimisation

Onpage and offpage, PPC

Social Media

Policy, Persona, Strategy
www.yammer.com

Mobile Websites / Apps

Augmented Reality
www.hardhatdigital.com.au (kogan)
www.theappvillage.com

eCommerce

<http://www.bigcommerce.com/>
PayPal, SecurePay, Pay your bill online

Learning Management Solutions

www.2and2.com.au/

Virtual Tours / Web Video

www.moamabowlingclub.com.au
Augmented Reality
mob-labs.com

Direct Marketing

Email marketing, SMS
www.mailchimp.com
www.sprooker.com.au
www.smssolutionsaustralia.com.au

Activity



Sales

Digital Resources

My Notes

Virtual Sales / Virtual Assistants

Policy, Persona, Strategy, Tools
www.yammer.com

Mobile EFT / Payments

www.liveeftpos.com.au
www.lightspeedretail.com/mobile/
Kaching - www.commbank.com.au

Sales CRMs

Salesforce, CapsuleCRM, ACT

Video Conferencing

Skype, Lifesize

Loyalty Programs

www.mazecard.com.au

Sales Apps eg. Pipeline Sales

NoQ

Real time reporting on sales

Xero, ERPs

Convertors (Translation Apps, Currency)

www.questvisual.com
www.xe.com
www.translate.google.com

Activity



Information Technology (IT)

Digital Resources

My Notes

VPN

Multiple office locations, Hamachi

Cloud Services

Back up, storage. Onesass, google docs

www.micron21.com

VOIP

Skype.com

Multi-sites, digital telephones

Security Measures / Disaster Recovery

Back ups, minimise downtime, redundancy

Remote working /Telecommuting

Tele-centres, oDesk

Smart devices

Smartphones, tablets, iPad, etc

Interactive Smart Boards

www.InteractUS.com.au

Communication

Cisco Jabber - communication suite

Gotomeeting.com

Activity



Operations

Digital Resources	My Notes
Document Efficiency Digital Onroads, automate www.ezescan.com.au www.rightsignature.com	<hr/> <hr/> <hr/> <hr/>
Outsourcing models www.designcrowd.com.au (crowd sourcing) www.uship.com (shipping bidding) www.airtasker.com.au (odd tasks) www.freelancer.com (admin outsourcing)	<hr/> <hr/> <hr/> <hr/>
Online Tracking (vehicles, production, etc) www.taggle.com.au www.raspberrypi.org/faqs www.ninjablocks.com (prototype)	<hr/> <hr/> <hr/> <hr/>
Supply chain automation www.networkautomation.com www.viatek.com.au	<hr/> <hr/> <hr/> <hr/>
IVR – Integrated Voice Routing www.cisco.com (press 1 for sales, 2 for support)	<hr/> <hr/> <hr/> <hr/>
3D Printing “Fabbing” www.thinglab.com.au (3D printer) www.arter3d.com (3D scanner) www.thinklab.com (print body parts) www.shapeways.com (US) www.eos.info (metal printer)	<hr/> <hr/> <hr/> <hr/>
Video (Surveillance, Glasses) iomniscient.com (intelligent video camera) www.looxcie.com (video camera headset) www.viewu.com (video camera on person) ardone.parrot.com (video camera helicopter) www.vuzix.com (video glasses)	<hr/> <hr/> <hr/> <hr/>
Online Collaboration www.evlovex.com.au http://kitchenplanner.dahlsens.com.au www.fidarsi.com.au	<hr/> <hr/> <hr/> <hr/>

Activity



Human Resources (HR)

Digital Resources

My Notes

Staff Management

www.workforceguardian.com.au
www.getharvest.com

Cloud Pay Roll

www.paycycle.com.au

Reward & Recognition

Whoo Points

www.wooboard.com
www.browniepoints.com.au/

Staff checking in with their mobiles

deputy.com
connect2field.com

Online Training, Induction, Policies and Procedures

www.vastpark.com (virtual training)
simulationaustralia.org.au

OHS reporting

www.onlineohs.com.au
www.onlinecompliance.com.au
www.worksafebc.com/ (app)

Staff Intranet / knowledgebase

Wiki

www.yammer.com
atlassian.com

Recruitment

www.linkedin.com
www.airtasker.com

Activity



Finance

Digital Resources

My Notes

Cloud Based Accounting

Xero.com
www.saasu.com

Dashboard Reporting

www.spotlightreporting.com

Mobile Finance Apps

Budgeting, mobile banking

Tenders and Grants Watch

www.tenders.com.au

Debtor Management

Debtordaddy.com

ATO Compliance and Reporting

www.auskey.abr.gov.au

Creditor Applications

www.creditorwatch.com.au

Receipt Management

www.shoeboxed.com.au

Design Experts

www.designexperts.com.au

41 – 43 Mundy Street,
Bendigo VIC 3550
(03) 5442 6888
1300 85 25 82 (Australia Wide)

studio@designexperts.com.au