

Building a new digital world

With change as the only constant, business leaders recognise they need to evolve and they know they can't do it alone



Our digital services

Supporting clients in Digital Transformation can be viewed across these 5 Lenses:



Digital Disruption - New technologies are fundamentally impacting how clients do business. We support clients navigate the options and develop a strategy to succeed.



Digital Experience - Consumers across all industries are demanding a better experience tailored to their specific needs, using multiple channels (e.g. mobile and internet) and at an affordable cost. Customer Experience is a key focal point in PwC's approach to digital services.



Digital Operations - Digitizing processes to realise significant cost savings, improve employee productivity, supplier interaction, and customer satisfaction is becoming an imperative for all clients. PwC has deep capabilities with process re-engineering and digitizing operations.



Digital Organisation and Workforce - Organizations must be powered by people... with today's skills. Clients must align their organisation structure and the workforce to succeed in the digital age. PwC can support clients with navigating the impact on their people and culture.



Digital Trust - As companies and governments implement digital services, consumers and citizens must feel confident that their data is secure. PwC is proactive in supporting clients with securing their data and building digital trust in society.

Benefits of a digital focus

Working with clients to realise value in their digital transformation

Being ready for Disruption. Clients that take a proactive approach to disruption are better able to innovate and navigate uncertainties facing their markets, customer base and their people.

Deepen customer relationships through enhanced digital experience. Clients will gain new and deeper insights into customer behaviours and preferences to support decisions to generate growth and sustainability.

Realising cost reductions and greater efficiency. New digital technologies are available to clients to automate manual processes and gain insights into their operations to drive further efficiency.

Building a culture to foster digital transformation. The biggest implementation challenge isn't the right technology, it's a lack of enabling culture and skills in the organisation. While investing in the right technologies is important, ultimately success or failure will depend not on specific sensors, algorithms or analytics programmes, but on a broader range of people-focused factors.

Digital trust is a complicated issue, but it's based on three pillars: transparency, legitimacy and effectiveness. Establishing strong levels of digital trust, strong risk management and data integrity systems can help companies avoid breaches and manage disruption to operations.

Digital services in the Caribbean

Working with the PwC global network, our local teams are actively supporting clients with digital transformation. Some examples across the 5 lenses are shown below:



Digital Disruption

- Develop a digital strategy and operating model
- Advise Governments on country wide digital strategies
- Advise regulators on impact of emerging technology and the benefits of a regulatory Sandbox
- Prototyping and use of digital Experience Centres



Digital Experience

- Conduct Voice of Customer and Voice of Business surveys to inform digital strategies
- Perform digital readiness assessments
- Refine operating models to enhance customer experience
- Utilise advanced data analytics tools to inform strategies
- Advise on e-government services to improve service delivery



Digital Operations

- Conduct process reviews to identify opportunities for automation including Robotics Process Automation (RPA)
- Apply data analytics for operational efficiency
- Act as IT Advisor from Assess to Implement ((Enterprise scan, technology architecture, business requirements; RFP evaluation and project management and change management)



Digital Organisation and Workforce

- Advise on organisation restructuring for digital transformation
- Design and conduct training to develop existing talent
- Recruit new and emerging digital focused positions
- Advise on compensation strategies



Digital Trust

- Apply advanced data analytics for fraud detection
- Define cybersecurity and privacy strategies
- Conduct penetrations tests and vulnerability assessments
- Conduct incident response and digital forensics
- Perform Cyber simulations/Game of Threats
- Develop Policies and procedures for cybersecurity and privacy
- Conduct Compliance audits such as PCI DSS, ISO 27001 etc

Our approach to working with clients

PwC has developed a winning strategy to help clients start their digital transformation journey. We combine **B**usiness, **eX**perience and **T**echnology in a way that drives innovation and meets business objectives.

Using the BXT approach, we collaborate with clients to understand their issues and co-develop solutions. In a BXT workshop or meeting we seek to:

1 Identify the challenges our clients are facing today and tomorrow.

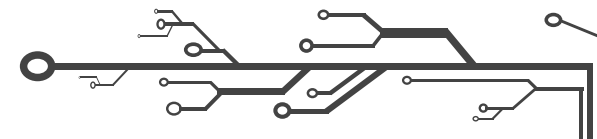
2 Truly listen to their issues while applying our experience and knowledge to determine Specific solutions for their needs.

3 Build a story that the client and PwC agree is a way forward.

4 Utilise compelling media to develop and present the proposed service requirements.

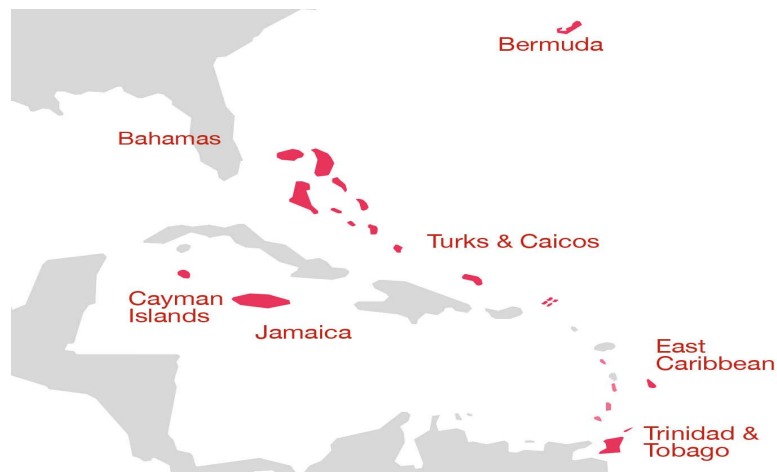
5 Co-develop strategies for stakeholder buy-in.

6 Convey the impact we bring by working together (PwC & Client).



Digital Services are available across the Caribbean network

There are over 50 professionals in the PwC Caribbean network that work closely with global experts to support clients with Digital Transformation. We operate across Bermuda, The Bahamas, British Virgin Islands, Barbados and Eastern Caribbean, Cayman Islands, Turks and Caicos, Trinidad and Tobago and Guyana.



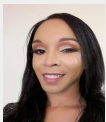
For further information, contact us



Zia Paton
Consulting Leader - Digital Services
Mobile: +1 868 390-6218
Email: zia.paton@pwc.com



Anthony Zamore
Director, Risk Assurance Services (Cyber Security SME)
Mobile: +1 868 331-7707
Email: anthony.l.zamore@pwc.com



Tuwana Aubin-Anthony
Client Strategist
Mobile: +1 868 390-2243
Email: tuwana.aubin@pwc.com

Starting a conversation on digital transformation



Let's have a conversation on digital transformation. We've pulled together a few questions to get started.

- Tell us how technology and digital changes are impacting your industry.
- How are your competitors reacting to the digital changes affecting your industry?
- What feedback have you solicited or received from your customers on new products and services they desire?
- What are your customers saying about their desire for digital channels?
- Can you share the actions you are taking to react to digital disruptions affecting your organisation?
- What data are you collecting and who owns the data in your organisation?
- Who is coordinating the digital strategy for your organisation?
- What is your talent management strategy (recruitment and training) in relation to digital transformation?
- What opportunities have you identified for automation of your processes?
- Tell us if you have explored any of the new technologies available to optimise your operations.
- Tell us how your company uses Social Media. For marketing? For customer service? For marketplace/Competitive intelligence? For product insights?
- How are decisions made in your organisation? Are they based on analysis of internal and external data sources, e.g. customer behaviour, market trends etc?
- Have there been any breaches in data security and can you share how you may have addressed these?
- What is your organisation doing to comply with responsibilities for data privacy (eg GDPR)?
- What is your approach to ICT projects in your organisation?