

Today, the strategic challenges of companies are very often linked to digital transformation. **Examples:**

- Overcome high logistics costs by better tracing/organizing supplies
- Produce better quality, at lower cost, and with less waste
- Develop innovative, practical, "smart" and useful products thanks to data analysis and AI
- Changing your business model: from a sales model to a platform subscription model
- Improve compliance and communication with better traceability/governance of information and product flows
- Renew interfaces and distribution channels so that your products and services are accessible to your users as easily and widely as possible, on all channels
- Better control of budgets and of the efficiency of your support activities (marketing, finance, HR, etc.) thanks to automation better reporting
- Improve your customer prospecting and conversions to grow your business

The DDBM method deployed in the following slides is an action guide to identify these challenges and respond to them by putting data and AI into action.

