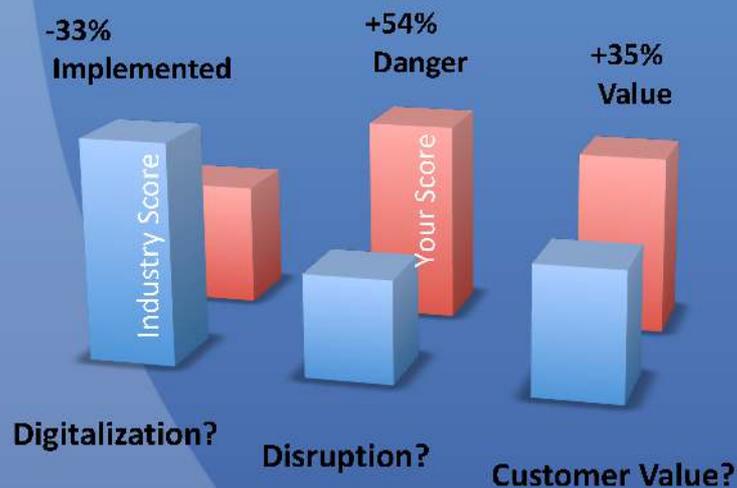


# ScS SMART INDEX

*Do you struggle to grow in the digital market?  
See where you stand today and where you could be tomorrow!*

*By using a combination of our deep cross-domain expertise and cutting-edge artificial intelligence algorithms we can calculate the readiness and potential of your company for the digital age!*

- ✔ Increased revenue
- ✔ Better products
- ✔ Reduced costs
- ✔ Benchmarking



*Are you ready for...*

- + Big Data    + Smart Products
- + Predictive Analytics    + Process Automation

...

# ScS SI Example: TV Broadcasters

*Industry: **TV Broadcasters***

*SmartDigitalizationIndex Score: **100%***

*SmartDisruptionIndex Score: **100%***

*SmartCustomerIndex Score: **79%***

The results of the ScS Smart Index show that the TV broadcasters industry is facing a real danger. Despite its relatively high score on the SmartCustomerIndex scale, TV broadcasters have a 100% score on both the SmartDigitalizationIndex and the SmartDisruptionIndex.

The industry's digitalization index score clearly demonstrates that the core product delivered by TV broadcasters could be 100% digitalized. This extreme case shows that the TV broadcasters industry is tremendously vulnerable to disruption from more digitalized and innovative competitors – both new and established.

Despite the fact that the TV broadcasters product covers 79% of the customer needs, the industry is still very open to disruption. The product portfolio of the majority of companies in the industry could be accessed by consumers online, which creates superior value for the customer and thus leaves the industry at a 100% chance of disruption. TV broadcasters must hurry to diversify their services and implement digitalization in their operations or they will be faced with a grief challenge in the near future.

# ScS SI Example: Travel agencies

*Industry: **Travel agencies***

*SmartDigitalizationIndex Score: **98%***

*SmartDisruptionIndex Score: **50%***

*SmartCustomerIndex Score: **49%***

The data calculations show that the travel agencies industry scores very high on the SmartDigitalizationIndex scale and mediocre on both the SmartDisruptionIndex and SmartCustomerIndex scale.

This means that there is a lot of digitalization potential in the products offered by travel agencies that may be still untapped, resulting in lower customer value. This leaves the companies in the industry vulnerable to disruption from both startups and existing companies who may be willing to take the next step and digitalize their product portfolio in order to produce a higher output of customer satisfaction.

The aggregate result from the three scores listed above shows that travel agencies must take steps to protect against disruption in order to remain competitive in the future. The 98% digitalization potential shows that this should be the way to go for the industry. Offering more services online, and streamlining their internal processes through digitalization will lead to an increased performance and as a result a greater portion of the customer needs will be covered resulting in a rise of the customer index score, which currently lies at 49%.

# ScS SI Example: Publishers

*Industry: **Publishers***

*SmartDigitalizationIndex Score: **94%***

*SmartDisruptionIndex Score: **50%***

*SmartCustomerIndex Score: **77%***

The data analyzed on the publishing industry companies shows that they score high on the SmartCustomerIndex but their product portfolios could be easily digitalized, which leaves them 50% open for disruption.

The publishing industry is a good example of a traditional long-running industry that has been put under pressure from the technological advancements in the last decades. Many publishers are struggling with the expansion of e-books, online magazines, and the increasingly popular blogging sites. Despite the fact that the core product of the publishing industry satisfies 77% of its customers' needs this may not be enough for the future and the companies in the industry could be disrupted by digital competitors.

Publishers must not ignore the digital revolution. Many organizations in the industry are already expanding their services into the digital market and the industry should follow this trend if it wants to avoid seeing its profitability decline. There will always be customers who prefer traditional printed versions of books and magazines, but the modern readers are becoming increasingly focused on the online content and this transition shows no signs of slowing down. Digitalization offers a great chance to the publishing industry to tap into the immense potential of the online market. This will lead to an inevitable increase in the customer satisfaction and bring success to the publishers.