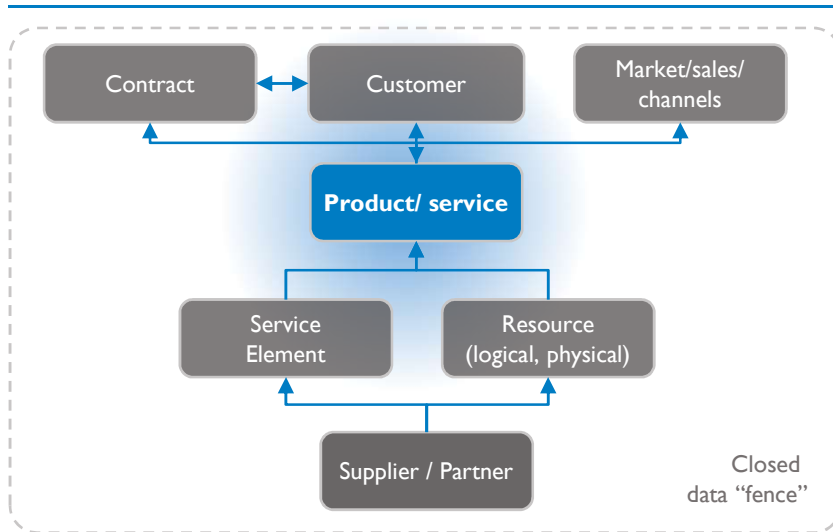


The digital (r)evolution of data models

From a product-centric data model towards a “connected” and true customer orientation

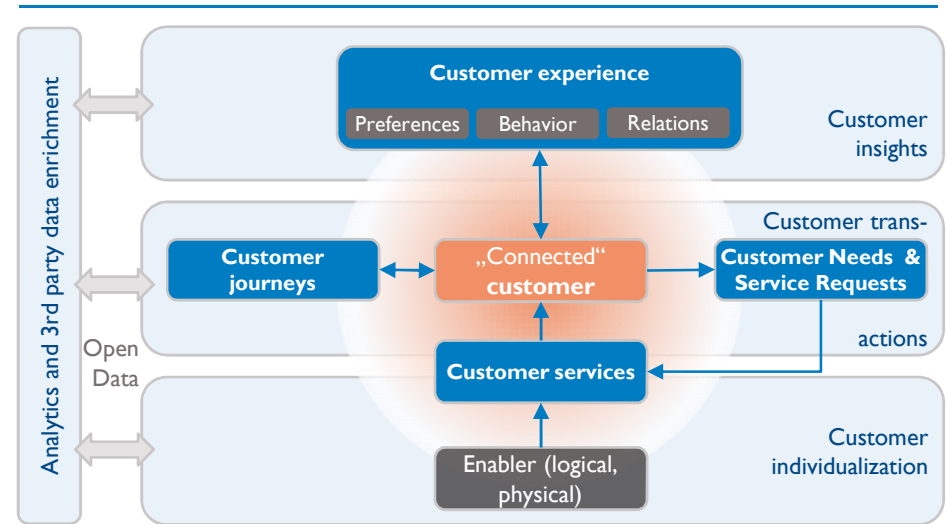
Classical data structure

Product centric



Future customer data model

Customer centric and connected



Across industries the digitalization changes the way how real world is represented in company data structures. Product or channel orientation is being replaced by customer centricity:

- Truly **customer centric data view** of relevant data objects (One customer with an individual service portfolio of many products / services and one bill)
- **Highly tailored** (individually designed and priced) customer products/services
- ... defined by **Enablers of Services** (regardless of origin – internally or externally)
- Complete **channel-agnostic** thinking – the **customer insights** count, regardless of the channel
- **Open and permeable data flows** on all levels for better integration with Partners and 3rd parties

For further information please contact:

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