



Run4Digital

Engineering's approach to entering the new digital era

The need for a digital DNA

The current situation has clearly shown companies that digitalization is not just an abstract concept but an important answer for any business or service.

Technology has been the main enabling factor since the beginning of 2020: it has allowed us to keep in touch with the world, contributed to maintain organizations in full operating mode – thanks to the Digital Workplace and remote Collaboration Tools, also used in schools – and it has supported the Management during this critical situation letting it use data platforms to act as decisively as possible.

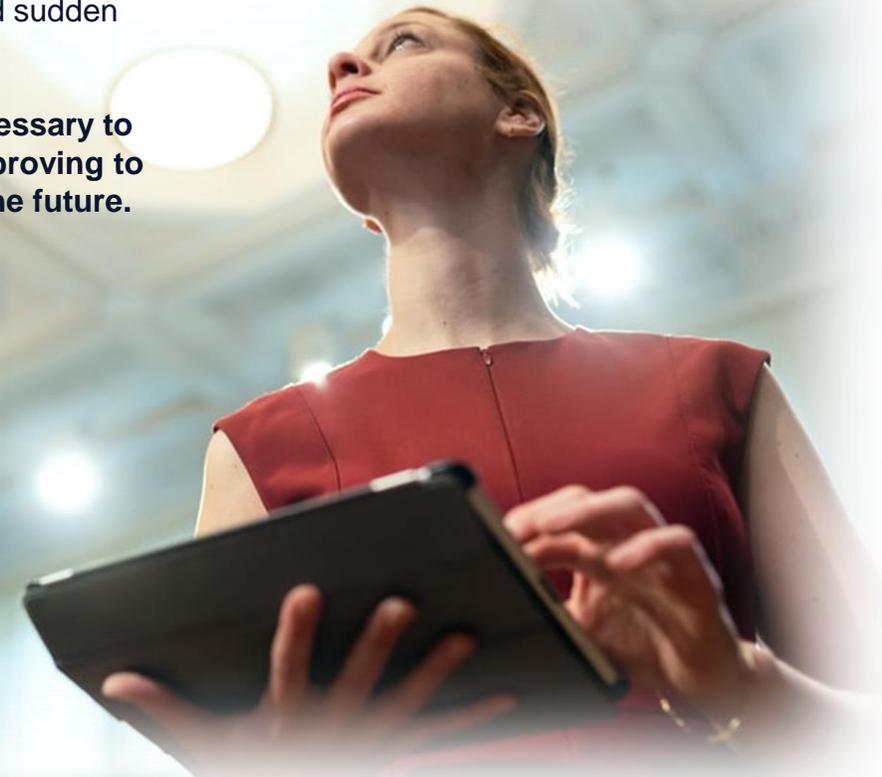
Digital Transformation has represented survival for many companies and their business during this particular period. The situation has shown how many and what kind of organizations were able to **transform working models and services** overnight.

Companies that had already digitalized their core processes, or were able to do it quickly, continued to supply services despite all the surrounding difficulties. Others, were unprepared and suffered the consequences.

The change was already clear, but not everyone saw it.

All this has brought to light the **necessity to update companies' DNA**, directing it towards more agile and resilient models for changes and innovation. Only this way, even looking beyond the current situation, it will be possible to satisfy all costumers needs and build new skills, faster. Doubts and uncertainties related to the adoption of new technologies, digital transformation and sudden changes should be definetely ditched.

Innovation has turned out to be necessary to overcome a critical period, but it is proving to be even more fundamental to face the future.



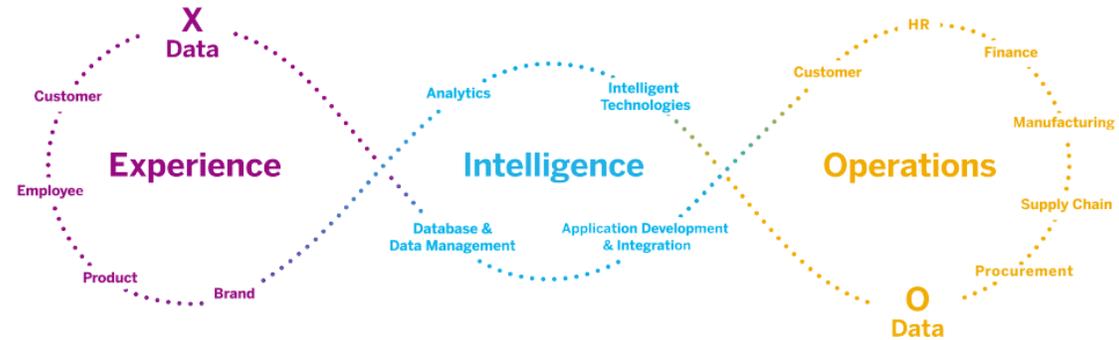
Toward Intelligent Enterprise

Companies that embrace the Digital Transformation do not stop at the simple introduction of new information systems, but aspire to a new business model, the Intelligent Enterprise.

Today the ability to collect and display data through IT solutions is no longer enough to be able to control and manage the company effectively, but it is necessary to exploit these information rethinking processes, so that the company increasingly approaches the market through digital interfaces and to allow a more agile work. Once acquired, digital systems radically change the organizational reality they join, impacting not only on processes but also on the business model.

The term **Intelligent Enterprise** refers to a business management method, that applies **new technologies and digital services** to a **continuous performances improvement** model. This type of enterprise establishes a constant correlation between experience and operations, relying on experience management solutions, a technology platform and a suite of applications.

As it evolves, the Intelligent Enterprise is able to transform every experience, automating every type of process and staying at the technology forefront to reaffirm its sector leadership, **being reactive to any type of change even in the long run.**



Rethinking your organization on the basis of these innovative digital systems and aspiring to a new business model is a challenge that must be taken up immediately and tackled with the right method, in order to achieve tangible results.

Run4Digital: to transform, with a method



Run4Digital is an Engineering approach to guide customers through a digital transformation path, minimizing impacts that this solution could have on business organization.

R4D methodology born as a concrete answer to market needs, with the understanding that a bimodal path makes tangible those benefits that today all size companies and industry need to achieve an advanced digital transformation, translate into an Intelligent Enterprise. Managing innovations through technologies as AI, machine learning, IoT lead to greater results **if it is able to enhance the integration with corporate systems**, ERP that represent the whole business core management.

Engineering's aim, given its role as system integrator, is to make possible that technologies, on which are based bids, release potential innovations without unfeeling and worries about the as-is way of working.

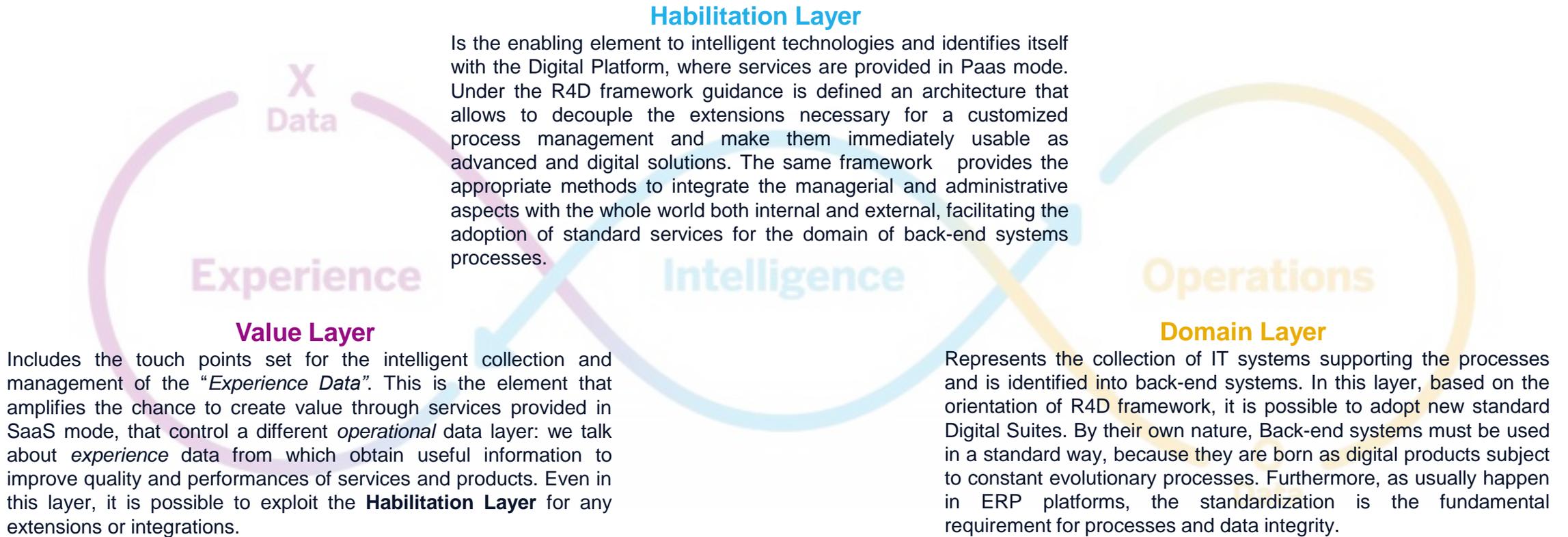
First step to Run4Digital is to **avoid the information silos creation that characterized the previous IT era**, where a single problem was solved with a single solution, unable to look to the future and unfit to face technological challenges. However, leave the old way of working, pushing toward a new one, may create in the Customer factual doubts, with the fear that they will spill over into traditional operation.

For this reason R4D method is based in a **bimodal approach** which fundamental goal is **activate a double IT services delivery modality** referred to Gartner distinction between "predictability" and "exploration":

- First modality, focused on "predictability", guarantees **stability**. Appropriate technologies choices are therefore implemented with the aim to ensure the core processes continuity.
- Second modality, based on "exploration", Business and IT explore and experiment together to innovate and win new challenges, transforming new ideas in applications with the highest **agility**.

The method involves two IT delivery modality, guarantees stability and the other ensures agility.

Run4Digital framework provides the SAP systems architectural organization, as below :



Run4Digital method combines architectural addressing with a procedural organization, allowing to follow progressive, safe, evolutionary steps in the direction of the Intelligent Enterprise and in compliance with the specific Customer needs.



A path that give value to the customer

Run4Digital enhances the customer peculiarities, easily enhancing them in the Digital Trasformation process, preparing and guaranteeing stability in the adoption of new Digital Suites.

Customer value consists in the unique way in which it produces and provides its services; this uniqueness is reflected in its management processes which, with good reasons, may not follow specific market standards, but which of these standards need for advanced management. The R4D Framework enhances this eniqueness and organize the Digital Trasformation process in 3 different components, which constitute the main steps.



S **Strategical Design:** identifies what the framework defines *key differentiator*, those customizations that the Company has developed for its management processes and which do not match in the Digital Suite. In this phase sequence and timing are defined for the two subsequent components.

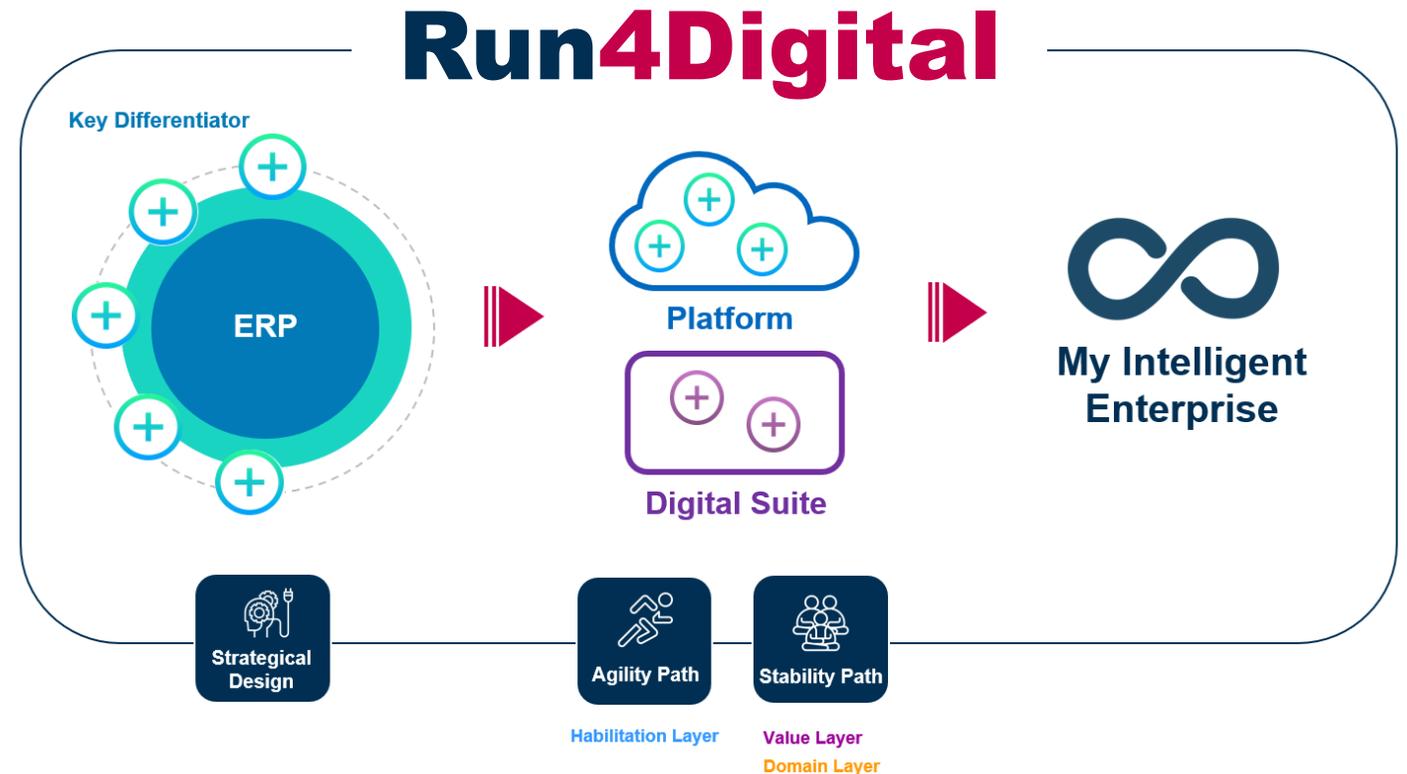
A **Agility Path:** implements and makes operational re-engineering and digitalization of *key differentiator*, that transform themselves in new digital solutions available on SAP Cloud Platform (SCP), leveraging on agility of the Habilitation Layer. Helping also to predispose better conditions for new standard Digital Suites adoption.

S **Stability Path:** deals more specifically with new Digital Suites standardization for the management of back-end systems, based on references to best practises or innovative business models.

Single method, personalized results

Run4Digital permits to companies to follow a precise and consistent roadmap, without achieving personalized results.

Have a precise strategy gives greater confidence and security in facing transformation. The awareness, however, that each company is a world itself allows to achieve results that best reflect the customer's experience. Run4Digital aim is to realize a **“My Intelligent Enterprise”**, where every customer recognizes himself because here he finds a useful balance between the state of solutions customization necessary to compete on the market and the stability guaranteed by the standard of digital suites.



Why choose Run4Digital

End to end support

from custom re-engineering processes to the Intelligent Enterprise

Progressively Investment

Thanks to the possibility to define an objective calendar

No innovation silos

Transformation and innovation within agreed project plan

No compromise between customization and back to the standard



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