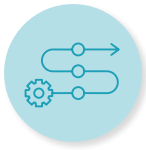


LEADING THE DIGITAL TRANSPORT REVOLUTION WITH UK RAIL

Leading the digital transport revolution requires cutting-edge technology and seamless **integration of data and enabling platforms**. For Great British Railways to bring together the whole rail system as an **integrated network with common goals**, the foundations need to be solid. Digital transformation allows an organisation to **unlock value, drive efficiencies**, flex to meet market demands and **increase productivity**. Embedding a **digital core** could be the key to **uncovering the value of innovation through technology, data and analytics**.

IMPERATIVES FOR DIGITAL TRANSFORMATION



Businesses that move at **digital speed** will thrive in a future of constant change. For GBR to adapt, it needs to undergo an industry wide digital transformation.



Through 2024, **70% of enterprises** will be forced to bring forward existing **digital business transformation plans** by at least five years as a survival plan to adapt to a post-COVID-19 world involving permanently higher adoption of remote work and digital touchpoints.*



Successful digital transformations require both **seamless interconnectivity** of digital technologies and adoption of digital mindsets.

OUR THINKING



[OUTPERFORM AND OUT TRANSFORM WITH YOUR DIGITAL CORE](#)



[SHAPING DIGITAL TRANSFORMATION FROM THE TOP DOWN](#)



[BEACON REPORT 2021: DATA AND DIGITAL SHAPE THE TRANSFORMATION AGENDA](#)

SETTING THE FOUNDATIONS FOR ADAPTIVE CHANGE

We tackle digital transformation in several ways. From modernising legacy systems and building cloud strategies to launching advanced analytics and governing data management, North Highland helps you build the organisation of tomorrow. Our solutions allow you to manage costs, improve efficiency, refine the passenger experience, and strengthen internal processes or consumer touchpoints. GBR should organise their products and services into value streams and introduce agile ways of working. This will allow them to accelerate the railway's transformation, pivot quickly to respond to customer feedback and adapt to unexpected market changes.

Evaluate technology, data environments and digital maturity across rail organisations to understand the implications of delivering an ideal digital experience to the railway.

Strengthen GBR's **digital core** by simplifying technology, modernising platforms and ensuring delivery of valuable insights.

Integrate digital vision into operational strategy, aligning front-office and back-office, managing impact to operational infrastructure, and improving supply chain efficiencies.

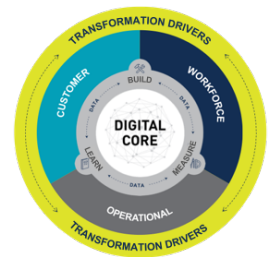
Embed digital mindsets and ensure technology adoption across the workforce through **change management** that reinforces adaptive principles, processes and behaviors.

Establish a **Transformation Value Office (TVO)** to provide alignment and governance, enabling transparency and effective communication.

HOW WE CAN HELP

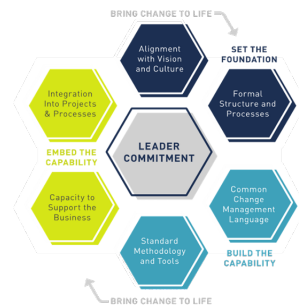
Digital Core

Successful digital transformations require seamless interconnectivity of technology and adoption of agile mindsets, rooted in a vision for a digital future that creates new value. Evaluate technology, data environment and maturity to understand implications of delivering an ideal digital experience. Roadmap, build backlog, and confirm known barriers, gaps, and opportunities.



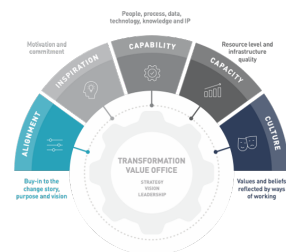
Change Management

We supplement traditional change management approaches with techniques that drive higher adoption and minimize change saturation, including design thinking, behavioral science and agile delivery. The result? Lasting change and mindsets that embrace disruption as an opportunity to grow.



Transformation Value Office

We believe transformation value is derived from seven key sources that must be actively managed in lockstep with organizational strategy. The Transformation Value Office is a critical link between your strategic vision and the work that gets done. Establish a Transformation Value Office (TVO) to provide alignment and governance, enabling transparency and effective communication across digital transformation initiatives. Standardize collection, analysis, and measurement of data.



OUR STRENGTH IS IN OUR PEOPLE



BEN GRINNELL
Ben.Grinnell@northhighland.com



ALEX RATTRAY
Alex.Rattray@northhighland.com