



# IGNITION

TURN YOUR BUSINESS  
VISION INTO ACTIONS

# MEDDA

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While working alongside our clients we realised that the following business-questions are a trend and common across all industries:

- What is the **ideal technology strategy** for my business?
- How do I best **align my business and technology strategies**?
- What should I be focusing on and what is the **ideal execution roadmap** for my business?
- How to **prioritise my initiatives**?
- Are there any opportunities in my business to **automate processes**? For example: improve operational efficiencies, promote self-service enhance customer experience, marketing, finance or all together.
- What is the **most cost effective and correct mix of technologies** for my business?
- How do I **access and leverage my data**?
- How to **commercialise** our assets (for example our data)?
- What is the business currently “missing” in **capabilities**?
- What is the correct **mix of partners and vendors** to my business?
- What is the correct **support structure** for my business?
- What is the correct way for my business to **adopt new technologies (Cloud, CRM, ERP etc.)**?

ERP etc.)?

- How do I start and how can I **test my ideas before committing**?

## To answer these questions Medda’s developed and introduced - “Ignition”

Medda’s Ignition service is an agile-flavoured methodology designed to help you **in 2-3 weeks** to answer these questions, put together a strategy to your business, identify and prioritise the business initiatives and structure a clear and practical implementation plan.

### The value:

1. Within 2-3 weeks you will translate and turn your vision into strategy and action plan.
2. Within 2-3 weeks you will have the right answers to your business challenges and a clear strategy and path forward.
3. Few weeks later you will have prototype/s to test your initiatives, visualise your vision and make the right decision moving forward based on data and results.
4. Then you will be ready to fully execute

For further information, you can contact us on:  
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