

JCIM

For B2B business developers:

How to win prizes with your next digital offer!



What to expect

Digital Transformation means change	3
Don't think we can? We've done it before!	3
...EffiLink	4
...NEVONEX	4
...TUI	5
...Syngenta	5
Now, you should read this paper	6
You are not ready to read this paper	6
First things first...	7
Our core belief is that...	8
Our Story	9
Let's get to action!	10
Our Steps	11
Let's say you want to visit the moon...	11
You want to buy a closet...	12
This is where it gets crucial though...	13
Your Step-by-Step Guide to Win Prizes With Your Next Digital Offer	13
First let's find your lane (Step 1)	14
Now let's challenge your objective (Step 2)	15
Finally the breakdown (Step 3)	16
Let's repeat what we just learned one more time	17
Still having doubts?	17
...AGCO	18
...BARTEC	18
What now?	19
You can do it alone: DIY	19
You can hire a consultant: FIND A BUDDY	19
You can work with us: JCIM	19
Benefits and Outcomes	20

We can make you win prizes with digital offers!

Wanna know how? Keep on reading.



Digital Transformation means change

However it doesn't mean we have to use digitalization to change something. It means digitalization is the driver for a new kind of change. So remember, digitalization does not imply offering new digital products but it means you have to prepare your company for the changes that digitalization will bring. With Digital Transformation the change at its core lies in shortened release cycles for products. This acceleration is what Digital Transformation is: the transformation driven by digitalization. And this needs thoughtful preparation. We can help you do just that!

Don't think we can? We've done it before!

Look at what we did with...

...EffiLink

Before

2 years of playing around to set up an IP-based platform for 50,000 customers with no usable results.

What we did at JCIM

We picked up the idea that was already in place and went ahead to challenge the organization. We then provided a fully working prototype after 6 weeks and let the users work with it. By training them to use our new process we gathered all necessary information to provide a productive solution after 3 months.



After

The system we created soon became the foundation of Bosch Building Technologies and has since made over 100 million Euros yearly revenue with our remote service.

...NEVONEX

Before

A complex project approach involving multiple parties realizing different parts of the project in the field of connected AgTech.

What we did at JCIM

To find out how a variety of parties could work together in the best possible way we built a simple prototype within two weeks enabling us to identify necessary interfaces and challenge the project parties on how to implement those best. Ultimately leading us to roll out a fully functioning prototype within three months by gathering data through real time market experience.

After

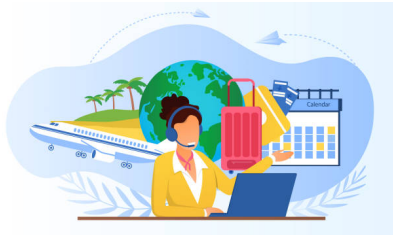
A completely redesigned project setup incl. the technical platform heading out to set a revolutionary new market standard and win an award at Agritechnica.



...TUI

Before

An endless cycle of process modeling caused by an overwhelming list of processes waiting to be fulfilled.



What we did at JCIM

We turned the tables and provided a prototype within four weeks making process fulfillment fully flexible in no time. This led to the realization that the initial issue was outdated: instead we identified the fundamental need for an efficient email tool to be integrated into their existing system which we then provided a finished solution after only six months.

After

Newly identified requirements and a tool solving core issues beyond the superficial ever since.

...Syngenta

Before

The inability to roll out their solution due to the core issue of connection.

What we did at JCIM

Within six weeks we developed a dummy prototype for test rollout. Therefore being able to identify specific issues that we fixed and implemented into a newly designed prototype functioning as a fully working on demand solution.



After

Within several weeks we created a solution to a problem which seemed unsolvable.

Now, you should read this paper

If you want ...

- ... To become your own hero, like the next Steve Jobs or Elon Musk
- ... To be rewarded for the best digital solution of the year
- ... A promotion
- ... To become a leader
- ... To jet around the world and guide others with your visions

If you are afraid of ...

- ... Not being able to deliver
- ... Being distracted by your daily business
- ... Being overwhelmed or overloaded

If you wanna show them what you got ...

- ... The ones that never wanna listen
- ... That colleague without visions
- ... The boss who steals your time

... and if you think ...

- ... Your company is not ready for the future yet
- ... Big IT-companies should stop selling their solutions without truly understanding the greater scheme of things

You are not ready to read this paper

If you ...

- ... Don't think you need to provide digital offers
- ... Believe you can make your internal IT department do it themselves
- ... Are sure the big ones did not need any external help
- ... Just want the big players to help you through it because they're big

You're still here? Great! Let's get started.

First things first...

If you want to win prizes with your digital offers, it all comes down to the concept of Time to Money. So, if you want to make your project turn into profit you have to remember the following metrics:

**TTB - time to build,
TTM - time to market, and
TCO - total cost of operation.¹**

Since we don't want to throw around wild and boring business terms, let us introduce our "Time-To-Money-Alert"! Whenever the importance of Time to Money will come into play throughout this document, we will gently remind you to keep it in the back of your mind using this symbolic alert:



Let's be honest:

The great majority of companies do not prepare properly for Digital Transformation.

Reminder: Digital Transformation is change, driven by digitalization. So instead of inventing new digital products, you have to prepare your company for the different kind of future that digitalization brings.

Here's another unpopular opinion for you: Every big company had help from the outside. Even Apple

¹ *Check it out:* If you want to learn more about these metrics and why they are essential check out our other paper on ["How to identify and create your next highly profitable digital product in less than 3 months"](#)

did and does not do everything on their own. So let external experts in! At the end of the day those big players are not your friends, they really only want to sell you their products in a digital way.

Our core belief is that...

Digital offers don't fail because they didn't sell the right idea, they fail because they didn't sell the idea right.

Now take that in. Maybe your idea was brilliant all along but you didn't have the right help, the right tools or didn't know the right way to bring it to life! Also, as long as you don't have customers waiting by your door with their pockets full of money for your product to launch, don't implement it. Companies will only buy your product if they are sure you are a credible and reliable partner for the solution to their problem.



Meaning: If you want to make customers wait by your door, you have to make them believe that you can meet their expectations. Now they might not be aware of this, but their expectations will be for you to give them extremely shortened release cycles to adapt to the ongoing change that Digital Transformation brings.

Sounds familiar, right? Let us just dive into this a little deeper. Now that we know it takes shortened release cycles we also have to acknowledge that the faster you release, the faster you have to deliver. The result: administrative processes are dependent on speed. To talk business: not only readiness but most importantly assurance and fulfillment processes are dependent on shortened release cycles. The speed of Digital Transformation will necessarily make you become a service provider. Deal with it.

Let's sum this up in numbers. 95% of companies around the world are not prepared to provide digital offers. Why not? They might be able to produce an IT product but they are almost never aware of what it truly means to implement one.

To do so, you have to set up yourself and your company for the everlasting changes through Digital Transformation and with that the ever-changing market needs. If you are able to adapt, you will be able to fulfill every expectation out there permanently and customers will come begging for your offers. We use a fancy term for this, it's called



„Transformation Readiness Score“. And this readiness comes by truly understanding that in today's world being a product provider, will almost always mean becoming a service provider.

Lastly, if you want to become a service provider you have to generate Predictability and Promptness within your process. This is to say, you have to be able to make a simple assumption based upon which you will act and in return you will have to be able to act promptly should the requirements and circumstances around this prediction change over time - which, we can predict, will always be the case.

Now you might say, sure that seems reasonable, but can it really work and where the hell do I start? Stick around if you wanna get some insights and a step-by-step guide.

Our Story

Now it's time to introduce ourselves properly. Let us take you on a quick journey on how we got to our core belief. First, we will tell you what we learned in the process and then what our goal is now.

Our team shares over 20 years of experience in realizing innovative solutions. In terms of Digitalization, we've been there from the start and we were able to gather all this knowledge about what it truly means to offer digital solutions.

Over numerous projects we've overseen, no matter how good the idea or the realization was, we constantly kept on facing one specific problem: the struggle to streamline the fulfillment and assurance process. As you should have learned from us by now, this has to do with the speed at which IT-products evolve and the need to provide an ongoing and instant service caused by shortened release cycles. When we saw this pattern align, we finally started analyzing where this core issue came from. We found that for the most part our clients' customers had completely different expectations and needs than what our clients told us. And not only that, often the customers didn't even need the solutions they were offered. We knew it was time to turn the tables and put our clients' customers in the driver's seat.

We learned the problem wasn't the customers, every single time it was our client who wasn't ready to offer new digital solutions. The clients constantly tried to use old tools and mechanisms to create new solutions. Have you ever tried eating soup with a fork? Yeah, like that.



So we finally started to teach our clients how to use a spoon instead and they learned what it takes to provide new offerings. Oddly enough there were still a number of clients who'd still prefer the fork over the spoon when it comes to soup. For the ones that got it though, apparently we hit the nail on the head! Our clients kept referring us to their customers to help find solutions for their customers' problems too!

We have been obsessed with bringing this strategy to the world ever since.

Our goal is to prepare every B2B company for its digital future. And this is what we do at JCIM.

The great thing is, we don't keep this strategy a secret. In fact, on the following pages we will guide you through it step by step.

Let's get to action!

We believe there is a simple guide to offer digital solutions properly. It involves truly understanding your customer's customers' needs and being able to instantly react to the changes that Digital Transformation brings. Now, to us, this has become a regular practice. It seems so obvious but keep in mind 95% of businesses fail because they do not know how to implement their IT offering properly. To show you the benefit of our new approach we are going to compare it to the common or "old" approach.

Before we do that, you should get familiar with a concept called „Trial and Error“. In a way this process is the basis of everything we will explain in the following. So keep that in mind as we go through the process.

Sidenote: When it comes to digital offers „Trial and Error“ is an engineering approach that has proven far more effective than the traditional scientific approach. The scientific approach presumes that there is proof of a specific and scalable solution to the problem in question. However with IT projects it's quite the opposite: We can prove that we cannot prove that a software is going to be flawless. To put it differently, when we know that there isn't going to be a foreseeable solution to begin with, we can stop overanalyzing immediately and dive right into a phase of Trial and Error. This will give us instant results and we will be able to figure out our specific requirements and adapt to them as we go along. It's like building a car without ever having seen the terrain it's being built for. You take the most

simple version you can create to the track and once it's back you identify that it's gonna need specific tires or a better suspension system to match the requirements of the track.

Our Steps

First, here's an analogy for you, then we'll get into the details, promise:

Let's say you want to visit the moon...

Step 1: Find your Lane or 'Where's your starting point?'

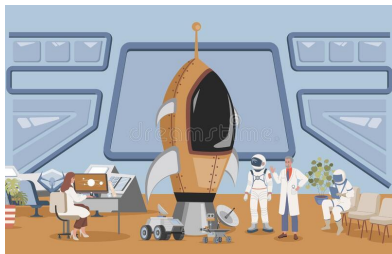
If you know you want to go visit the moon and you wanna start planning your journey, your first step will be figuring out where you are at right now to define the starting point of your journey. So far, so good.



Step 2: Challenge your Objective or 'What vehicles do you have to get you there?'

Now that you know where you will start from, you have to figure out how to get there. So, which vehicles do you have access to? Which ones will be most effective to get you to the moon? It's pretty likely that a bike won't get you there ultimately, however you could use your car to take you to a rocket base!

Step 3: Breakdown



Assuming we've established you actually have the devices to get to the rocket base, yet you're missing access to the rocket itself, it is time for you to make a specific plan on who will give you access to it, who will operate the rocket for you, who will watch the base, who will control the overall mission and how exactly all of this is going to happen. It is also time for you to gather supplies for the trip, prepare your body for your experience in space and so on.

Don't think you'll ever visit the moon? Okay, here's another example for you:

You want to buy a closet...

Step 1: Find your Lane or 'Where are you at'

You know you want to buy a closet. The first thing you are gonna do is figure out who this closet is for, where should it go and how much storage space does it need to have? You go out to your furniture store of choice and start choosing the model of your dreams.



Step 2: Challenge your Objective or 'How to get your closet to where it's supposed to go'

Now that you have decided on a closet though, you realize there are a couple of questions left to answer, like how are the measurements of my room - will the closet fit? How do I get 80 pounds of bulky packages to the 4th story without an elevator? Will my best friend be in town to help out or do I need to rent a van myself?

Step 3: Breakdown

You know now that you want to buy a closet. You know your friends are gonna be busy for the next couple of weeks, you also reconsidered your budget and realized you still have to pay off that new car. This is where you start to match your expectations and requirements to the actual need of your closet. Instead of going with the biggest, most expensive one, you decide to go for the little one that fits the corner of your room perfectly. 20 pounds is better than 80, however you don't want to break your back so you hire a delivery service that will even set up your new closet on top of that for free.



If you've made it so far, you might be tempted to think to yourself: "Well, if it's that simple, what do I need a step-by-step guide for?"

This is where it gets crucial though...

While it might not seem too complex to identify where you are at (Step 1) and what cars you have in your garage or how many pounds you can lift by yourself (Step 2), our experience of more than 20 years has taught us that to win prizes with your digital offer, the essence lies in mirroring your current state to your desired state (Step 3). Most people don't even know that they have to do this let alone how and why. And this is where it gets particularly tricky.

First of all, if you were to forget to take Step 1 and 2 seriously enough in the first place, you will utterly fail realizing Step 3 because you thought you could just skip the basics. Trust me when I say, don't. Secondly, it can be especially difficult to foresee all of the issues that will turn up going forward. Our guide will help you make sure you don't miss out on addressing those little detailed issues that are so underestimated. Lastly, as we've taught you before flexibility and adaptability are now more important than ever. Adjusting your process to the ever changing market needs requires identifying the needs of the specific market and so on... details to figure out will keep coming at you before you know it.



Once you learn how we work, you will have a specified guide on how to keep an eye on every little instance and never let your superior vision out of sight again* - you might wanna take your time to learn how to do this yourself or - and we'll get back to this - you will let us be your experienced partner in crime. But more on that later.

Now that that's said, taking over the stage:

Your Step-by-Step Guide to Win Prizes With Your Next Digital Offer

Disclaimer: The step-by-step guide we provide you within this document focuses mostly on the actual superior outcome of the overall approach that we've been trying to teach you over the last couple of pages. We know that there are more specifics and detailed steps to be shared with you on how to actually go about and realize your digital offer in practice. To keep this document short and sweet, we will link our additional relevant resources so you can go into more hands on detail whenever you are ready to.

First let's find your lane (Step 1)

What's your status? Let's find out where you are at and what you are doing right now.

Our approach

We believe there are a number of limited options for your current state:

- You don't know what to offer
- You don't know how to properly realize
- Your realization is not cost-effective and doesn't fly
- Your idea is great but huge - it's overwhelming and you end up in some kind of analysis paralysis

If you've found yourself in either of which situations you will now use this knowledge to create interim results:

To Do

- Generate a Product Proposal² or
- Create a Prototype² or
- Establish a Solution Review² or
- Split it into manageable pieces and start with a hypothesis²

Our Result

A clear and isolated idea of your objective without any dependencies.

Excursion on how to not win prizes:

The common approach

- Identify a potential business case
- Realize it without preparation
- Tell your salespeople to sell it

The common result

- Little to no market acceptance
- Loss of trust
- Loss of time and money

² Check it out: Our [chart diagram](#) for an in depth tutorial on how to properly create a product proposal, prototype or solution review; Study our [BOC \(Base of Cooperation\)](#) to learn how we plan our every move.

- Growing frustration
- No evaluation, so no learnings

Now let's challenge your objective (Step 2)

How are you set up to go through transformation, match today's speed and become a service provider? Let's check your skills and see if they match your needs.

Our approach

To check what you are working with

- Check in with your developers and internal suppliers
- Extract their expertise to see what they are capable of doing
- Understand what they understood

To Do

- Provide them with your proposal or prototype³
- Let them explain the impact and outcome to find out said relevance for your vision
- Check their perception and draw out their premises

Our Result

Identify roadblocks and gaps within your internal delivery chain immediately. Limit frustration instantly and learn to verify your goals properly.

Excursion on how to not win prizes:

The common approach

- Push requirements to the IT-department
- Pitch them expectations regarding time, effort, and budget
- Force them to realize your project within those boundaries you aren't even sure of

The common result

- Missed deadlines
- Blown budgets

³ Check it out: Our [chart diagram](#) for an in depth tutorial on how to properly create a product proposal, prototype or solution review; Study our [BOC \(Base of Cooperation\)](#) to learn how we plan our every move.

- Crappy results
- Opaque reasonings

Finally the breakdown (Step 3)

Specify your objective: Find the gaps and fill them in, make a plan on when and how to do so.

Our approach

Compare the desired state with your current state:

- Take your status, take your skills and match them to the necessity of your overall purpose
- Identify the missing pieces (whether that be skills, suppliers or tools)
- Reevaluate your goal and clarify what it takes to get there⁴

To Do

Define a setup including all necessary pieces like

- team,
- resources,
- money,
- time,
- and process⁴



Our Result

You are all set up for predictable outcomes based on predictable inputs. Your Time to Money Management will be perfected.

Excursion on how to not win prizes:

The common approach

- Analysis is done after something has already failed instead of preparing properly
- Mechanisms like root-cause-analysis and/or similar tools are being used to identify the reasonings and extract learnings

The common result

⁴ Check it out: Our [chart diagram](#) for an in depth tutorial on how to properly create a product proposal, prototype or solution review; Study our [BOC \(Base of Cooperation\)](#) to learn how we plan our every move.

- Little to no learning because they lack comparability (if there isn't even a clear start, you cannot identify clear errors or mistakes)
- Main effort is put in solving the most pressing issues
- Again, blown budgets and deadlines
- Frustration all around

Let's repeat what we just learned one more time

- You should now be able to understand where you are and therefore where you start. That's right, Step 1 gets you there.
- You know that it's essential to figure out if your qualifications are aligned with your goals. Didn't quite get that? Go back to Step 2.
- Finally you can now peacefully prepare yourself to successfully reach your goals in a flash. Don't you dare underestimate Step 3.

Just like with the rocket, you might be impatient and want to start your journey earlier than you should. We get it, visiting the moon will be hella fun. However you will want to get there alive to actually enjoy the view. So consider this: No sane person would ever be able to walk up to a rocket base and start a journey to the moon without making any preparations and proper training. So bare with us, be patient and we promise you, this is the way you will truly gain long term scalable success with your digital offers.

Still having doubts?

Here's a couple of more examples on how we already did exactly this.

...AGCO

Before

Struggling to roll out their preexistent system.

What we did at JCIM

We quickly identified their bottleneck while still in the conceptual phase. This enabled us to go into an exemplary rollout directly with their reference customer.

After

Setting a future standard by connecting several thousand systems.



...BARTEC

Before

Years of fruitless search for digital solutions.

What we did at JCIM

Before we even started our assessment process we helped our customer change their view completely. We created a new business case adding value and solving urgent problems instantly by redirecting their mindset regarding their core issue.



After

Cost savings in reducing power consumption and enabling them to test out and validate their customers benefits efficiently.

What now?

If we did everything right you should be hooked right now. [So, here's three ways to get it done:](#)

You can do it alone: DIY

If you're a little stubborn like we are, you will probably want to get to work right away and do it yourself. Step 1, Step 2 - no problem for you? Perfect! Step 3 seemed easy to begin with but you're starting to struggle a bit. Don't you worry - we know you're a fighter but remember, even the greatest had help every now and then. [You can let us pitch in at any point of your journey and we won't judge, promise.](#)

You can hire a consultant: FIND A BUDDY

You might feel like you don't want to do all the work yourself. So what do you do when you need help? You can get yourself a buddy to help out. However maybe you think this buddy needs to be a specific consultant of your choice - go for it! If you can get them to implement our step-by-step plan you have the best conditions to win prizes like we promised you! If by any chance you should find yourself and your buddy in trouble or you want a third opinion, don't hesitate to ask us for our expertise! [We are willing to pitch in at any time and help you optimize your steps.](#)

You can work with us: JCIM

Whichever way you may choose to tackle preparations for your next digital offer, we want you to use our steps because we are sure it is the most effective way to win prizes with your digital offers. There might be bumps on the road but you can be sure that at every step of your journey we are there to pitch in and help you out. And we don't do this to be stupid know-it-alls. We promise, we want you to learn how to make the best out of your next digital offer yourself so we can tackle Digital Transformation as a team! [If you want to profit from our experience and work with us from beginning to end - we will be your reliable partner to guide your every move. We can not wait to hear from you and help you realize your visions.](#)

Once more, the process is simple, yet it isn't easy...

However, if you follow the steps we provided you with - whether you master it on your own or you want to profit from our experience by working with us, the benefits and outcomes for you will be limitless. So, in closing here are some of the greatest

Benefits and Outcomes

- You eliminate all the risks and unnecessary expenses of integrating new digital solutions
- You get a crystal clear step-by-step plan including all necessary investments and resources
- You get an evaluation of your current approaches and solutions
- And if you decide to work with JCIM: You also get your transformation readiness score



We can't wait for you to win prizes with your next digital offer!! If you'd like to share your experience or contact us for any kind of consultation regarding our steps and your next digital offer - we'll be there waiting for you with bells on!