

Digital Roadmap

Finance potential through
digitization

Type of Company
Connection technology

Company Name
Norma

Challenge

The corporation was previously decentralized and regionally managed. With digitalization as a focal point, the question arose about the potential opportunities in the finance sector to communicate a clear vision and roadmap internally within the regions and to the executive board.

The goal was to fundamentally develop the "value proposition" of the finance department and, based on this, define the core action areas for the next 5 years.

Approach

Conducting a workshop series titled "Digital Agenda 2025" with the following steps:

- Vision | External stakeholder requirements | Internal finance requirements | Action areas and measures
- Subsequently, aligning all outcomes with finance, IT, sales controlling, procurement, and logistics.
- Clustering the measures into project packages and creating a roadmap.
- Preparing a decision template prioritizing project clusters, outlining necessary internal capacities, and specifying project dependencies.



Result



Development of the value proposition of the finance department and definition of action areas for the next five years.



Creation of a prioritized roadmap and decision template for project packages.



Clear vision and specific approach model for digitization in the finance sector.

Your Benefits

The transparent presentation of options clarified which basic tasks needed to be prioritized before discussing comprehensive digitization. This approach relieved internal discussions about digitization pressure and simultaneously provided a clear vision and a concrete approach model in that direction.

Ihre Beifahrer auf Zeit



Stephan Grunwald
Senior Partner

Mobil: +49 89 599 8820
stephan.grunwald@4cgroup.com



Markus Noçon
Senior Partner

Mobil: +49 89 599882 18
markus.nocon@4cgroup.com



Peter Keefer
Partner

Mobil: +49 89 599 882 0
peter.keefer@4cgroup.com

Office München
Elsenheimerstraße 55a
D-80687 München
Telefon +49 89 599 882-0

Office Berlin
Französische Straße 8
D-10117 Berlin
Telefon +49 30 747 82 98-0

Office Frankfurt
MesseTurm
D-60308 Frankfurt
Telefon +49 69 269 249-0

Office Düsseldorf
Sky Office
Kennedydamm 24
D-40476 Düsseldorf