

GUIDE

Successful digital PMI: 5 crucial factors

STEP

01

EVALUATION AND LEVERAGING OF DIGITAL BEST PRACTICES

Define PMI strategy and outline the future operating model and technology landscape of target. Decide on optimal degree of integration (i.e. arm's length vs. full integration) to ensure impact and synergy realization from digital asset from day one.



STEP

02

THOROUGH INTEGRATION PLANNING

Develop customized PMI roadmap. Enable effective PMI interfaces for both, buyer and target. Assign an experienced integration lead with the "right" profile (e.g. decision-making authority, digital transaction experiences, digital mind- and skill-set) and add further specialists to PMI work packages.



STEP

03

INTEGRATION EXECUTION DURING THE FIRST 100 DAYS

Use the momentum and execute the developed PMI roadmap carefully. Implement checkpoints to enable an iterative and agile PMI journey. Ensure that the appointed integration lead serves as gatekeeper channeling requests from the parent company, and facilitates support needs from the asset at the same time. Review the integration progress regularly and gradually leverage digital capabilities, know-how and benefits across the organization.



STEP

04

CULTURAL INTEGRATION AND EVOLUTION

Create a sustained impact from digital asset by gradually developing and shaping a new organizational culture (i.e. digital mindset, openness to technologies and innovation). The cultural and organizational empowerment is crucial to enable digital value creation.



STEP

05

DEDICATED COMMUNICATION STRATEGY

Open and transparent communication with employees and customers throughout the PMI process is essential to avoid potential scepticism. Internal communication should facilitate integration and value capture while strengthening the knowledge transfer.

