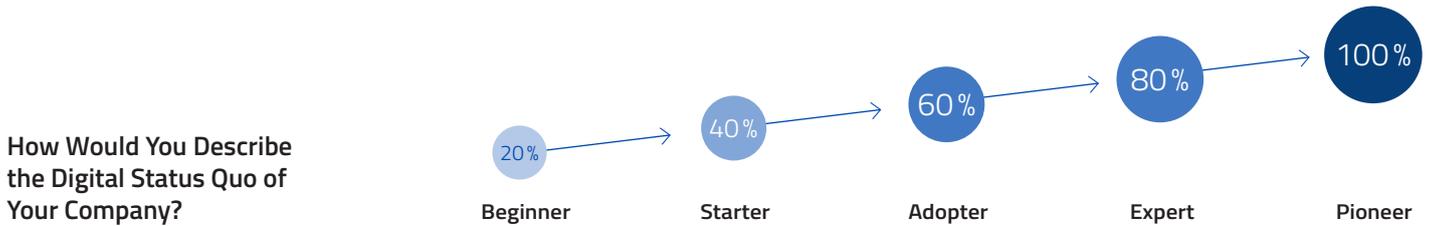


# Digital Strategy

Moving strategically and effectively to a successful IT transformation

Together, we will shape your digital future. Our **strategic consulting approach** and **practical IT expertise** adds immediate value and guides our clients in a successful digital transformation.



## Our Expertise

### Consulting

Evaluation of your current digital situation and identification of potential areas for improvement

- Digital maturity analysis
- Evaluation of data, processes & applications
- Development of a comprehensive digital strategy

### Analysis

In-depth analysis and evaluation of your current processes

- Business model analysis & development
- Business process analysis
- Market & target group analysis
- Opportunity & risk analysis
- Process optimization
- Highlight opportunities for scaling

### Realization

Development of customized software solutions using agile methods and practices

- Requirements engineering
- Cloud solutions, Big Data & AI
- Proof of concepts (PoCs), prototypes & MVPs
- Customer Experience management (UI/UX, digital customer journey maps, user surveys,...)
- Integration and value creation through Business Intelligence

## Custom Solutions for Every Stage

### Check-up



Evaluation of your strategy and digital maturity level

- ✓ Assessment of the current digitization state
- ✓ Evaluation of the „digital status quo“
- ✓ Creation of recommendations for action & measurements to gauge success

### Optimization



Identification of possibilities and opportunities based on potential analyses

- ✓ Analysis of existing digital products and processes
- ✓ Minimize risks, seize opportunities
- ✓ Identify new opportunities & current process optimization

### Implementation



Transformation from analog to digital business processes or products

- ✓ Development & optimization of systems through individual software solutions
- ✓ Modernization of applications & legacy systems
- ✓ Integration of intelligent new software components

# Step by Step to a Digital Strategy

Digital transformation refers to the integration of digital technologies into **all areas of a company**. We know from experience that factors affecting a strong digital transformation go hand in hand with a strong **corporate vision**.

Implementation works when your **requirements** are recognized and a well suited **data base** for your digital business model is used. A **“step-by-step”** digital strategy, developed from the company’s vision across all areas of activity, is required for success in your digital transformation.

It is not enough to identify potential - an optimal digital strategy requires **feasible measures** that deliver **added value**.



## You Can Count on Us.

- ✓ **International recognized** methods & models (SWOT analysis, Business Model Canvas, Balanced Scorecard,...)
- ✓ **Agile** project management (Scrum, Kanban, ADKAR, design sprints,...)
- ✓ **Flexible** use of specialized resources
- ✓ **Personal advice** from dedicated contact persons
- ✓ **100% Made in Germany** – highest quality standards
- ✓ Proven **open source** solutions (e.g. LLM)
- ✓ **Centralized, integrated management** of software projects (codes, artifacts, documentation, e.g. in Git, Jira, Confluence, Figma...)
- ✓ **Test-driven development** with continuous integration
- ✓ Automated and manual **code checks**
- ✓ **Data security** is given the highest priority

## Move forward with Us: Take our „Digital Strategy Check up“ Assessment.

Whether you are a pioneer or a latecomer, we will ensure that your company is up to the challenges of tomorrow.

➤ [Learn more here](#)



## We Write Success Stories

We have created over a hundred tailor-made solutions for successful data & digitization projects.

➤ [Learn more here](#)



ISO 9001, 14001, 27001  
and 45001 certified

[www.linova.de](http://www.linova.de)

### Linova Software GmbH

Your partner for IT consulting and software development

**Munich**  
Ungererstr. 129  
80805 Munich

**Stuttgart**  
Welfenstr. 19  
70736 Fellbach



### Your contact person:

**Sandra von König**  
Senior Sales Manager

**Tel.:** +49 89 4524668-21  
**Phone:** +49 176 45552391  
**Mail:** [sandra.von.koenig@linova.de](mailto:sandra.von.koenig@linova.de)