

PricewaterhouseCoopers Services LLP

# Digital Strategy

Service offerings



# Shift in the digital landscape with AI enablement

As part of our strategic evolution, PwC's Digital Strategy team now champions digital and AI transformation, enabling you to anticipate future trends and drive impactful change.

Our approach centres on outcome-driven innovation, speed to value, and integrated execution

We address the following strategic priorities:



## AI-enabled digital transformation

## Strategic priorities for digital and AI transformation

### AI-enabled digital transformation

- Defining how business models are redesigned and value is created by leveraging AI
- Driving transformation from analysing the past to anticipating the future, at scale and in real time



## Accelerated value realisation

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- Short engagements pivoted around value realisation
- Rapidly identifying and validating opportunities for business value creation using AI and digital
- Quantify and track ROI, risk, and dependencies



## Orchestrated solutions through strategic alliances

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- Orchestrating pointed solutions by conducting POCs through qualified alliance partners and PwC's in-house teams
- Delivering enhanced business value and tangible outcomes



## Strategy-led, execution-driven

### Strategy-led, execution-driven

- Integrated proposition combining strategy, delivery oversight, and value realisation
- Operating model recommendation for the right digital/AI organisation, governance, and processes

# We advise the C-Suite in discovering and realising value from their digital and AI transformation

## Our value-centric approach



### Value discovery

Value discovery focuses on identifying opportunities that matter most to the business.

We work with technology leaders to uncover high-value digital and AI use cases, assess feasibility through POCs, and define clear value hypotheses aligned to digital and AI strategic objectives.



### Value delivery

Value delivery translates prioritised opportunities into tangible solutions.

We design, build, and deploy digital and AI capabilities through focused, time-boxed engagements, embedding them into existing processes, platforms, and operating models.



### Value realisation

Value realisation ensures that delivered digital and AI solutions achieve and sustain the intended business outcomes.

We track benefits, measure performance against agreed KPIs, and embed mechanisms for continuous improvement, governance, and scaling.

## Our core offerings

Digital and AI strategy and roadmap

Transformation management office (TMO)

Value management and tracking

IT GCC setup strategy

Digital/IT target operating model (TOM) design

Digital/IT capabilities management

Enterprise architecture (EA) blueprinting

EA governance

Digital/AI leadership advisory, including sourcing and cost optimisation

M&A (technology) advisory

Digital strategy enabling managed services



## Our detailed service offerings

### 01

#### Digital and AI strategy roadmap

- Digital and AI maturity assessment
- Digital and AI strategy and roadmap

#### EA

- EA office setup and center of excellence (COE) advisory
- Business, applications, data, and infrastructure architecture

#### EA governance

- EA office setup and operate
- EA COE) advisory

#### Digital/IT TOM design

- TOM assessment
- TOM design

#### IT GCC setup strategy

- GCC strategy and setup
- GCC COE setup
- GCC operating model design
- GCC transition management

### 02

#### Value management and tracking

- Value governance and setup
- Business value realisation and tracking

#### TMO

- Digital project management office (PMO) COE setup
- Program management (Agile, IT PM)
- Product management (AI PM, product owner)

### 03

#### Digital/AI leadership advisory

- Sourcing advisory: Technology product and vendor selection
- CDIO as a service
- Technology cost optimisation

#### Digital/IT capabilities management

- IT Service Management process design and IT governance
- Technology sourcing and contract review
- IT policies, procedures, and SOPs
- IT vendor management

#### M&A (technology) advisory

- Technology due diligence
- Post-merger integration

### 04

#### Digital strategy enabling managed services

- Managed value tracking
- Vendor management office (VMO)
- Scoping and SLA management
- IT change management
- EA reviews and management

# Select credentials

Digital and AI strategy		
Client	Industry	Engagement brief
Leading ferro alloy manufacturer	Metals and mining	Digital and AI strategy roadmap
Leading healthcare technology and services company	Healthcare/technology	Digital and AI strategy roadmap
Leading power distribution utility	Energy and utilities	(AI use case identification and selection)
Leading public sector health authority	Public sector/healthcare	EA
Leading global beauty and cosmetics company	Consumer/retail	Target operating model design
Leading steel and power company	Metals and mining	IT GCC setup strategy

VRO		
Client	Industry	Engagement brief
Leading retail and consumer electronics company	Retail and consumer	Value management and tracking
Leading edible oils and food products company	Consumer/FMCG	TMO
Leading consumer electricals company	Consumer durables	VRO/TMO
Leading global software company	Technology	Product PMO
Leading global pharmaceutical company	Pharmaceuticals	AI PMO
Leading steel and power company	Metals and mining	IT GCC setup strategy

CDIO services		
Client	Industry	Engagement brief
Leading telecommunications software company	Technology	ERP selection
Leading industrial and energy solutions company	Industrial/energy	IT process design and governance
Leading global wine and spirits company	Consumer goods/alcobeverage	Technology separation strategy
Leading engineering and mobility solutions company	Industrial/manufacturing	IT and product DD

Operate		
Client	Industry	Engagement brief
Leading global food and beverages company	Consumer/FMCG	Managed value tracking
Leading public health authority	Public sector/healthcare	IT change management



## Digital and AI strategy

### Engagement overview

A leading integrated mining and metals enterprise in India engaged PwC to define and establish a future-ready digital foundation by identifying value-chain inefficiencies and unlocking cross-functional synergies.

### Value delivered

Defined a business-aligned, multi-year digital transformation roadmap anchored in enterprise-wide digital maturity assessment, prioritised use cases, and phased execution planning, targeting a ~INR180 crore+ value unlock. Enabled sustained digital adoption through the design of a future-ready digital operating and governance model.



## VRO

### Engagement overview

A leading Indian FMCG company engaged PwC to set up and operationalise a VRO to enable the CDIO with a platform and governance framework to track value delivery from digital initiatives across the value chain.

### Value delivered

PwC implemented a standardised structure and a set of reusable template along with a KPI-driven value calculation methodology. Business and IT aligned dashboards were delivered to provide consistent visibility into initiative performance leading to identified potential savings of over INR5 crore.



## CDIO services

### Engagement overview

A leading global alco-beverage producer engaged PwC to set up and execute the technology separation management office (SMO). PwC led the Day 1 separation readiness and execution to ensure seamless transition and uninterrupted BAU operations for the client's other portfolio brands.

### Value delivered

PwC ensured correct segregation of business records across ERP and production planning systems for the divested brand and developed a technology blueprint to separate applications and infrastructure, impacting 100+ users over 10+ bottling sites. We enabled the client with a ready-to-use playbook to for seamless future divestitures.



## AI-led transformation

### Engagement overview

PwC assisted a leading Multinational Pharmaceutical company to go beyond execution and create value from transformation programmes. For AI-led transformation initiatives across the source-to-contract journey, we set up value and programme management governance at all levels.

### Value delivered

We implemented AI-enabled automation across the source-to-contract lifecycle to improve compliance, speed, and user experience. We also strengthened third-party risk management and enabled post-signature analytics to identify unrealised savings and improve P&L impact. As a result, we delivered 5+ successful go-lives and tracked 20+ KPIs.

# Contact us

**Sayantán Chatterjee**

Partner, Digital Strategy

[sayantan.chatterjee@pwc.com](mailto:sayantán.chatterjee@pwc.com)

**Viral Raval**

Executive Director, Digital Strategy

[viral.raval@pwc.com](mailto:viral.raval@pwc.com)

**Anbuselvan Shahadevan**

Executive Director, Digital Strategy

[anbuselvan.shahadevan@pwc.com](mailto:anbuselvan.shahadevan@pwc.com)

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