CONSULTING FIRMS:
The Case for Digital Client Engagement

Consulting: The Next Box Office Hit
Consulting Challenges

- **Service industries have strived** for decades to remain relevant and grow, within the finite constraints of individual human talent and hard-to-scale intellectual property.

- **Of all the high-value services players, Consulting & Systems Integration firms have yet to innovate** and transform the nature of the consultant-to-client interface. It’s still mired in 30-year-old spreadsheet and PowerPoint deliverables, and the way in which consultants and IT services firms guide their clients along a path to a successful outcome is largely identical to what it was in 1987.

- **Digital Client Engagement is emerging as one of the fastest growing software segments** for client engagement, stakeholder alignment and implementation delivery assurance in the IT services and Consulting field.

- **With the rise of digital commerce, forward thinking IT services firms are now reflecting seriously on the systems of engagement** they use to win and service their clients. Expert methodologies and processes for consulting project delivery and high stakes enterprise transformation projects can now be digitized and mobilized at scale.

---

**Blockbuster Challenges Require Blockbuster Solutions**

*Movie Blockbusters - large in spectacle, scale and size.*

Sound familiar to your latest consulting project? Read on to find clues for transformative consulting success hidden in some of the world’s most iconic movies.
"I’ve Got a Bad Feeling About This."

Star Wars

Listen, we know your pain. We know that sometimes you’re trapped in a role of a referee, chart flipper, rubber-stamper and budget blaster. We’ve walked in your shoes and know the frustrations of scope creep, implausible adaptations and delayed delivery. HOWEVER, we also know the amazing potential of getting it right the first time…when you assume the trusted mantle of true consultant, innovator, thought leader and margin maker.

So, wouldn’t it be nice to just focus on your job as a consultant…using your experience and expertise to deliver successful digital transformation projects? Wouldn’t it be great to have deliriously happy clients cheering the final deliverable (and your bosses cheering the impressive margins)? Wouldn’t it be ideal to employ innovative digital collaboration tools to your competitive advantage rather than relying on the status quo and a spreadsheet built in 1993?

"...we’re not in Kansas anymore."

The Wizard of Oz

Let’s be clear. Your clients are asking you to transform their business. They are asking for expert guidance on their digital journey. They want innovative ideas and digital experiences to help fundamentally change the way they operate, how they grow and where they move. Nearly every industry has adopted some measure of digital transformation. Some more than others, but the truth is that majority of industries are making the move.

Except yours. And that’s a problem.
After all, where’s the logic in talking about digital transformation with sticky notes and 155 PowerPoint slides? How can your consultant teams stake a claim to leadership and innovation with tools and approaches circa Don Draper(1) and Mike Brady(2)?

<table>
<thead>
<tr>
<th>Industry</th>
<th>1960s</th>
<th>1980s</th>
<th>1990s</th>
<th>Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Print, Television</td>
<td>Print, Television</td>
<td>Print, Television, CAD Design tools, Era of digital advertising begins; cross pollination with films</td>
<td>Paperless, Data intelligence / AI driven, Sequential Advertising, Online, Mobile, Social media &amp; influencer-based</td>
</tr>
<tr>
<td>Finance</td>
<td>Paper, Xerox, fax machines, desktop computers, ATMs</td>
<td>Paper, Xerox, fax machines, desktop computers, ATMs, internet, email</td>
<td>Paper, Xerox, fax machines, desktop computers, internet, email</td>
<td>Paperless, Online banking &amp; investing, Mobile, Blockchain, Digital Currency (Bitcoin)</td>
</tr>
<tr>
<td>Legal</td>
<td>Paper, Xerox, fax machines, desktop computers</td>
<td>Paper, Xerox, fax machines, desktop computers</td>
<td>Paper, Xerox, fax machines, desktop computers, internet, email</td>
<td>Paperless, Mobile, Cloud Computing, Digital Performance Tracking, Online legal services, AI &amp; machine learning for research</td>
</tr>
<tr>
<td>Services/Consulting</td>
<td>Paper, Flip Charts, Sticky Notes</td>
<td>Paper, Flip Charts, Sticky Notes</td>
<td>Paper, Flip Charts, Sticky Notes, PowerPoint</td>
<td>Flip Charts, Sticky Notes, PowerPoint</td>
</tr>
</tbody>
</table>

(1) Don Draper, Mad Men, 2007-2015
(2) Mike Brady, Brady Bunch, 1969-1974
(3) https://www.huffingtonpost.com/entry/technology-has-changed-advertising-forever_us_599c64d4e4b09dbe86ea3764
(4) http://constructionexec.com/article/how-technology-is-changing-the-construction-industry
"You’re Gonna Need a Bigger Boat" Jaws

Your client is ready to go beyond their local design to make some transformative changes. They want to scale the implementation to over 20+ countries worldwide. And whether it a new SAP, Oracle or Workday implementation, they have a big team with even bigger wish list.


This is where we say that size doesn’t matter. Forget the bigger boat. Get a smarter boat. Get a scalable system that does this work for you. A system that automates the requirement gathering process in a complete and exhaustive (not exhausting) process.

"You Can’t Handle the Truth." A Few Good Men

There are hard realities that are tough for any consultant to digest. Of course, this assumes you are getting the truth, the full scoop and the cold hard facts. Yet, experience tells us that the truth is indeed a rare commodity. Many enterprise clients, despite their commitment to digital transformation, will face their own internal battles. Office politics, project mismanagement, sparring silos – when paired with apathy and disengagement – don’t often equal the truth.

Digital Engagement is the great equalizer. It delivers collaborative and selectively anonymous sessions which levels the playing field and ensures that every voice is heard, every decision is inclusive and people have no FEAR of participation or prejudice. You’ll have a much clearer path to the truth than ever before. And that truth – the feedback, the requirements – will power the implementation with less friction and far fewer 11th hour crisis.
"I'm not going to live by their rules anymore."

Groundhog Day

Formulas are nice. Routines are oddly reassuring. But how does that comfort zone propel transformation?

Digital Client Engagement system preserves nearly every interaction, every idea and every requirement in a re-usable – and highly proprietary way. Similar to our movie protagonist, Phil Connors, there is a way to break from the same old ways of working – a way to escape the ‘Groundhog Day’ of reinventing the wheel at every single client site. After all, rules were meant to be broken.

When the value you are creating (nay co-creating) with (instead of to) your client can be preserved digitally, your ability to re-use it, aggregate it and dispense it in a standardized manner becomes nothing short of game changing.

Imagine the impact of guiding your clients through requirements gathering, using the sanitized benchmark data from hundreds of prior implementations. Imagine how quickly you can speed time-to-value when you already have a blue print for success, embedded within your methodology.

Imagine the impact on project quality and consistency, when your most junior resources can be ramped swiftly, with the digital breadcrumbs of the smartest minds in the firm, who have already nailed this type of project seventeen times before.

Shifting to digital engagement with clients will soon become ‘table stakes’ when the client has experienced it at least once with their chosen IT Services or consulting partner. It’s a logical conclusion to the Groundhog Day that services firms have been stuck in since the movie first debuted in 1993.

"I’m King of the World!"

Titanic

One of the single largest investments that a business can make is the decision to select and deploy a mission-critical enterprise software application. It’s ok to use a few sticky notes, show a chart or two and host a few of conference calls. But to lead your clients into the enterprise digital transformation age, you need to walk the walk.

Make ThinkTank’s Digital Engagement system to plan, design, test, build, deploy and sustain your client’s deployment. Use it as part of your own digital delivery methodology so it’s repeatable and cloud-based.
About ThinkTank

ThinkTank’s Digital Client Engagement system is the leading B2B SaaS toolset used by global systems integration and consulting firms to redefine how they win and deliver high-value business transformation projects.

Senior leaders of industry and technology practices (e.g. SAP, Oracle, Workday, HR, Supply Chain, Manufacturing, Life Sciences, Oil & Gas and Innovation) rely on ThinkTank as an entirely differentiated way to engage their clients in the successful delivery of transformation projects, where co-creation, stakeholder alignment and buy-in is critical.

ThinkTank's B2B SaaS solutions enable services firms to digitize and standardize delivery methodologies for repeatable, high quality client engagements with higher margins. Project leaders use ThinkTank for high impact digital facilitation and collaboration, directing distributed teams step by step to successful outcomes.