

Digital Transformation (Dx) Journey Timeline

Intelligence Product Overview
July 2023

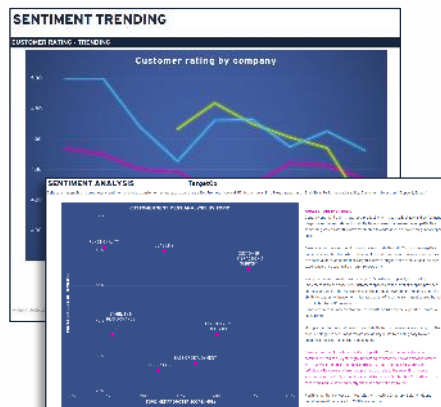
“Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

Due Diligence & Value Creation Accelerators

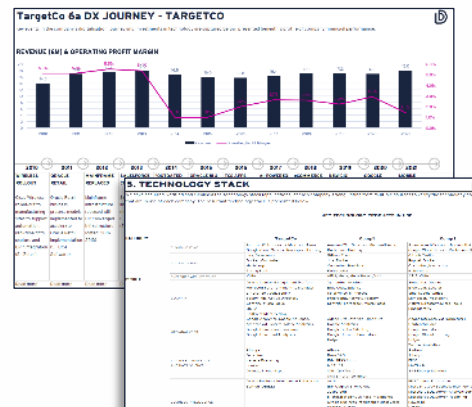
Commercial

- Products & Services
- Feature comparison (apps, software, eCommerce)
- Customer Sentiment
- Web traffic analysis
- Social channel performance



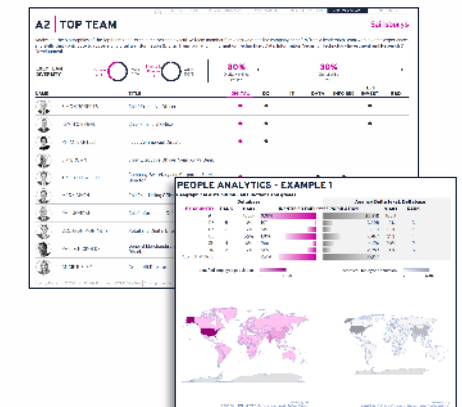
Technology & Digital

- Tech Stack
- Tech Skills & Recruitment
- Tech Operating Model
- Dx Journey Timeline
- Cyber (tools, skills, people)



People & Ops

- Skills & Recruitment
- Headcount Analytics
- Culture & EX
- Diversity & Inclusion
- Salary Intelligence



Technology & Digital

Every time a business implements a new software product, develops its own bespoke system or launches a new digital product, 'digital breadcrumbs' are left behind in a range of sources.

We use proprietary techniques to acquire, process and analyse the data within these breadcrumbs and we benchmark the technology capabilities of companies against their competitors.

Our technology & digital intelligence & benchmarking products include:

- [Technology in use](#)
- [Dx journey timeline](#)
- [Technology operating model](#)
- [Digital maturity](#)

A rich picture of a company's digital transformation journey over the last 5-10 years, compared against its key competitors.

The focus of such a timeline can be tailored to include:

- ✓ Digital transformation initiatives
- ✓ Key system go-lives
- ✓ Digital product & service launches
- ✓ Technology-motivated acquisitions
- ✓ Use cases with emerging technology (e.g. AI, Blockchain)
- ✓ Third party tech & SI relationships & outsourcing
- ✓ Key technology, data and digital leadership appointments
- ✓ Technology, data and digital recruitment campaigns
- ✓ Historic cyber security or data breaches

Features and Benefits



Tailored & curated

Rapidly understand the digitalisation context of a company and its competitors.



Compare and follow timing of key company news & events

Build a picture of where a company sits on its digitalisation journey and its stage of maturity versus competitors.



Links through to source

Click through to article sources for further reading and proof of provenance.

Use Cases



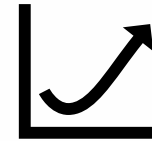
M&A Advisory

- M&A due diligence (Tech DD)
- M&A integration (identify value creation opportunities)



Consulting

- Consulting (IT strategy, digital transformation, data & analytics)



Business Development

- Data-led client conversations
- RFP responses
- Account planning



Screenshots

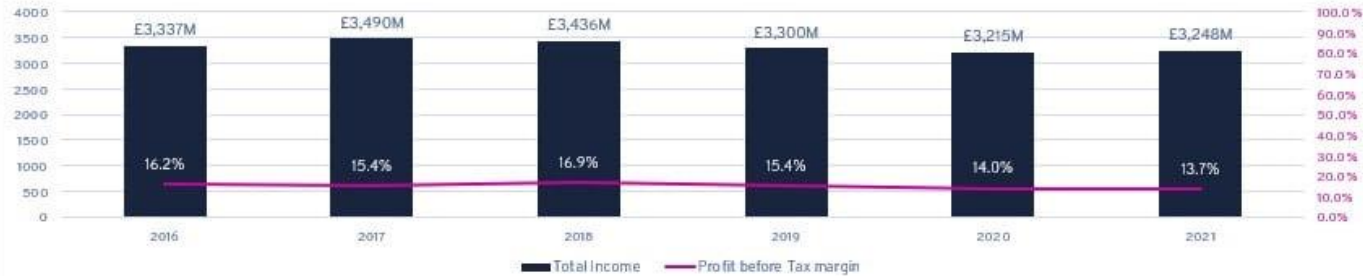
Dx Journey Timeline

1d DX JOURNEY (HELIX INSURANCE)- INSURANCE Digital & Tech



Key events in the company's digitalisation journey and investments in technology are captured below for the Target Company.

TOTAL INCOME (£M) & PROFIT BEFORE TAX MARGIN



2016	2017	2018	2019	2020	2021	2022
<p>HELIX INSURANCE CUT OFF BY SAINSBURY'S</p> <p>HELIX INSURANCE has lost a second large distributor of its insurance policies in three months, after supermarket group J Sainsbury decided to stop selling its motor and home cover from next February.</p> <p>LINK</p>	<p>BT BRAND CHIEF NETS TOP JOB AT HELIX INSURANCE FOR BUSINESS</p> <p>HELIX INSURANCE for Business has appointed BT group brand director Claire Sadler - who has been at the company for 13 years - to the role of marketing director as the division seeks to expand its personalised customer experience strategy.</p> <p>LINK</p>	<p>HELIX INSURANCE TO AUTOMATE ITS TWO MILLIONTH TRANSACTION</p> <p>HELIX INSURANCE has been using robotic process automation, through which robots take over simple tasks, since 2015. Christian Davis, HELIX INSURANCE business services director, said: "We've got a capacity</p> <p>LINK</p>	<p>HELIX INSURANCE BUILT AN INSURTECH IT CAN TWEAK A THOUSAND TIMES A DAY</p> <p>Insurance group HELIX INSURANCE has added a new business to its portfolio, designed to let it act as a sandbox for its digital journey</p> <p>LINK</p>	<p>HELIX INSURANCE AXING 800 JOBS AMID DIGITAL TRANSFORMATION DRIVE</p> <p>HELIX INSURANCE Insurance Group is cutting 800 jobs, it announced today. The main site affected will be the company's Ipswich office, which employs 300 people in the motor operations team, the company told Insurance Times. And 500 jobs across all other sites, but all these job</p> <p>LINK</p>	<p>HELIX INSURANCE GROUP APPOINTS CHIEF INFORMATION OFFICER FROM VIRGIN ATLANTIC</p> <p>HELIX INSURANCE Group (DLG) has appointed Ash Jekhoo as its new chief information officer. Jekhoo, who will also become a member of the insurer's executive committee, joins from Virgin Atlantic, where he was chief data and information officer</p> <p>LINK</p>	<p>HELIX INSURANCE'S PREMIUMS SLIDE BY 2.4% DURING Q1 2022</p> <p>Penny James, HELIX INSURANCE Group's chief executive, said: "In an important quarter for motor and home markets, prices adjusted for the introduction of the FCA pricing practices review but, we believe, have not fully reflected claims inflation.</p> <p>LINK</p>
<p>HELIX INSURANCE LAUNCHES GUARANTEED HIRE CAR AS STANDARD</p> <p>HELIX INSURANCE Car Insurance today launches its</p>	<p>MAPFRE TO ACQUIRE HELIX INSURANCE GROUP'S SUBSIDIARIES IN ITALY AND GERMANY</p> <p>MAPFRE has signed an agreement with UK insurer</p>	<p>HELIX INSURANCE GROUP ANNOUNCES NEW PARTNERSHIP WITH VOLKSWAGEN INSURANCE SERVICE</p> <p>DLG Partnerships, the partnership arm of HELIX</p>	<p>HELIX INSURANCE DRAWS ON AUTOMATION TO SLASH COSTS</p> <p>HELIX INSURANCE pledged yesterday to slash annual</p>	<p>HELIX INSURANCE GROUP ROLLS OUT LEAKBOT TO UK HOME INSURANCE CUSTOMERS</p> <p>The partnership, which is the latest in a string of recent high-</p>	<p>HELIX INSURANCE GROUP ANNOUNCES NEW SENIOR MANAGEMENT RESPONSIBILITIES</p> <p>As the Group moves into the next phase of its strategy to</p>	<p>HELIX INSURANCE GROUP LAUNCHES NEW FLAGSHIP CAR TECHNOLOGY CENTRE</p> <p>HELIX INSURANCE Group launched its new flagship car</p>

