

An aerial, slightly blurred photograph of a dense urban landscape, likely London, showing various buildings, streets, and green spaces. The image serves as a background for the top half of the slide.

# Aareon

## Digital Transformation – Tips and Reflections on Your Journey?

An Aareal Bank Group companynk Gruppe

V 2017\_1.0

[www.aareon.co.uk](http://www.aareon.co.uk)





# OUR WORLD



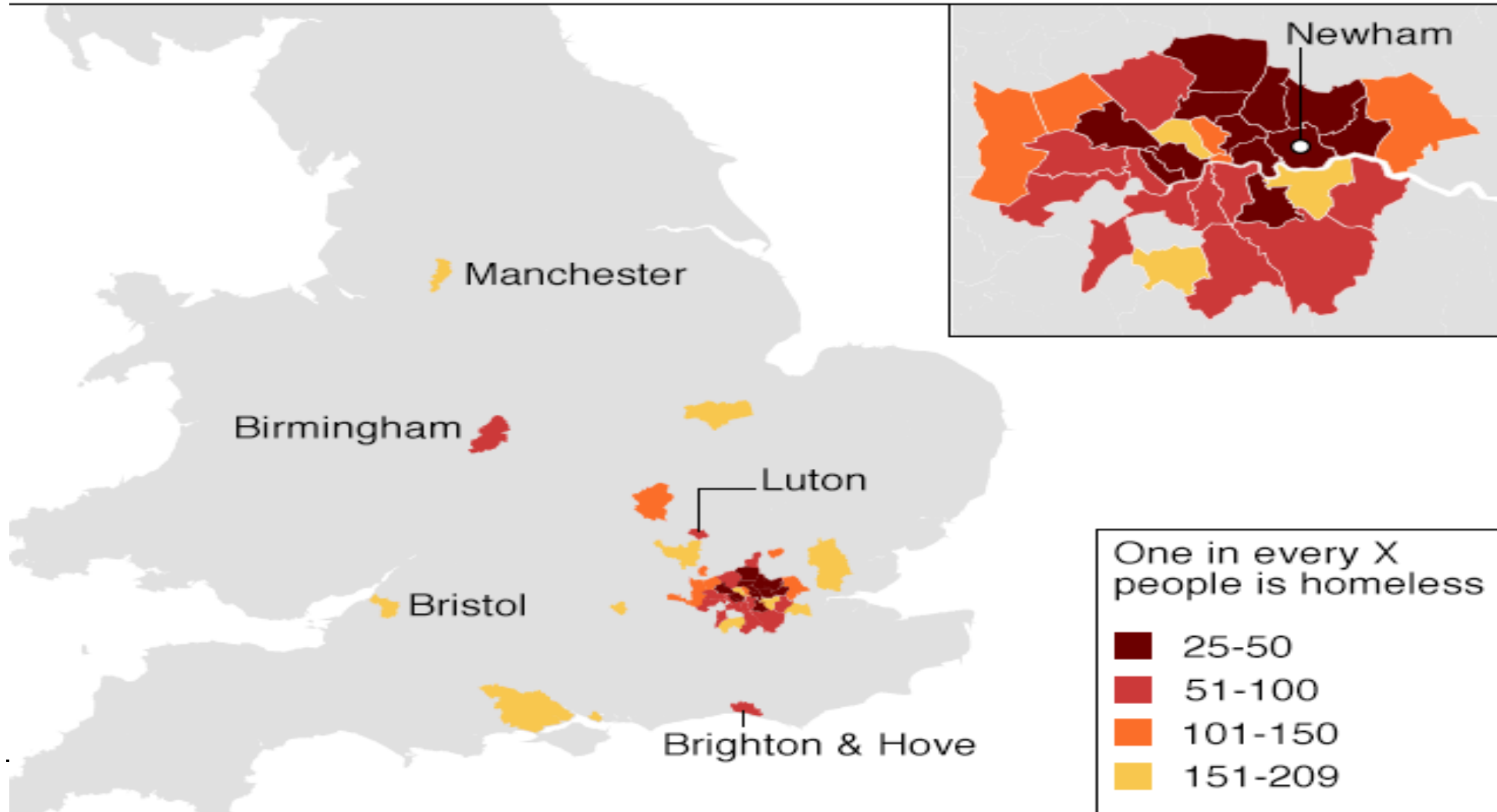
## “UK Housing” : Google Search Results 18/2/18

- **We can solve the UK's housing crisis – with a little imagination**  
| John Harris [theguardian.com](http://theguardian.com)
- **Why building more homes will not solve Britain's housing crisis** | Ann Pettifor  
<https://www.theguardian.com>
- **Housing and local services -**  
GOV.UK  
<https://www.gov.uk/browse/housing-local-services>
- **UK housing market weakness continues into 2018, finds RICS survey**  
[www.independent.co.uk](http://www.independent.co.uk) › News
- **Value of UK's housing stock rises by a third to £7.14tn - Financial Times**  
<https://www.ft.com> 18 Jan 2018  
- risen by more than third in the past decade
- **Housing Choices \_ Home & Care.** Age.UK

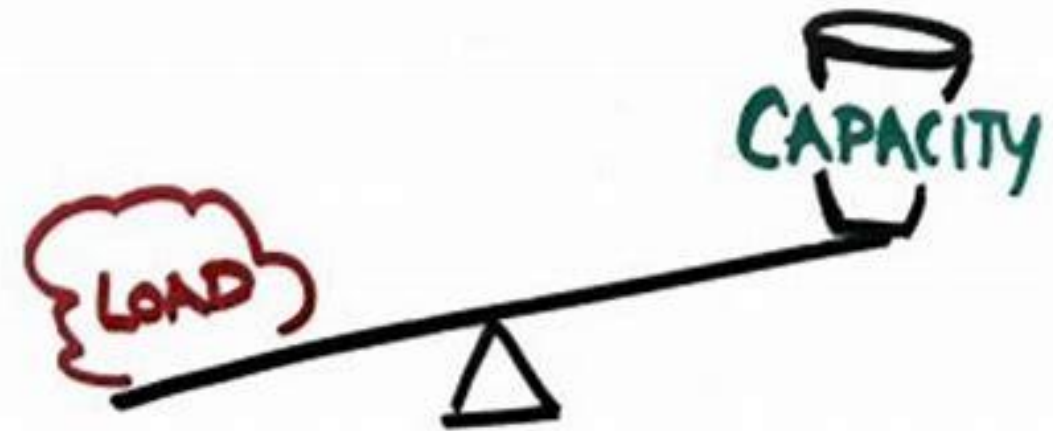


## In the News

### The 50 local authorities with the most homeless people, proportional to population



Source: Shelter, compiled from official statistics on temporary accommodation (Q2 2017) and rough sleeping (Autumn 2016).





"You're gonna need a bigger boat!"

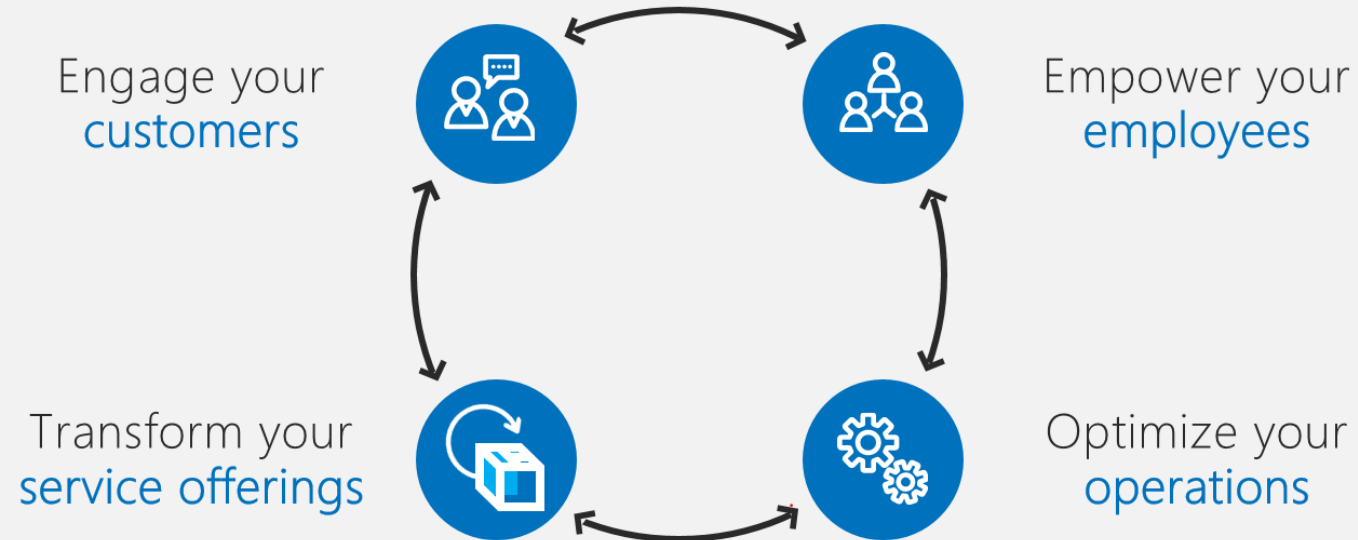


UtterDigital.com



# Digital TRANSFORMATION

# Route Planning on your **Digital Journey..**



From **this..**



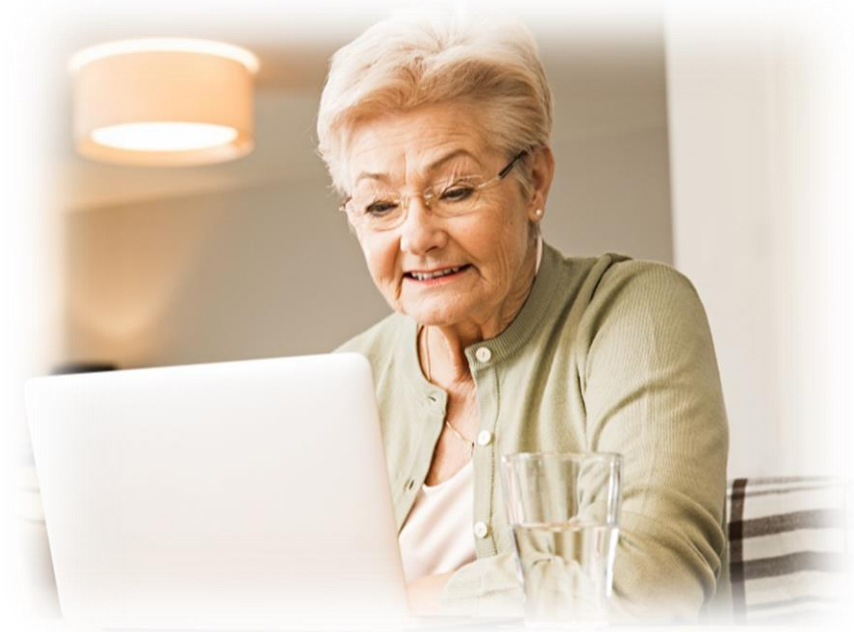
To **This..**



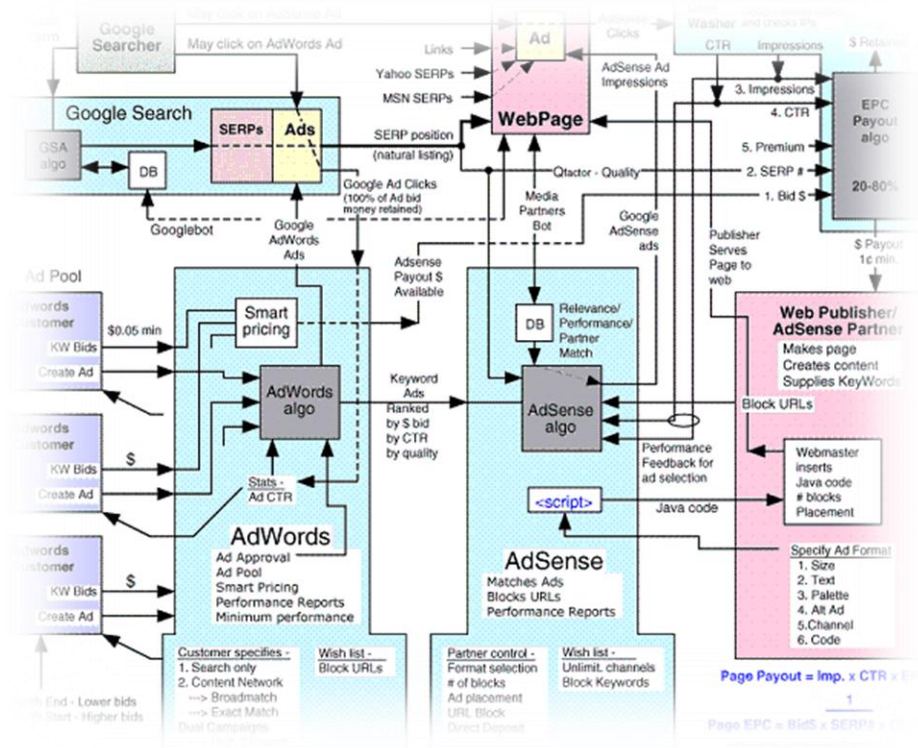
From this..



To This..



# From this..

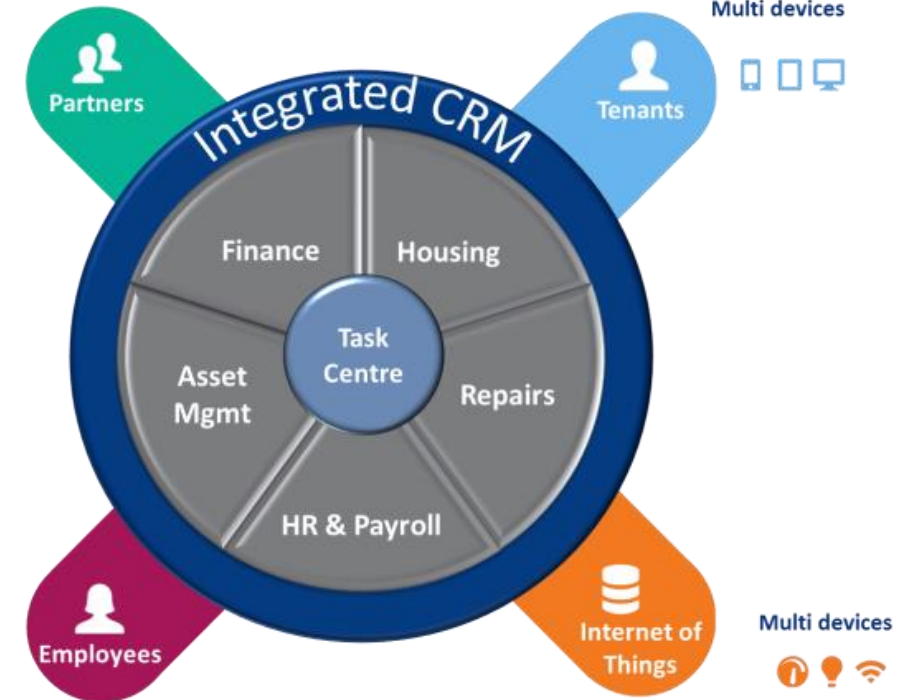


# To This..

Multi devices



Multi devices



From **this..**



To **This..**

**FRONTLINE**

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**CHANGING LIVES**

# Packing for your **Digital Journey..**



- Vision and Plan
- Leadership
- **Benefit/Outcome focus**
- Data and System Strategy
- **Open Standards**
- **IT Enablement to Business Change**
- Future Proofed solutions

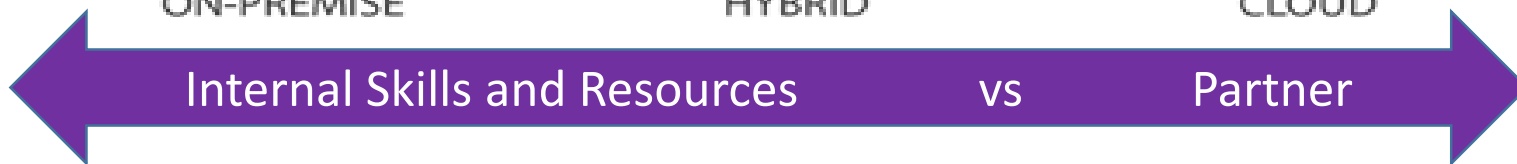


# Checking in on your **Digital Journey..**



- Investment of time and money
- **Dedicated Project Resources**
- Change Expertise
- **Staff buy-in**
- **Tenant insight**
- Adequate Training
- **Commitment to Future skills and ongoing development**



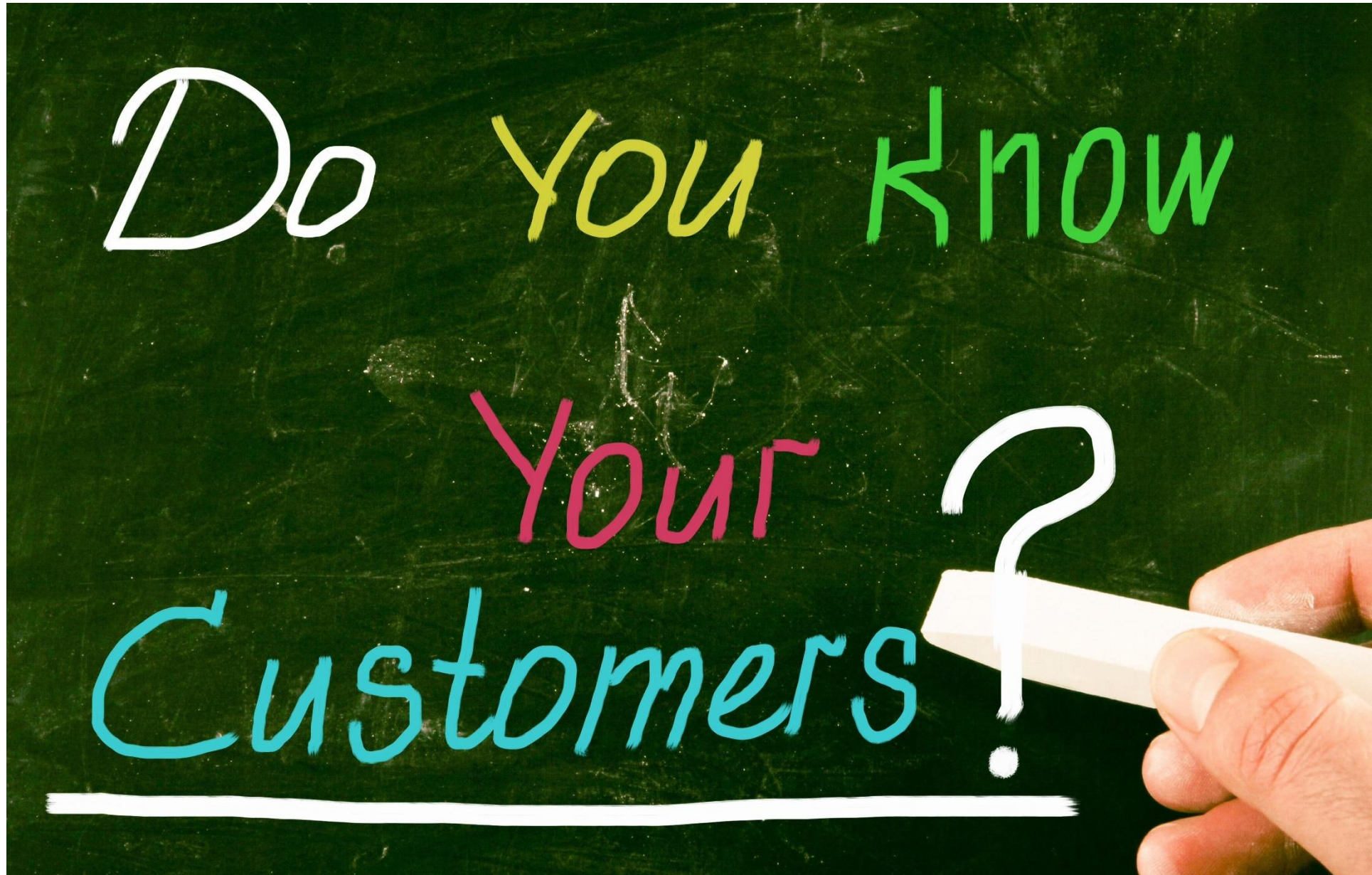


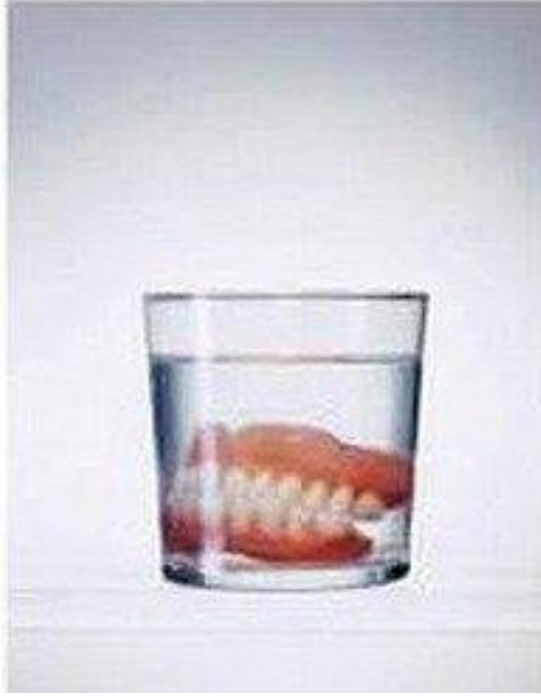


# CUSTOMER RELATIONSHIP MANAGEMENT

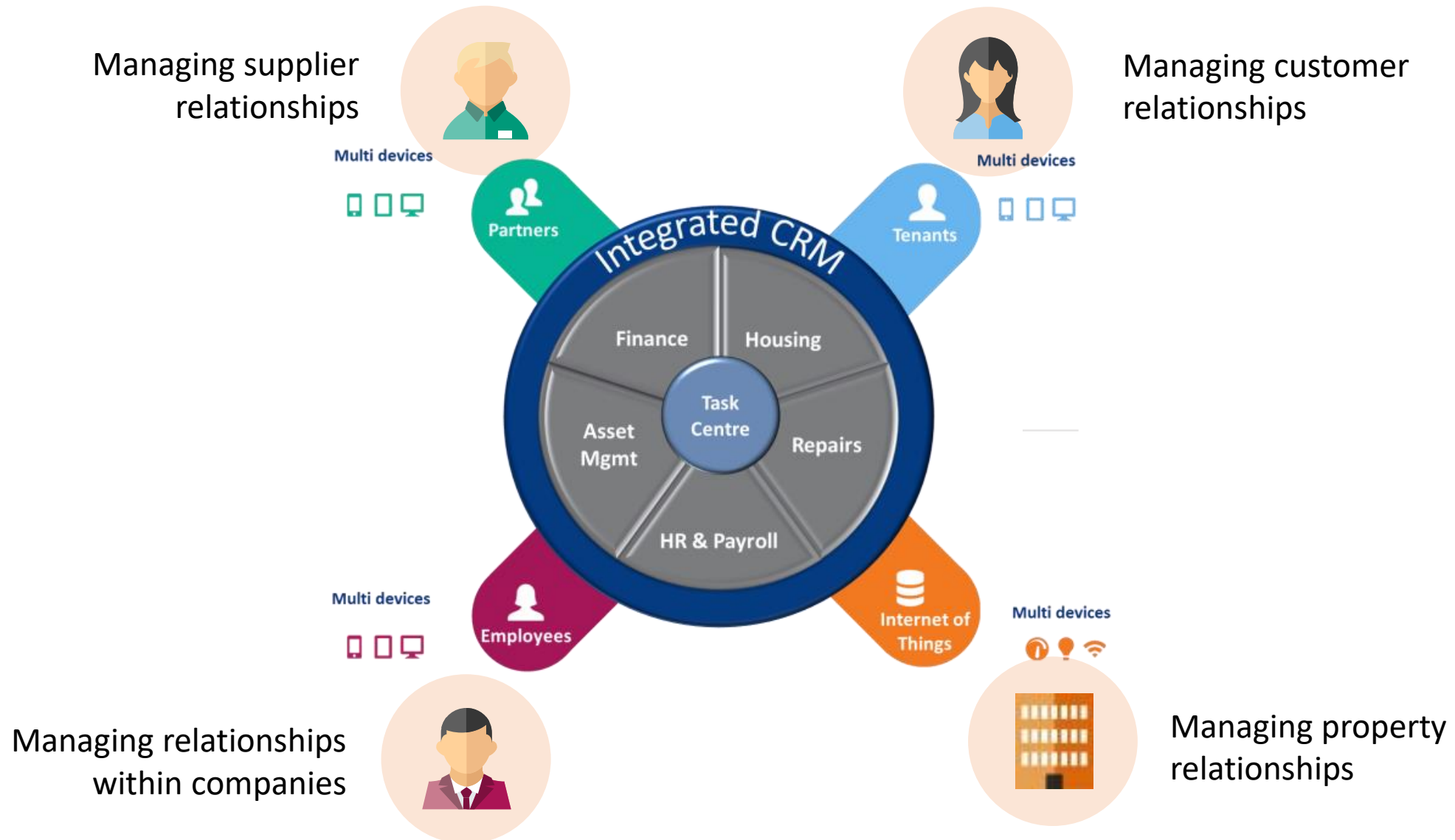
Quality in a service or product  
is not what you put into it.  
It is what the customer  
gets out of it

*Peter Drucker*

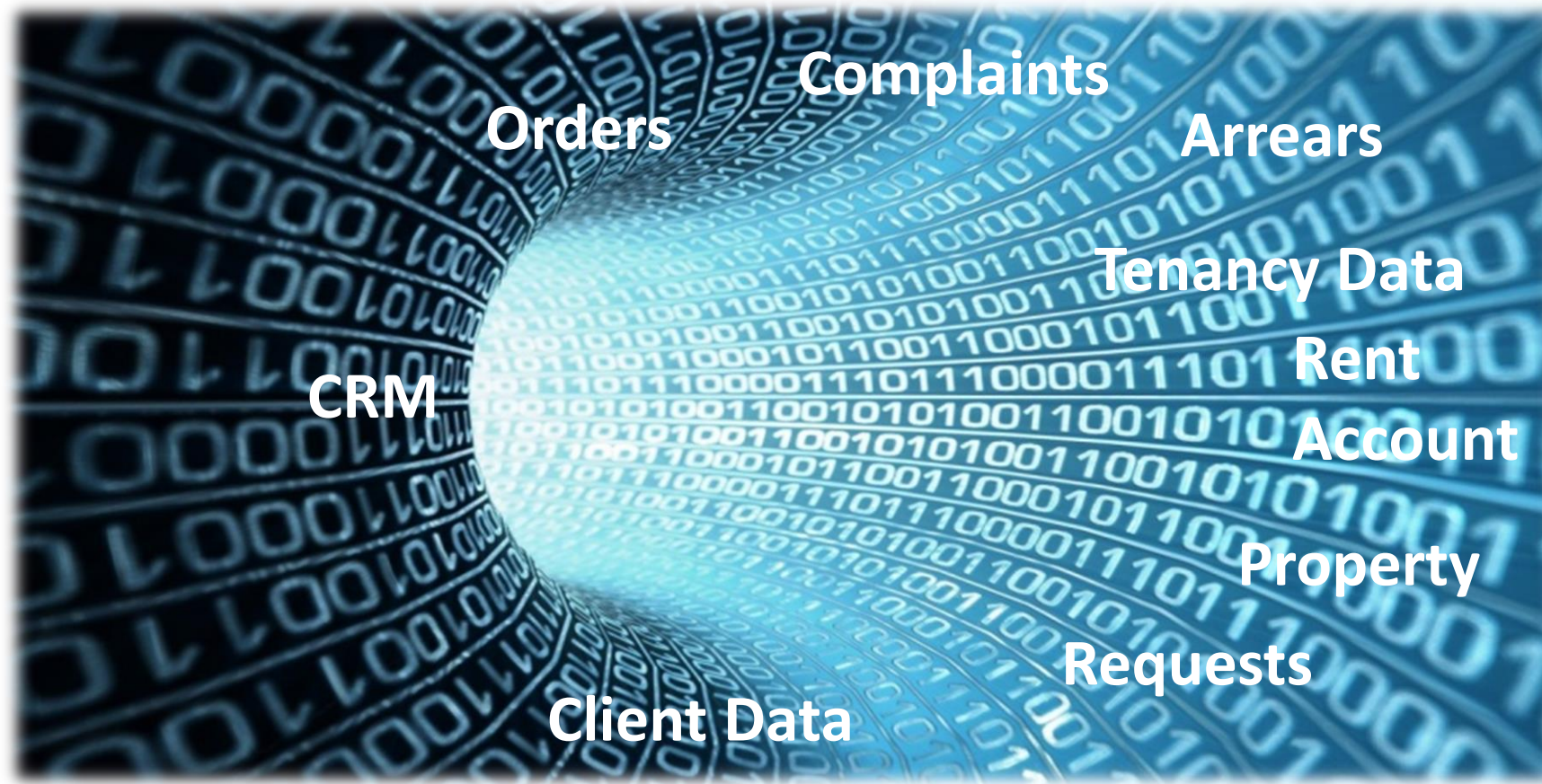




# Smart World



# Quality Data – Open Standards





Empower Your  
Employees

ENTERPRISE  
MOBILITY



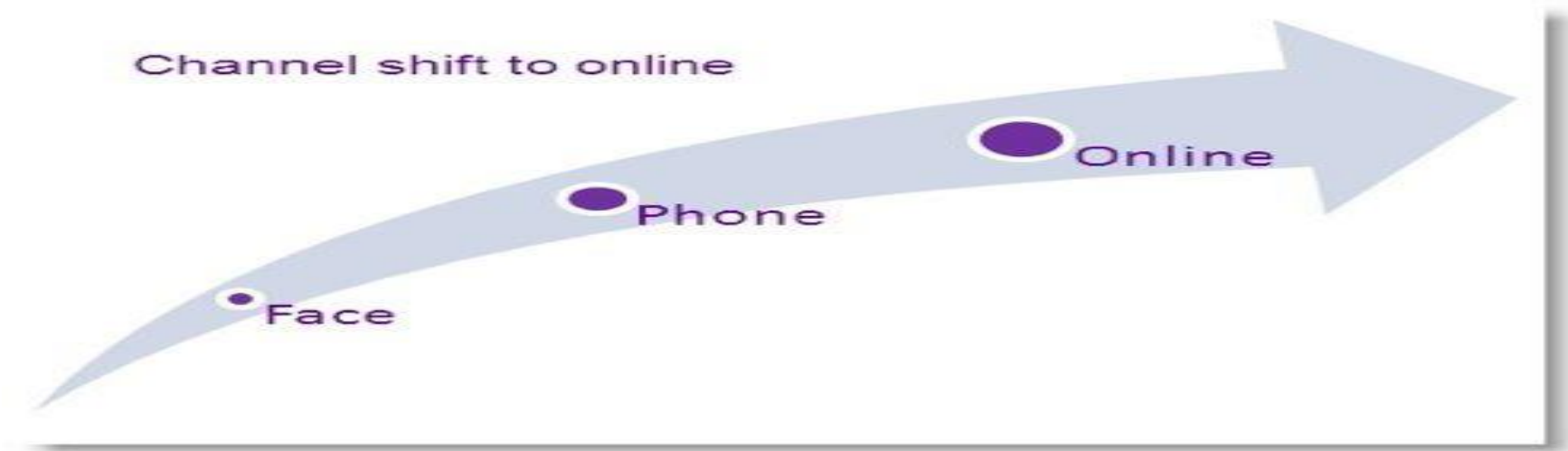




Engage Your  
Customers

CUSTOMER  
SELF SERVICE

“Customer calls cost c.£4. Face to face meeting c.£14, **online transaction cost is less than £1**”



# Focus Resources



70%

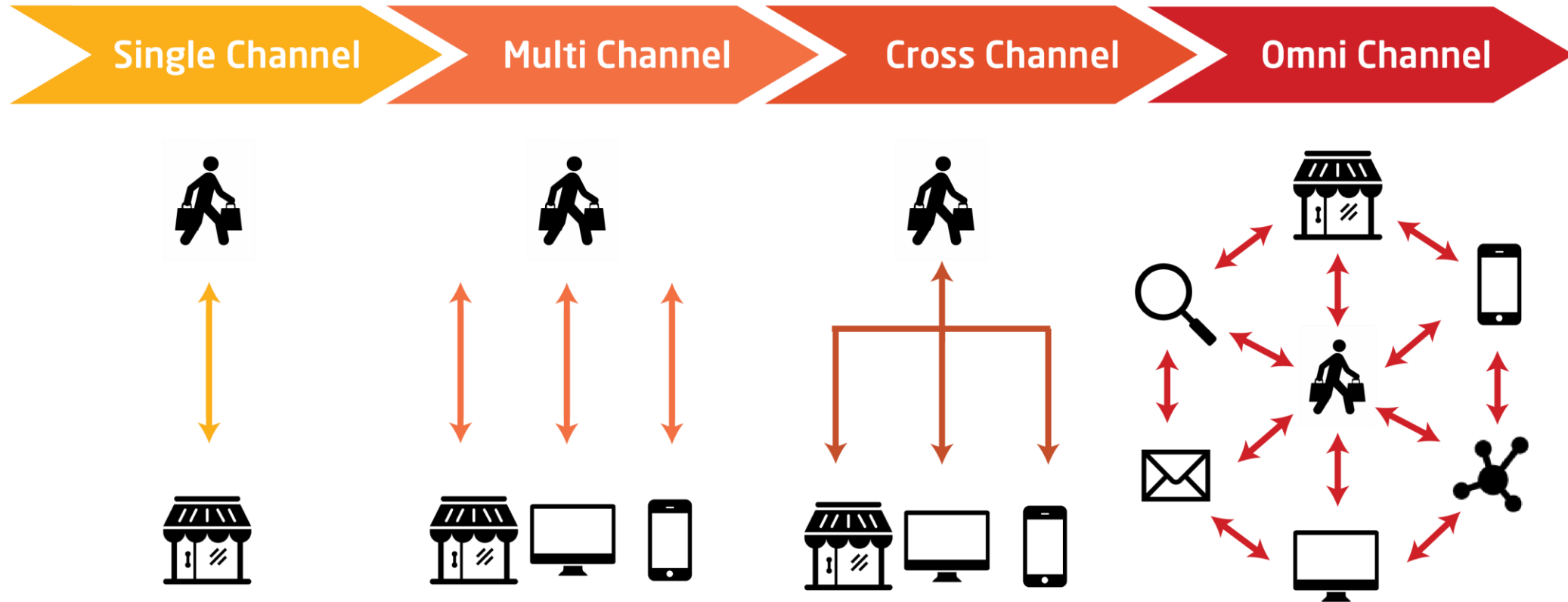


20%



10%

# Omni Channel



# Application Choices

Choose flexibility,  
give the customer  
choice, choose both.

Portal / responsive web  
and mobile applications.



# Integrated Solutions

Zero Touch



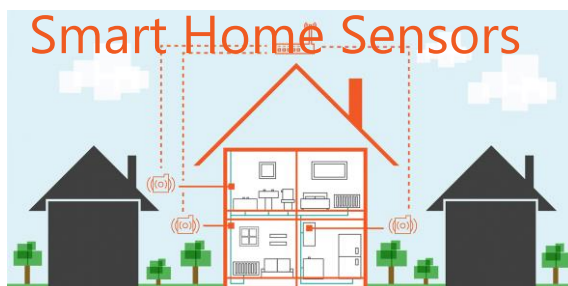
1Touch





# The ROADMAP

# The Future



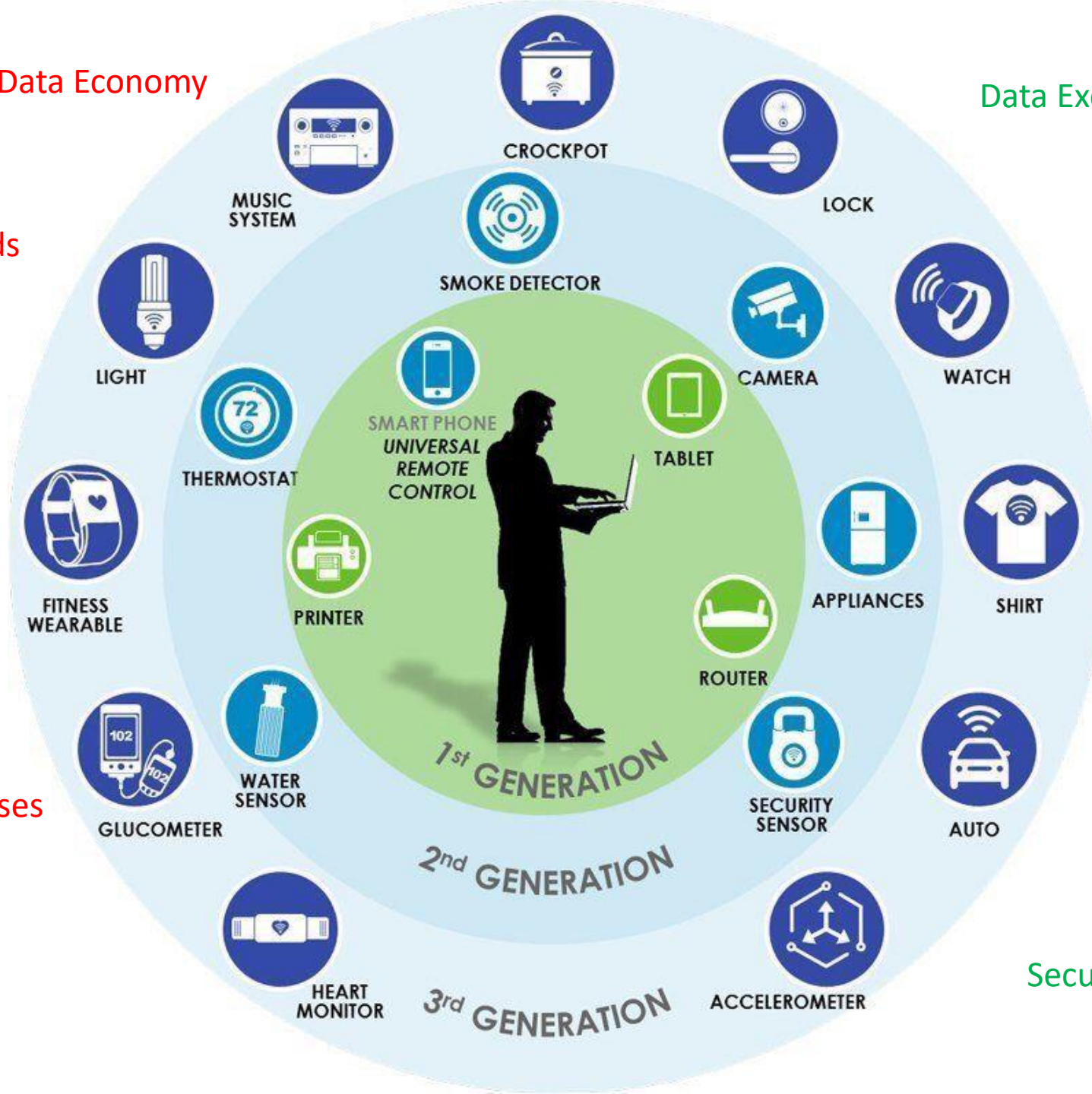
Personal Data Economy

Data/IOT Standards

Integration

VFM

Triggers/responses



Data Exchange

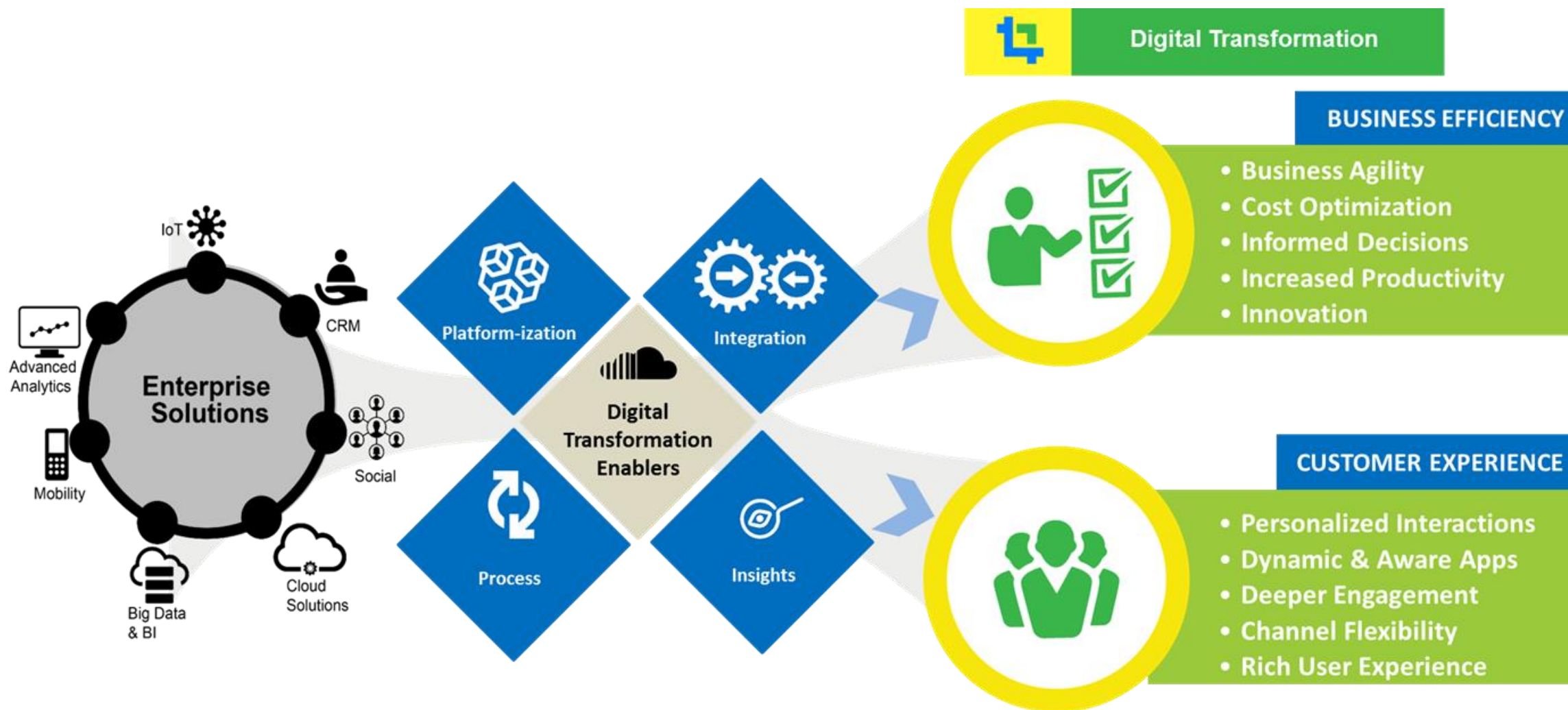
Social Care

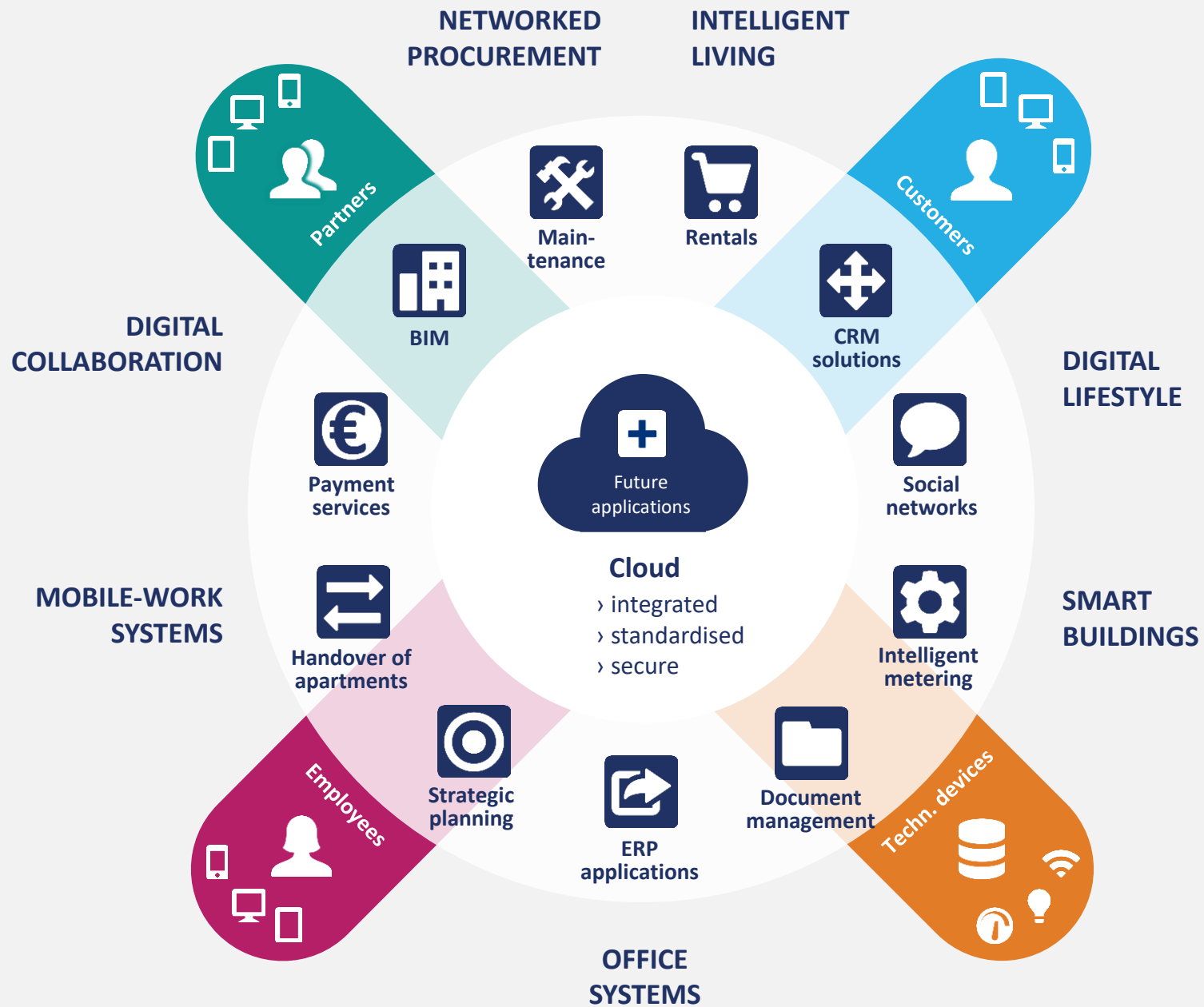
Health Care

Housing Operatives

Council Services

Security









PARTNERSHIP

# Working Principles



**ANY QUESTIONS?**

60 years of EXPERIENCE

60 years of INNOVATION

60 years of SUCCESS



JOIN A SMARTER WORLD