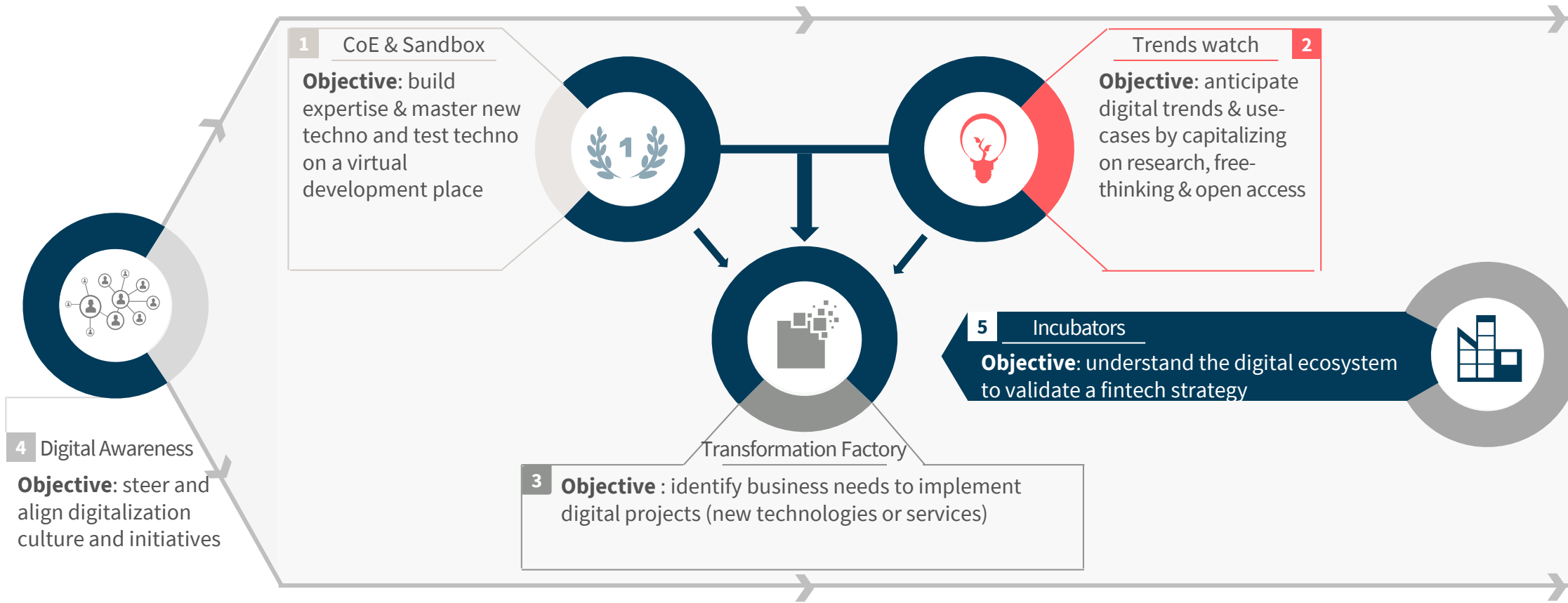08
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DIGITAL LAB MONITOR

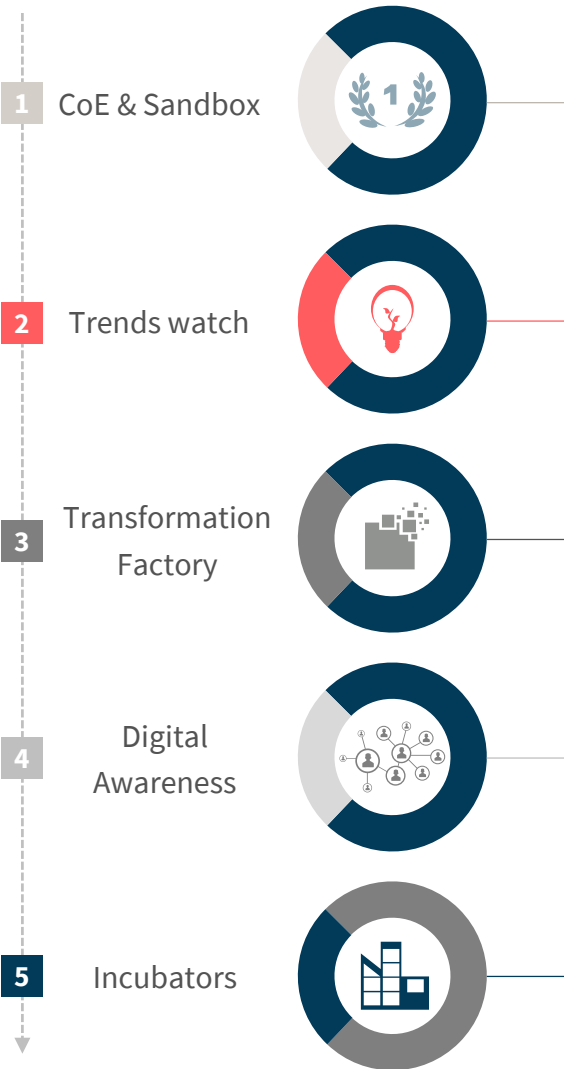**Aurexia**

Labs are structured into 5 key functions to produce & spread innovation

1 CoE & Sandbox

Objective: build expertise & master new techno and test techno on a virtual development place

2 Trends watch

Objective: anticipate digital trends & use-cases by capitalizing on research, free-thinking & open access

5 Incubators

Objective: understand the digital ecosystem to validate a fintech strategy

4 Digital Awareness

Objective: steer and align digitalization culture and initiatives

Transformation Factory

3 Objective : identify business needs to implement digital projects (new technologies or services)

1 CoE & Sandbox	2 Trends watch	3 Transformation Factory	4 Digital Awareness	5 Incubators
#Develop #Test	*#Create #Imagine*	*#Transform #Adopt*	*#Communicate #Diffuse*	*#Compare #Explore*

How Aurexia can help?

A — Reinforce key labs functions

#	Function
1	CoE & Sandbox
2	Trends watch
3	Transformation Factory
4	Digital Awareness
5	Incubators

✓ Design internal offering to promote CoE capabilities
✓ Launch & keep CoE momentum with adapted tools (hackathon..)
✓ Perform business requirements for prioritized use-cases

✓ Set up market watch (industry, technology,…)
✓ Set up questionnaires for clients to understand their needs and get their feedbacks on services/products…

✓ Design new services & products through ideation workshops capitalizing on UX/UI expertise (ex: with design thinking methodology)
✓ Conduct large scale digital programs from ideation to roll-out with change management
✓ Detect relevant business use-cases for specific technology (RPA..)
✓ Reinforce operating model

✓ Build a digital awareness plan
✓ Design disruptive formats to promote digital awareness
✓ Create story board & promotional videos
✓ Train your staff to ideation methodology

✓ Design bespoke Fintech watch & produce market Benchmark
✓ Ensure mentorship (go to market strategy..)
✓ Conduct RFP process on business topics

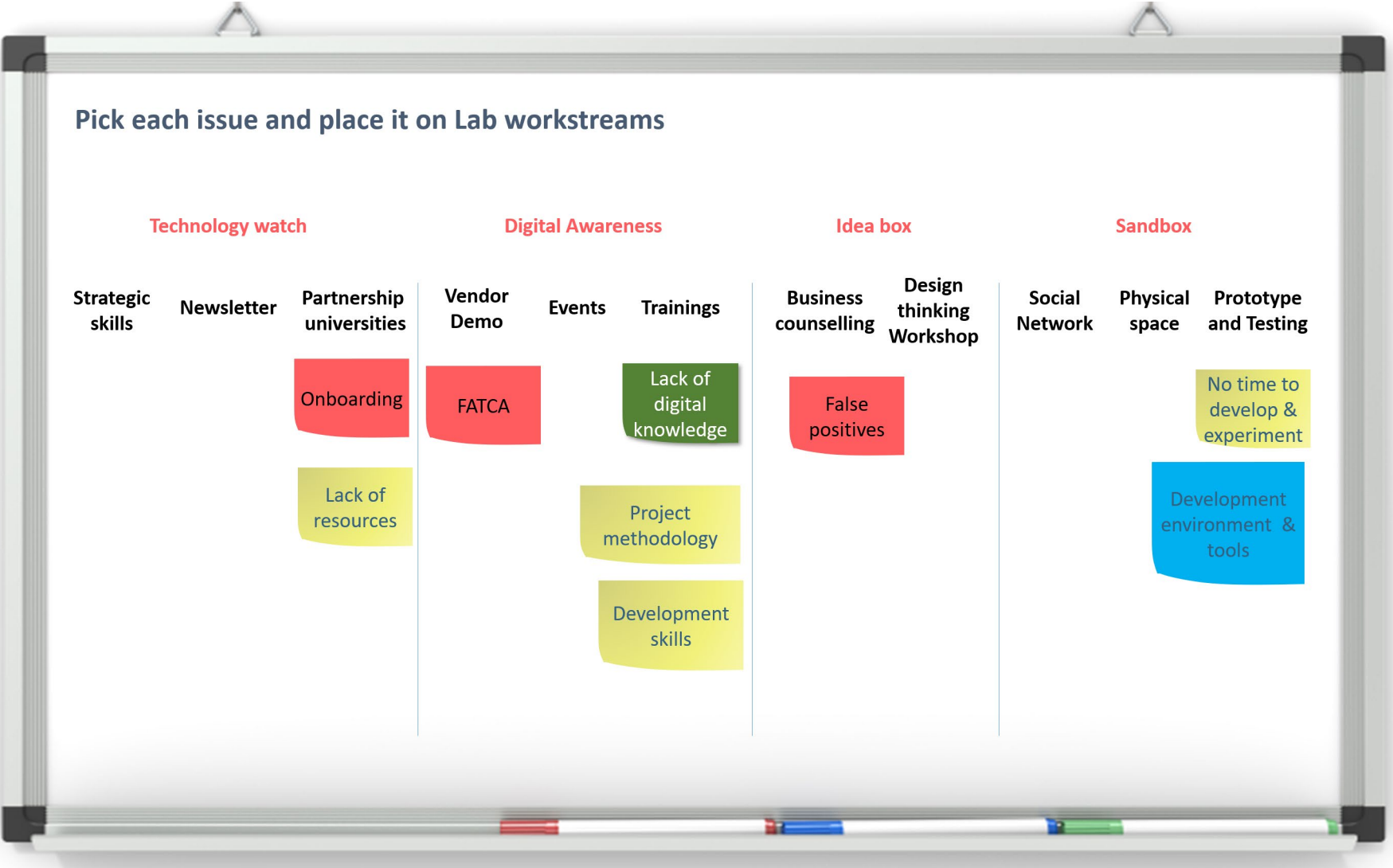## B — Labs diagnostic

✓ Understand existing digital initiatives and formalize lessons learned from experiences
✓ Formalize digital ambitions & business needs
✓ Identify areas for improvement to structure the production and diffusion of innovation

DIAGNOSTIC
AMBITION
RECO

C — Labs creation

✓ Define target stream/functions
✓ List out internal expectations
✓ Define kick off initiatives
✓ Create an adapted working place

Focus on Lab creation: list out your internal expectations

Pick each issue and place it on Lab workstreams

Technology watch			Digital Awareness			Idea box		Sandbox		
Strategic skills	Newsletter	Partnership universities	Vendor Demo	Events	Trainings	Business counselling	Design thinking Workshop	Social Network	Physical space	Prototype and Testing
		Onboarding	FATCA		Lack of digital knowledge	False positives				No time to develop & experiment
		Lack of resources			Project methodology					Development environment & tools
					Development skills					

Pick your issue

- Shadow portfolio
- Conversion ratio
- Client Journey
- Negative news

Aurexia

Bringing value, together