

# Digital McKinsey

## Overview

Consumers live in an “everything digital” world and this is changing the way businesses operate. Digital transformation is on the agenda of nearly all CEOs, as it presents opportunities for companies to reinvent themselves by operating, innovating, and organizing more effectively.

Digital McKinsey, formed by the merger of McKinsey’s Business Technology Office and McKinsey Digital Labs, helps enterprises think strategically about how to use technology to create fundamental business change – from formulating tech-driven growth strategies to enabling more efficient operations through the use of technology. The Digital McKinsey team works on key technological issues: big data, agile methodologies, cloud computing, cybersecurity, analytics and large digital transformation projects.

Our consultants are well-rounded business people who have expertise in strategy, operations, and organization as well as technology. It is this combination of a strategic business expertise combined with technological knowledge that makes us uniquely qualified to address technology issues with a CEO perspective.

We have a global presence with nearly 2,100 consultants and experts located in over 60 offices.

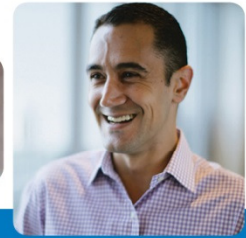
## Leadership

Digital McKinsey helps clients use technology to achieve competitive advantage—from formulating technology-driven growth strategies to enabling more efficient operations through the use of technology. Below are some examples of our client work:

**Financial Services:** We helped a large retail bank rapidly digitize the account opening process for new customers. We analyzed the customer journey to understand opportunities for improvement, we worked closely with the client to define a technical solution, and we used an agile approach to build a prototype to digitize the process. The impact was a dramatically decreased time to open a new account, from days to minutes, and a move from a primarily paper based and manual process, to 100% digital.

**High tech:** We helped a multi-billion dollar technology company formulate the strategy to double software related revenue. Working closely with several senior executives across the company we defined the offer for a portfolio of new software products as well as technological, go-to-market and operational capabilities needed to bring the products to market.

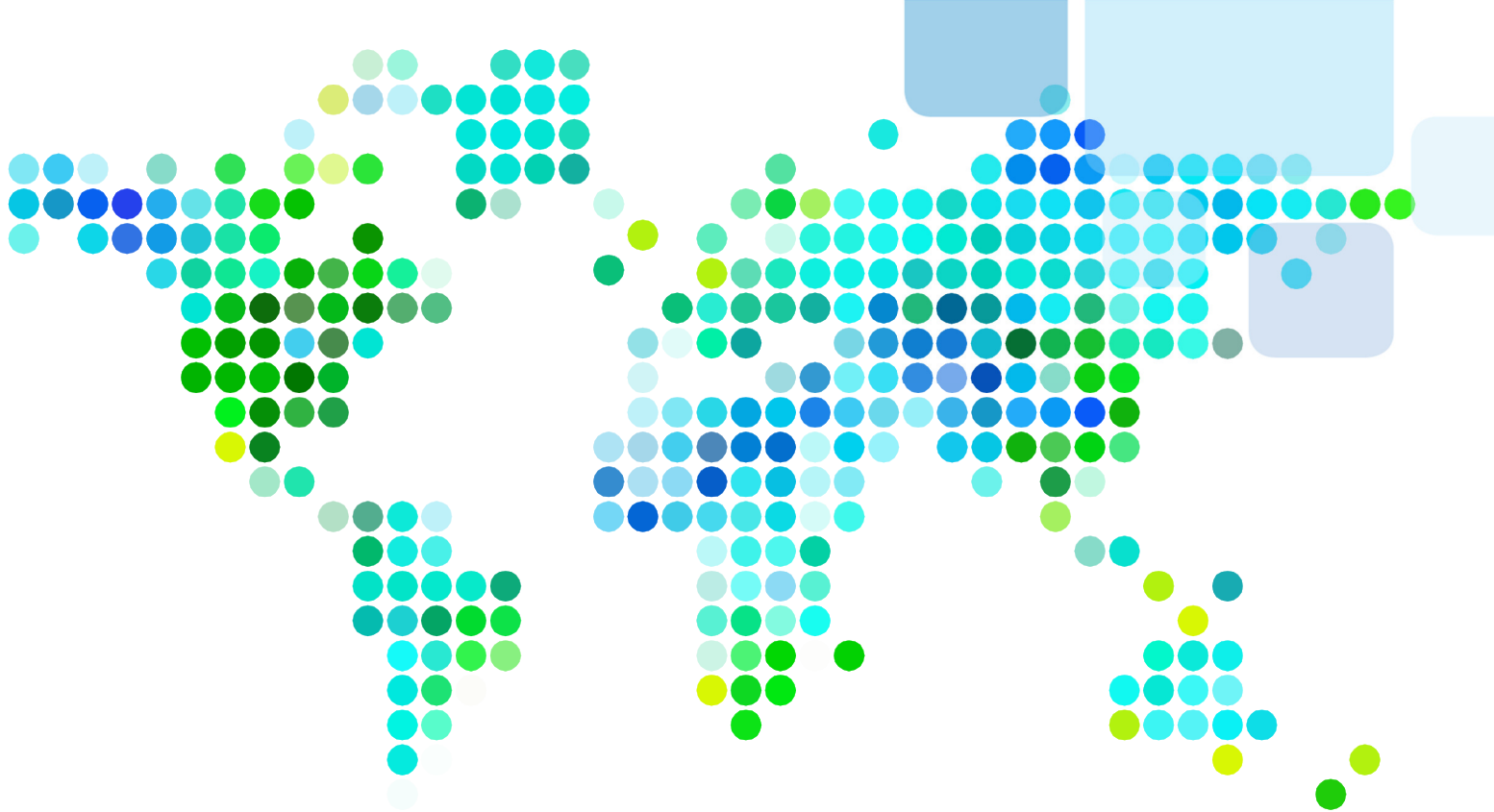
**Healthcare:** We helped one of the largest hospital systems secure their technology investments in cloud, digital and IoT against cybersecurity threats emanating from local and international forces, and drove towards a culture of security and trust between employees, patients and partners.



| Location     | Number of consultants |
|--------------|-----------------------|
| Globally     | ~2100                 |
| Americas     | ~750                  |
| EMEA region  | ~700                  |
| Asia Pacific | ~550                  |

Our Digital McKinsey colleagues work across the following industries:

- Advanced Electronics
- Aerospace & Defense
- Automotive & Assembly
- Consumer Packaged Goods
- Energy & Materials
- Financial Services
- High Tech
- Healthcare Payor & Provider
- Media & Entertainment
- Non-Profit / Social Sector
- Pharmaceutical & Medical Products
- Public Sector
- Private Equity
- Retail
- Telecommunications
- Travel Infrastructure & Logistics



## Digital McKinsey around the world:

- Abu Dhabi
- Amsterdam
- Antwerp
- Atlanta
- Bangalore
- Beijing
- Berlin
- Boston
- Brussels
- Chicago
- Cologne
- Copenhagen
- Costa Rica
- Dallas
- Delhi
- Dubai
- Düsseldorf
- Frankfurt
- Gothenburg
- Hamburg
- Helsinki
- Hong Kong
- Houston
- Johannesburg
- Lisbon
- London
- Madrid
- Mexico City
- Milan
- Montreal
- Moscow
- Mumbai
- Munich
- New Jersey
- New York
- Oslo
- Paris
- Philadelphia
- Prague
- San Francisco
- Sao Paulo
- Shanghai
- Silicon Valley
- Singapore
- Stockholm
- Stuttgart
- Sydney
- Tel Aviv
- Tokyo
- Toronto
- Washington, D.C.
- Zurich

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