

THE TATE'S DIGITAL TRANSFORMATION Harvard Case Solution & Analysis

Beyond the Build

See the stories of how Digital Transformation changed the way Tony, Susan and Bill do business.

Asset management

Investment management firms are looking for ways to improve their asset management processes. This is because the industry is becoming more competitive and clients are demanding better returns. Digital transformation can help firms improve their asset management processes by providing better data and analytics, automating manual processes, and improving client communication.

Bill's Story

Job: Client Manager
Company: IT & code Management Services
Interests: AI, data science, digital marketing



Transformed!

Bill's company implemented a digital transformation strategy that focused on automating manual processes and improving data analytics. This resulted in a significant increase in efficiency and a reduction in costs. Bill's company is now able to provide better service to its clients and is growing its business.

Results

Bill's company achieved a 20% increase in revenue and a 15% reduction in costs. This was achieved through the implementation of digital transformation initiatives.

Job: Data Delivery Entrepreneur
Company: Data Acquisition Startup
Interests: Local food trucks, surf, 1980s music



Shipping

Shipping companies are facing challenges due to rising fuel costs and increasing competition. Digital transformation can help shipping companies improve their operations by providing better data and analytics, automating manual processes, and improving customer service.


Transformed!

The shipping company implemented a digital transformation strategy that focused on automating manual processes and improving data analytics. This resulted in a significant increase in efficiency and a reduction in costs. The company is now able to provide better service to its customers and is growing its business.

Results

The shipping company achieved a 10% increase in revenue and a 12% reduction in costs. This was achieved through the implementation of digital transformation initiatives.

Job: Auditor
Company: Financial Management Firm
Interests: Fun social puzzles, Hong Kong movies



Transformed!

The financial management firm implemented a digital transformation strategy that focused on automating manual processes and improving data analytics. This resulted in a significant increase in efficiency and a reduction in costs. The firm is now able to provide better service to its clients and is growing its business.

Results

The financial management firm achieved a 15% increase in revenue and a 10% reduction in costs. This was achieved through the implementation of digital transformation initiatives.

Auditing

Auditing firms are facing challenges due to increasing competition and rising costs. Digital transformation can help auditing firms improve their operations by providing better data and analytics, automating manual processes, and improving customer service.

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Event management

The introduction of the new event management system allowed Bill to manage all of his events in one place, making it easier to track and manage his business.

Bill's Story

Job: Client Manager

Company: IT Life Cycle Management Services

Interests: A-ha, desk, Lego, fishing, road tripping



Transformed!

Bill's new event management system allowed him to manage all of his events in one place, making it easier to track and manage his business.

Results

Bill's new event management system allowed him to manage all of his events in one place, making it easier to track and manage his business.

Job: Data Delivery Entrepreneur

Company: Data Acquisition Startup

Interests: Local food trucks, surfing, 80s music



Transformed!

Tony's new data delivery system allowed him to manage all of his data in one place, making it easier to track and manage his business.

Results

Tony's new data delivery system allowed him to manage all of his data in one place, making it easier to track and manage his business.

Shipping

Bill's new shipping system allowed him to manage all of his shipments in one place, making it easier to track and manage his business.

Bill's new shipping system allowed him to manage all of his shipments in one place, making it easier to track and manage his business.

Job: Auditor

Company: Financial Management Firm

Interests: Fun facts, puzzles, Hong Kong movies



Transformed!

Susan's new auditing system allowed her to manage all of her audits in one place, making it easier to track and manage her business.

Results

Susan's new auditing system allowed her to manage all of her audits in one place, making it easier to track and manage her business.

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Beyond the Build

See the stories of how Digital Transformation changed the way Tony, Susan and Bill do business.

Job: Data Delivery
Entrepreneur

Company: Data
Acquisition
Startup

Interests: Local food
trucks, surfing,
'80s music



Shipping



Tony observed the shipping industry: Semi-trailers constantly pass over roadways day and night, loading and unloading, entering and leaving zones. That's a big challenge to monitor manually.



Tony thought, if there are beacons on these semis to share location and other data, he could see where a chassis is at all times. That could cut down on wasted time and ultimately, save loads of money.

Transformed!



Tony wanted an intelligent asset tracking system, with sensors on every truck chassis and container and gateways around the yard to monitor movement in and out. Finally, Tony needed a way to make sense of the data flowing in from these devices.



Tony turned to SPR Consulting. Together, they planned and architected a software program using the Azure IoT suite. This program allows everyone to visualize the location and track the inventory of thousands of containers, coming and going.

Results



The IoT solution
customers purchase
now get real-time
reports and receive
alerts of any a
their shipment
just the beginning
vision for IoT d
shipping world

Results



The IoT solution has Tony's customers pumped! They now get real-time big data reports and receive real-time alerts of any anomalies with their shipments. And that's just the beginning of Tony's vision for IoT devices in the shipping world.



Job: Auditor

Company: Financial Management Firm

Interests: Fun socks, puzzles, Kung Fu movies