

Columbus®

From transaction platform to competitive advantage – How?!

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Value creation guided by a broad service portfolio

Managed Service

Enterprise
Information
Management

Intelligent Business
Process Automation &
Apps

Cloud Solutions

Finance & Supply Chain

Achieve operational excellence and cost optimisation with tailored finance and supply chain solutions. Our extensive range of services address industry-specific challenges and opportunities, creating seamless digital transformation that drives measurable results and long-term value.

Sales, Marketing, Customer, and Field Service

We integrate sales and service to enhance customer experiences, drive growth, and strengthen brand loyalty with digital insights and seamless interactions.

Data & AI

We help businesses stay competitive with end-to-end data solutions, including strategy, platform design, AI, ML, and GenAI, enabling smarter decisions and greater value delivery.

Digital Commerce

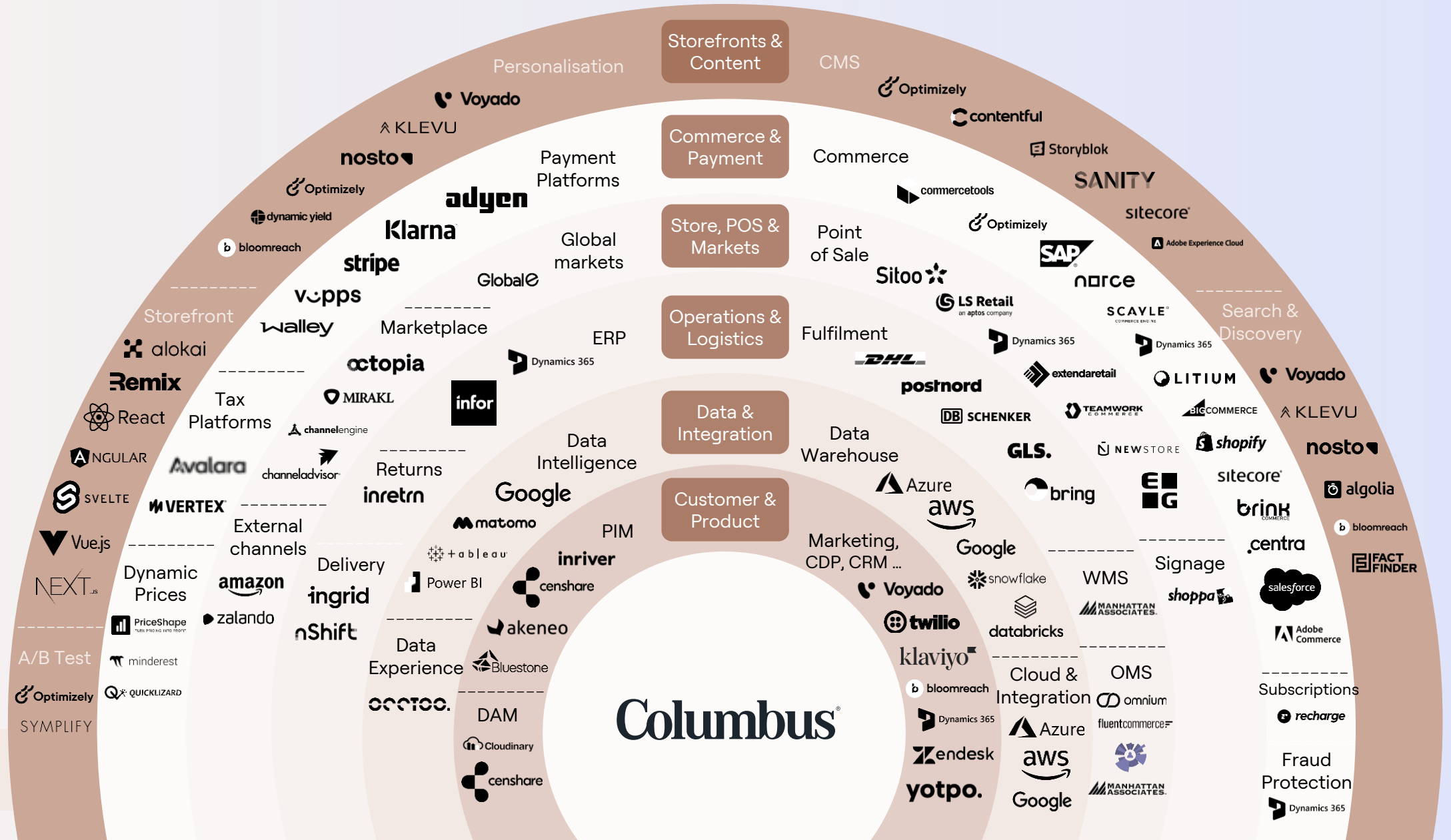
Meeting customer expectations for seamless experiences is challenging. We deliver tailored strategies, platform implementation and continuous improvement to enhance operations, customer journeys, and business growth.

[READ MORE ABOUT OUR SERVICES](#)

Cybersecurity

Transformation
Strategy

Capabilities: We help you to future proof your ecosystem



Service Areas: Our Digital Commerce specific areas



Customer Experience

- Personas
- Customer Journey
- Service Blueprint
- Experience Design
- Experimentation
- Optimisation

E-commerce

- B2B, B2C & D2C E-Commerce
- In-store solutions
- Prices & payments
- Online Merchandising
- Search & Recommendations
- Review & UGC
- Point of Sale (POS)
- Order Management (OMS)
- Return Management
- Delivery Management
- AI for Commerce
- Sustainability in Commerce

Customer Portal

- Customer Portals & Self-Service
 - Customer Service & Chat
 - Role-based Dashboards
 - Product configurators
 - Punch-Out & EDI
- (Purchase Portal, B2B Portal, Employee Portal, ...)

Brand/Corporate Website

- Content Management (CMS)
- Content/knowledge hub
- Customer Data Platform (CDP)
- Loyalty programs
- Marketing Automation
- Personalization

Information Management

- Product information management (PIM)
- Channel Management
- Supplier Data Manager (SDM)
- Digital Product Pass (DPP)
- Digital Asset Management (DAM)
- Master Data Management

Architecture & Integration

- Unified Commerce
- Composable/Headless Commerce Architecture
- Cloud & API-driven Architecture
- Data & Integration Framework

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Digital Transformation



5/14/2025

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Digging Transformation



5/14/2025

Quick Fix Transformation



How it tends to be IT Driving Change



Strategic Considerations Digital Transformation Journey

DEFINE → EXECUTE → EVOLVE →



How it should be IT Supporting Change

Tech

*Systems follow people,
not the other way around*

Change Management

*Prioritized changes in behavior and ways of working
– to adress pain-points in customer journeys*

Clear Business Goals

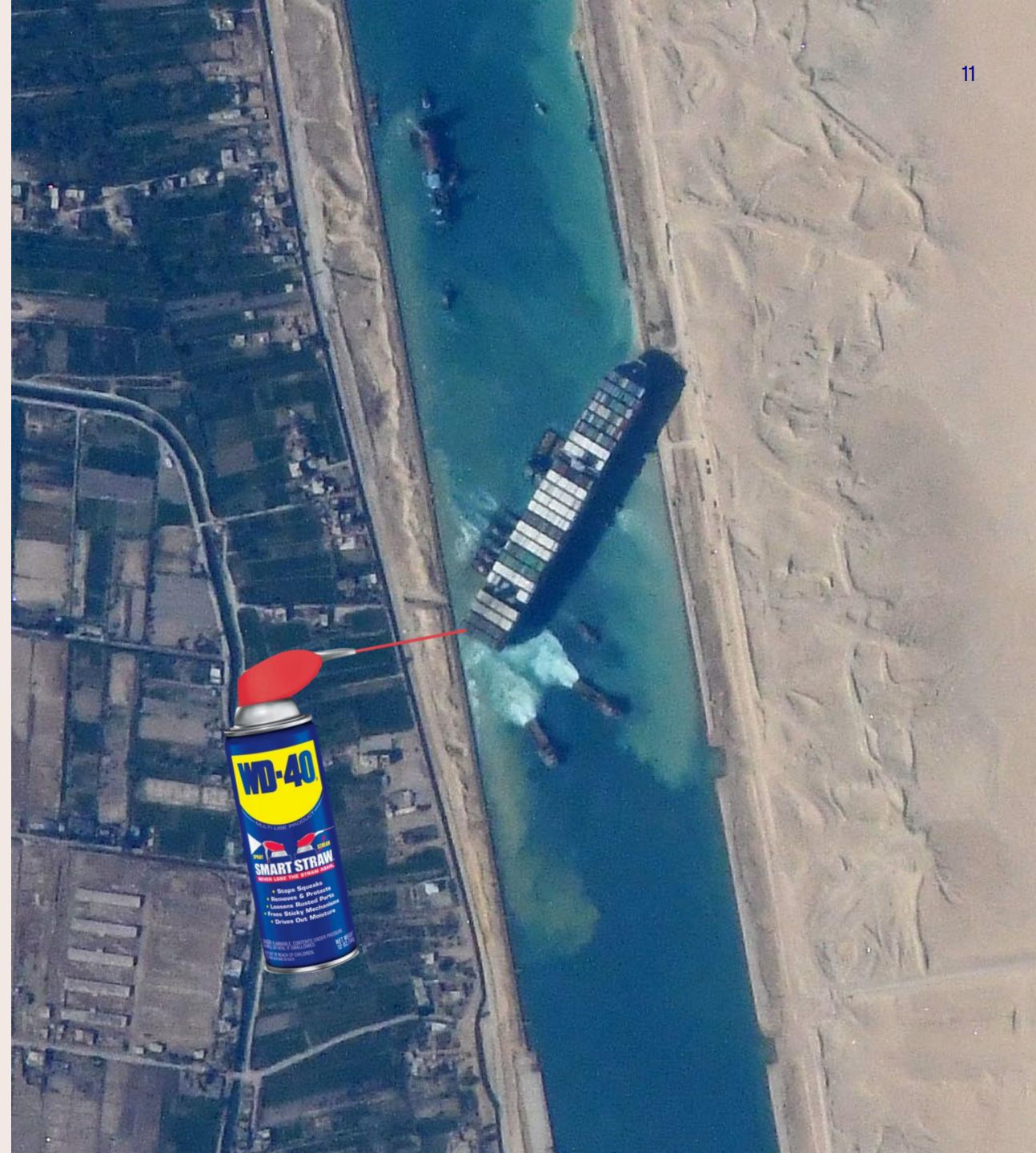
*Start with why: customer journey and value,
differentiation, long-term advantage*

Getting the Flow

1. Cross-functional project team with (internal) customers involved from day one
2. The competitive advantage lies in the customer value you enable – start there!
3. Start small, learn fast, and scale – launch the speedboat before steering the tanker

Food for thought:

How do you create space for – or even begin with – your customer's perspective when driving digital transformation?





“It is not the strongest of the species that survives,
nor the most intelligent. It is the one that is most
adaptable to change.”

Charles Darwin