



LEMAX BUSINESS ASSESSMENT

Digital Transformation is not only about technology



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The travel industry business landscape is one of the most complex ones. Without a deep knowledge and understanding of industry-specific processes, travel technology cannot bring true value to the digital transformation process.

That's why, at Lemax, the business processes of Tour Operators and DMCs are at the very center of everything we do as a company.

To make sure the digital transformation ensures Client's goals are reached, we incorporated Business Assessment as the crucial part of the client journey.

Lemax Business Assessment is a comprehensive methodology for assessing process effectiveness, aligning product values with business strategy, and evaluating the organization's change impact.

In other words, Business Assessment is the backbone of a successful digital transformation process.

THE BENEFITS

Digital transformation is driven by a shift in mindset and the ability to embrace change. That is why Lemax Business Assessment identifies key opportunities and business requirements for each operational area, focusing on the Client's goals and bringing forth the following benefits:

- In-depth assessment and consultations on the existing business processes and sharing industry best practices to achieve company goals.
- Tailor-made demonstrations of the transformed business processes in the Lemax platform to visualize what can be achieved through the process of digital transformation.
- Enabling faster time-to-market and seamless change in everyday operations conducted in phases through firm agreement on the digital transformation project deliverables.
- Reducing the risk of digital transformation project implementation failure by clearly and timely defining project deliverables.

*statistics show that up to 70% of all projects fail during the process of implementation due to not fully defined deliverables

HOW DO WE DO IT?

Lemax's Business Assessment approach centers around educating and consulting companies on the importance of focusing on company goals. From the very outset, a strategic approach to the digital transformation process is at its core.

Digital transformation ensures companies stay relevant, forward-looking, and more efficient in the ever-changing business landscape. A structured approach must be in place for companies to get the know-how in order to respond to the change required to ensure the strategic goals are achieved and, subsequently, the business is scaled.

This approach is more than just the technology - it's partnership and consultancy combined with technology capabilities that align with the market trends and needs. In a nutshell - it's Lemax Business Assessment.

Interested to learn more? Contact us!

