JANZEN CONSULTING

Strategy & Digital Advisory

Strategy and Digital Advisory Services - Offer

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Strategy & Digital Advisory

AI as a Catalyst for Growth and Competitiveness

Research consistently shows that **AI software and services are among the fastest-growing sectors globally, with an expected CAGR of 17–25%.**

AI is no longer an optional add-on: it is the **enabler of productivity, innovation, and value creation across every other industry.**

Analysts estimate that the **18 growth arenas of tomorrow**—from generative AI and robotics to advanced biotech and digital mobility—**could generate between USD 29 trillion and USD 48 trillion in revenues and USD 2–6 trillion in profits.**

To remain competitive in this rapidly evolving market, organisations must **adopt AI strategically and invest in upskilling their workforce** to harness its full potential.

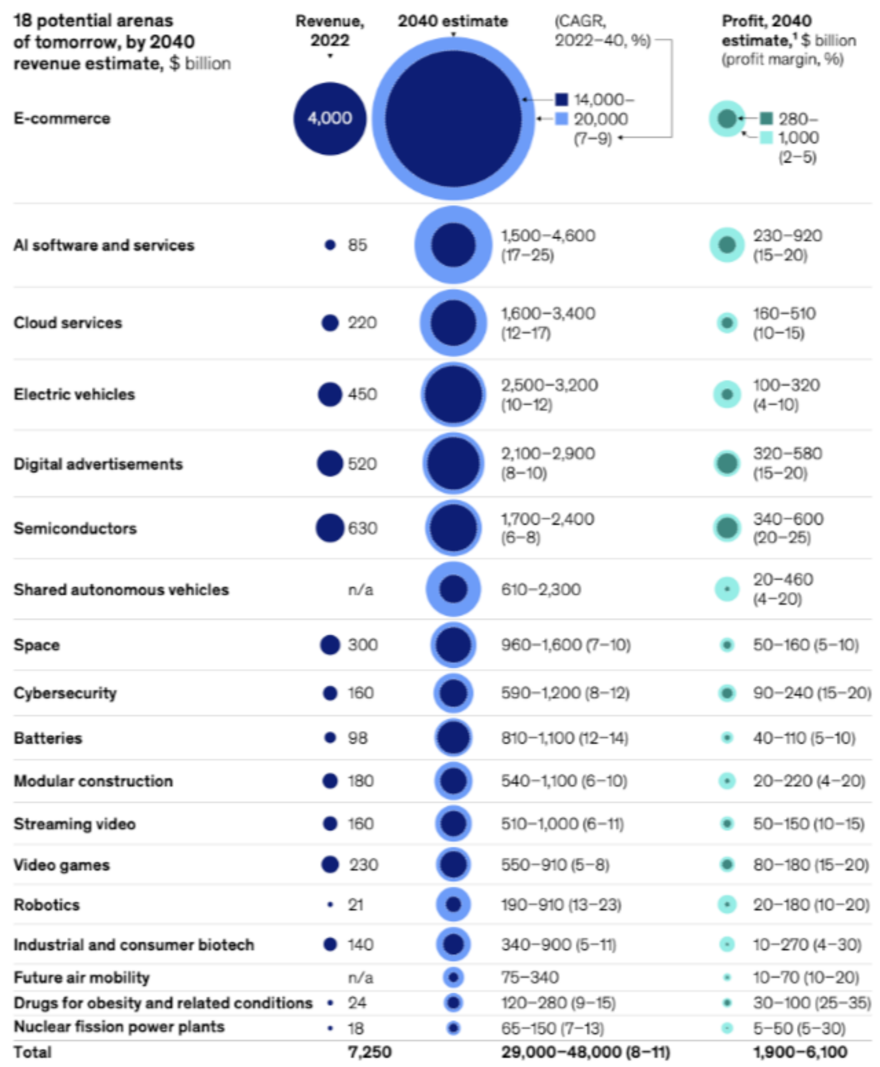
At the core of my advisory work, I **empower C-suite leaders to unlock transformative value creation** by:

Designing **enterprise-wide AI strategies** aligned with business objectives.

Guiding **organisational transformation programmes** that integrate predictive AI, generative AI, and AI agents into core operations.

Supporting **workforce upskilling**, enabling employees to master advanced technological capabilities and drive measurable performance gains.

Technology is not merely a tool; it is a catalyst for performance, market impact, and long-term growth.



*Source: Company annual reports; McKinsey Value Intelligence; McKinsey Global Institute analysis

Why Janzen Consulting?

Short response time, to project technical and commercial proposal to reach agreement and start the work.

Technology Consulting Expertise, on average 15 years of experience in management consulting technology and digital

Experience working with cross cultural teams in the Middle East, Europe, Africa and Asia.

Rigid analytical skills : developed through intense education at IT, engineering and business school

Diversified skills and partnerships with niche AI and technology companies and partnership with large strategy consulting.

Industry expertise built through working with Financial, Retail and Technology, Public Sector clients from Fortune 500.

List of services – AI powered strategies

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1. Strategic Consulting

When organisations need to **refine their strategic objectives to drive growth or improve operational efficiency**, we help them **reset goals and priorities in response to evolving market trends and shifting business environments.**
We provide clients with a **fresh, objective perspective** and deliver **well-structured, evidence-based strategies** that enable them to remain agile, competitive, and aligned with long-term value-creation ambitions.

2.Digital Transformation

Many organisations underperform due to the **limitations of legacy systems, fragmented applications, and outdated operating models.**
Our approach focuses on:
Assessing digital maturity across the organisation to identify capability gaps and transformation priorities.
Mapping and optimising critical business processes to unlock efficiency and reduce operational friction.
Designing a future-ready digital roadmap aligned with business strategy and measurable outcomes.
Reimagining IT function, from outsourcing and modernising infrastructure to **integrating AI solutions as a core pillar of the enterprise IT strategy.**

3. Merger and Acquisition

M&A transactions are often **lengthy, complex, and costly**. Our consulting approach leverages **automated solutions and advanced external databases** to accelerate target assessment, streamline due diligence reviews, and generate **comprehensive, data-driven reports**.
We **partner with leading global consulting firms** to enhance the transaction process, bringing together **deep market research, rigorous analysis, and operational insights** to maximise deal value.

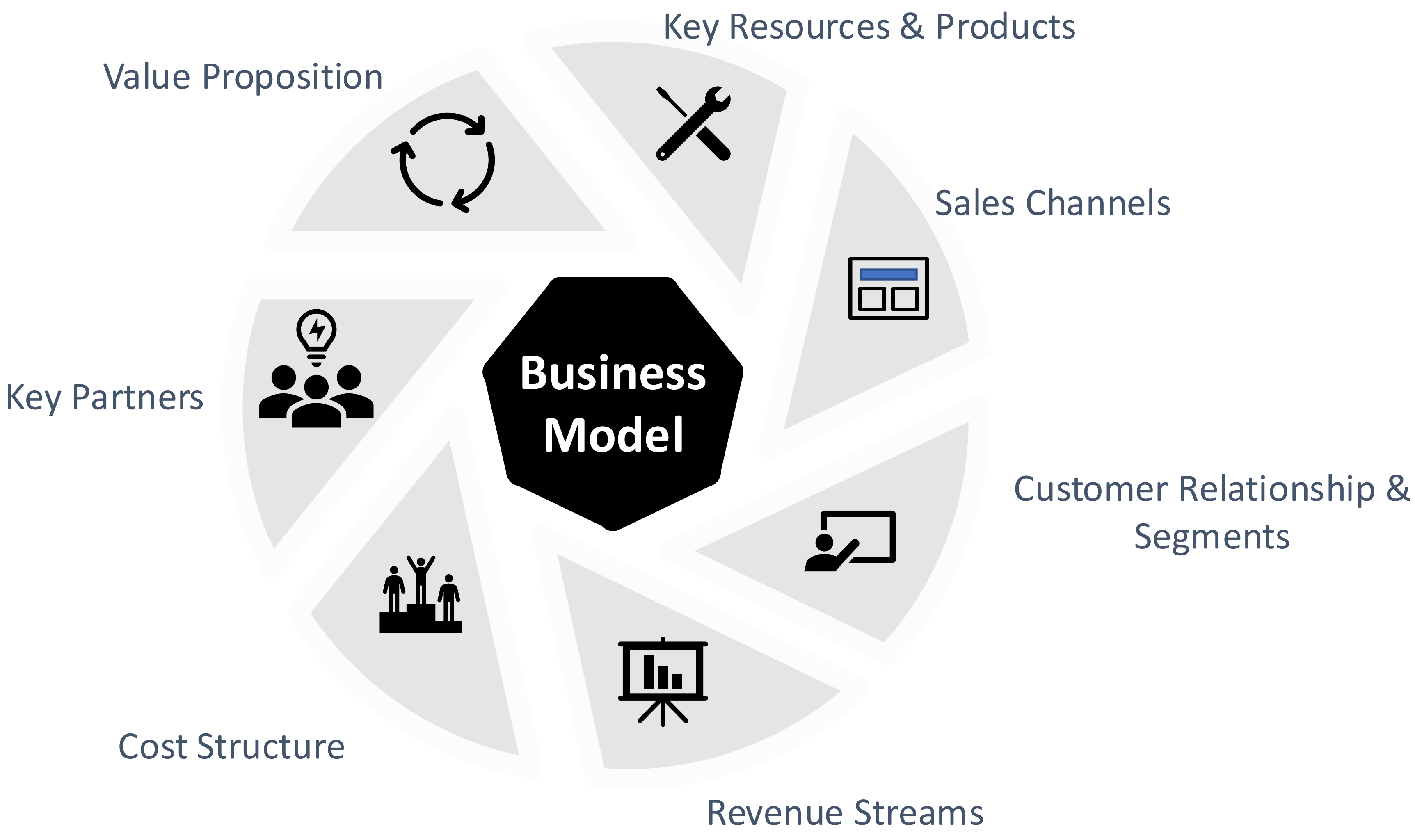
4. AI Strategy Consulting

We focus exclusively on **embedding Artificial Intelligence across the organisation** by:
Redefining business and technology strategies to integrate AI as a core enabler of growth and operational excellence.
Upskilling teams at every level to build AI literacy and enhance their ability to leverage AI tools in day-to-day operations.
Driving measurable productivity gains and efficiency improvements through practical, AI-powered solutions that align with the organisation's strategic objectives.
Our approach ensures that AI is **not just implemented as a technology**, but adopted as a **transformational capability** that reshapes processes & decision-making.

1. Strategic Consulting – Business Model Review

1. Strategic Consulting

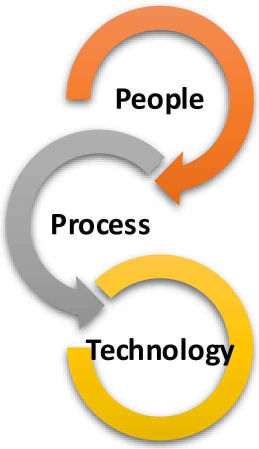
- We **review and assess business models**, identify opportunities to **improve efficiency**, and support organisations in **redefining their models for sustainable growth**.
- By applying **industry benchmarking** and a **structured series of diagnostic questions**, we help clients **validate their business models** and uncover areas where **digitalisation and AI solutions can accelerate growth and enhance performance.**



2.Digital Transformation

2. Digital Transformations

- We work across **three core pillars: People, Processes, and Technology.**
- When clients recognise that **legacy systems no longer support their organisational needs, face challenges with fragmented applications, or lack adequate solutions**, we help them **define the target operating model** and **enable the transformation required to achieve it.**



- **People**
  We recognise that **people create the greatest value.** We work closely with leadership teams and engage key stakeholders to **understand cultural dynamics, anticipate resistance to change, and foster adoption of digital and AI solutions.**

- **Processes**
  We ensure that **process improvements directly translate into shareholder value creation**, carefully assessing the **impact of technology on core business operations and financial performance.**

- **Technology & AI**
  We **design and deliver digital transformation strategies, modernise technology infrastructure, and define AI use cases and implementation plans** that drive measurable efficiency and competitive advantage.

Deliverables:

AI Strategies	**Business Analytics**	**Digital Transformation Strategy**
Predictive Analytics	**Process Automation**	**Data-Driven Insights**
Digital Roadmap	Digital Architecture	**Strategic Planning**
Risk Management	**Performance Monitoring**	legacy Integration
Subscription Business Model	Digital Roadmaps	AI - new roles
People skills assessment	Projects Audits	

3. Mergers and Acquisitions

	Pre-deal	Due Diligence	Post M&A integration	Exit
AI applicable case	**AI integration to assess companies for investment**	**Due Diligence supported with AI , based on large data input and Virtual data rooms**	**Use of cross department internal virtual agents, to identify post M&A Synergies**	**Support in drafting contracts, and searching potential buyer on secondary market,**
Agentic AI	Designed Independent Agents (Document Agent, Insight Agent, Risk Intelligent Agent, Proposal Assembly Agent, Portfolio Design Agent	Agentic AI Use Cases design: Integrated processes agents such as: Document Agent, client insight, document review, Support valuation	Implemented Integrated teams agents cross departments, such as: Project Managers	Agentic AI, for connecting with external databases, and legal contracts.
AI transformation - deliverables	AI Maturity Assessment Skills Gap Analysis Process Impact Mapping Use cases prioritization Report	Target Operating Mode (RACI matrix) Learning & Development Framework AI Use Case Blueprints Responsible AI Governance Model	Agentic AI - Pilot Implementation AI - Upskilling Program Launch AI powered Performance Measurement Report Feedback report, improvement plan	External database trained Agenting AI legal team trained in Agentic AI Financial calculation on valuation Final transaction feedback and accuracy

4. AI Strategy Consulting

Digitalisation and AI strategies can never stand apart from broader business and strategic objectives. Effective strategy planning must be fully aligned with the organisation's vision and mission, and it can only succeed when driven from the top down. The true competitive advantage lies not in the technology itself, but in the ability to harness it to its fullest potential—delivering sustainable value for shareholders.

AI Strategy consulting scope

A. AI Readiness Assessment

Assessment of organization data readiness and technology

- Map high strategic initiatives
- Assess if the organization is ready to introduce AI model
- Evaluate infrastructure requirements
- Evacuate software availability
- Map current digitalization of processes and need for new improvements
- Map current roles, and skills who can act as representative

B. Business Model Evaluation

Digital Maturity evaluation of a business model and expected ROI of individual digitalization

- The digital maturity of current operating model, list out key processes,
- Plan target operating model, list of expected processes which are expected to be digitalized with AI
- Develop KPIs to be achieved from the transformation of individual processes, which will be used for measuring tangible success factors.

C. AI Feasibility Study

Generates more in depth analysis of individual case, which would have highest impact, and lowest costs

- Understanding and calculating additional revenue over next few years.
- Calculating the operation savings, which AI powered processes would generate
- Crate matrix and value selected solutions, and selection of dedicated cases.
- Search for best technology solution to cater for the digitalization needs.

D. AI integration Strategy

Planning of the selected cases transformation and need for upskilling resources

- Final costs assessment of required investment , from software, computing power, to resources who will the digitalization and upskilling.
- Drafting the transition and transformation strategy to incorporate change into existing business model without significant impact on current operations.

Previous projects - geographic location & industries

- UAE: (SME & PE)
- Qatar: (Public sector)
- Poland: (banking & tech)
- Belgium: (Retail)
- Czech Republic: (Retail)
- Slovakia: (banking)
- South Africa: (Retail)
- Baltics: Latvia, Lithuania, Estonia: (insurance)
- Sweden : (insurance)

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