

EG Digital Welfare

EG Digital Welfare delivers Nordic vertical software solutions and is a market leading vendor for private and public customers. With deep industry and domain knowledge, EG Digital Welfare is supporting business-critical and administrative processes.

CASE: Internationalization heading the German market.

To determine and prepare a comprehensive G2M strategy, the team should prepare a market and competitor analysis within the three states of Germany, Bayern, Baden-Württemberg and Schleswig-Holstein. Afterwards, conduct a GAP analysis to qualify their current product-market fit and which changes EG Digital Welfare should make in relation to the market.

OVERVIEW

Company	EG Digital Welfare Aps
Location	Østerbro 5B, tv, 5000 Odense
Contact person	Jesper Bo Seidler, Seniormanager & Steffen Rugtved, CEO.

COMPANY PROFILE

EG Digital Welfare is part of the EG Public division. EG Digital Welfare is also a merge of two former companies under the EG Group, EG Team Online and EG Kommuneinformation, which were merged as EG Digital Welfare back in 2019.

EG Digital Welfare provides Nordic vertical software solutions, such as self-service, automation, digital case processing, as well as professional documentation and impact measurement, and is a market leading vendor for private and public customers. With deep industry and domain knowledge, EG Digital Welfare is supporting business-critical and administrative processes.

EG Digital Welfare has around 170 employees who primarily work from EG's locations in Odense and Ballerup.

Among the company's best-known solutions are the social welfare IT-system, EG Sensum, the self-service solutions EG On Helbredstillæg, EG Self-service, and Netforvaltning Sundhed, which are used in all Danish municipalities.

Today, EG Digital Welfare is a strong market leader within Denmark and wants to expand into new countries/markets. EG Digital Welfare has already qualified countries with a lucrative potential. Hence, Germany is one of the countries where the government has invested a lot of money in digitalization, especially within the public sector. Therefore, this is a potentially attractive market for EG Digital Welfare to penetrate. Furthermore, EG Digital Welfare wants to break down the countries into its states and penetrate the three selected states:

1. Bayern
2. Baden-Württemberg
3. Schleswig-Holstein

As, Baden-Württemberg and Bayern are further ahead in Germany with their digital agenda, and due to Schleswig-Holstein's geographical location and therefore comparisons with Denmark.

Therefore, EG Digital Welfare want to complete an internationalization heading the German market within the three states.

CASE DESCRIPTION

To gain success with their expansion, they want to find a team that can conduct the necessary insights in relation to the market, competitors, customer behavior, pains and gains in order to compile a G2M strategy qualifying the right process of designing vertical and self-service software solutions that meets the needs of users within the public and semi-public industries. Furthermore, the team will address which necessary modifications need to be made to achieve success with their internationalization strategy.

Firstly, the team must prepare market research and competitor analysis within the three states of Germany, Bayern, Baden-Württemberg and Schleswig-Holstein. The market insights should be gathered in a SWOT that identifies which state will be favorable for EG Digital Welfare to penetrate first.

From there, the team must conduct a GAP analysis for the selected state to qualify their current product-market fit and which changes EG Digital Welfare should make in relation to the market. First step would be to define their current position (As-Is) and desired position (To-Be).

Having defined both situations, the team can begin to analyze the difference between them. This can be done by identifying specific areas or values that need to be improved. Furthermore, the team will look into which modifications need to be made to meet the needs of users within the public and semi-public industries. In addition, it can be beneficial to identify how the necessary improvements can be implemented and what risks are associated with it. It is important to consider both the potential costs and benefits of implementing the improvements before deciding.

Afterwards the team will be able to draw up a comprehensive G2M strategy that identifies how EG Digital Welfare should position and differentiate themselves in the selected state.

As a team, you will have methodological freedom through your analysis approach. However, it is expected that you will base your data on selected methods.

TASKS AND EXPECTATIONS

0. Phase: Onboarding and calibration of the project

- 0.1. Onboarding and calibration of KPI's for the project
- 0.2. Onboarding to the company and industry
- 0.3. Alignment between the team and company regarding the project and expectations.
- 0.4. Calibration of time and tasks for the project.

1. Phase: Prepare market and competitor analysis within the three states of Germany; Bayern, Baden-Württemberg and Schleswig-Holstein. The market insights should be gathered in a SWOT that identifies which state will be favorable for EG Digital Welfare to penetrate first.

- 1.1 Gather internal insight and KPI's in relation to a successful internationalization and a potentially favorable market.

- 1.2 Prepare a market analysis to qualify market condition, including:
 - 1.2.1 Political
 - 1.2.2 Legislation
 - 1.2.3 Economical
 - 1.2.3.1 Foundations and other public funds
 - 1.2.4 Digital trends
 - 1.2.5 Customer behavior
 - 1.2.6 Map if there are any cultural differences between the different states.
 - 1.2.7 Identify pains and gains within the customer segments.
 - 1.2.8 Map and identify potential customers according to geographical location, prioritize the five most important in relation to ROI.
 - 1.2.9 Map and identify potential collaboration opportunities, prioritize the five most important in relation to whom is aligned with EG Digital Welfare's values and matches customer's needs.
- 1.3 Prepare a competitor analysis including:
 - 1.3.1 Direct competitors
 - 1.3.2 How can EG Digital Welfare differentiate itself from its competitors through its Unique Selling Proposition (USP).
 - 1.3.3 Define EG Digital Welfare's Value Proposition (VP)
 - 1.3.4 Which customer approach and channels do the competitors use to comply with customer's needs?
 - 1.3.5 Which processes are used by the competitors when customers approach them?
- 1.4 Gather your insights in a SWOT that identifies which state will be favorable for EG Digital Welfare to penetrate.
- 1.5 Develop a "Roadmap" that clarifies the opportunities and challenges within the three states in relation to the KPI's and management priorities in step 1.1, to determine which state is expected to achieve the best and fastest ROI in relation to resources, finances etc.
- 1.6
- 1.7 Afterwards, select which state is most favorable and continue the following analyses focusing on the specific state.

2. Phase: Conduct GAP analysis that defines their current position (As-Is), desired position (To-Be) and the gap between. Furthermore, which modifications need to be made to meet the needs of users within the public and semi-public industries.

- 2.1 Define and describe As-Is
- 2.2 Define and describe To-Be
- 2.3 Qualify the GAP and define how their current strategies, processes and digital software solutions effectively reach the market's needs and KPI's in step 1.1. The process may include areas such as:
 - 2.3.1 Their software solutions
 - 2.3.2 Prices
 - 2.3.3 Services
 - 2.3.4 Sales and marketing
 - 2.3.5 Processes
 - 2.3.6 etc.



3. Phase: Prepare a comprehensive G2M strategy.

- 3.1 Prepare a G2M strategy that identifies how EG Digital Welfare should position and differentiate themselves.
- 3.2 Prepare an investment case that highlights their Return of Investment (ROI) opportunities.

OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

Desired outcome after 12 weeks:

- ✓ Deep insight into the market within the three states is consumed in a SWOT analysis that identifies which state will be favorable for EG Digital Welfare to penetrate first.
- ✓ GAP analysis that defines their current position (As-Is), desired position (To-Be) and the gap between. Furthermore, which modifications need to be made to meet the needs of users within the public and semi-public industries.
- ✓ G2M strategy defines how to achieve success and with their internationalization strategy.

RELEVANT AREAS OF COMPETENCE

- ✓ International business, politics and international relation.
- ✓ Anthropology, sociology, and ethnography.
- ✓ Business, investment and finance, economics, and Business development.
- ✓ Market research and GAP analysis
- ✓ Public digitalization and digital trendspotting.
- ✓ Germany
- ✓ IT and software

TALENT PROFILE

EG Digital Welfare seeks to evolve their position in a consistently growing industry through collaboration with a talented and diverse team. As a team you will take part in an international organization where the primary corporate language is English. Your daily workplace would be located at the Odense office, where the working environment is open-minded, collaborative and social. Steffen is located in Odense and Jesper in Ballerup. However, Jesper will visit the Odense office once a week during the internship to secure alignment within the strategic project development.

Your project will affect several departments and interfaces in the organization and the group, which is why you will have a large contact surface and guidance throughout the internship.

As a profile you should identify yourself as curious, academically strong and with a drive to create results. In addition it is essential that you can navigate within IT-programs and are not afraid of operating in different systems.



EG Digital Welfare guarantee that you will experience a steep learning curve, where you will be given many exciting and different tasks and responsibilities. EG Digital Welfare believes that everyone has a talent that can be practiced and knows that personality and teamwork are essential factors to deliver.

In EG, they give you the opportunity to further develop your talent and therefore they work focused and structured with the development of their employees and managers through their GROW-processes and internal mobility, among other things. The company believes that the development of their employees comes from within – and that development only happens if both employees and managers take responsibility and are active during the process.

EG Digital Welfare believe that young, talented and innovative employees help make a difference in EG. Therefore, your thoughts and ideas are very valuable to them, and you will be welcomed with open arms.



LEAD THE
TALENT