



DIGITAL STRATEGY PRACTICE

How can we help you design and deliver your digital future?

Your competitors are working on an IoT strategy that could leave you in the dust.

Wonder if it's true? Consider this: 52% of Fortune 500 firms since 2000 are gone. These and many more of the world's leading brands lost their competitive edge — or worse became irrelevant — because they didn't embrace the change that's sweeping the business world: digital transformation.

Digital transformation is the change that comes with the application of digital technology in all aspects of human society. Digital transformation inherently enables new types of innovation and creativity in industries from manufacturing to healthcare and automotive to packaging. Rather than simply enhance and support traditional methods — companies that embrace digital transformation build new business models, bring agility, and enhance customer experiences that change the game for their companies and their customers.



With digital transformation, it's not a question of if — but rather when? But, transformation for transformation's sake is not enough. To win in the market, brands must know why digital makes sense for their products and businesses. And to get to the right answer, they need the right experts.

Enter Radius.

Radius digital strategists use a unique human and business-centric approach and framework to help companies think about what digital means to them and the impact it can have from the standpoint of both shareholders and customers.

Through strategic alignment to digital pivots including hardware and software, as well as ecosystem partnerships, customers and technology, Radius delivers multi-layered insights that lead to powerful digital outcomes that drive real customer value and revenue. We empower our clients to go confidently into a changing digital world with grounded insights to inform what to make and why – all with the goal of maintaining relevance and capturing competitive market share.

Have you asked the right questions?

- What does Digital mean to my company?
- How can I regain my competitive position using digital transformation?
- How can I leverage digital to monetize incremental value?
- How can I create value for my customers?
- And how can I communicate the value of digital inside and outside my business?

Radius uses a multi-disciplinary approach to understand the ecosystem of a company to surface its competitive position and potential digital differentiation. And we bring the expertise necessary to identify and surface the core emotional drivers of consumer behavior with powerful technology insights to build a winning strategy.



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It's a multi-pronged approach that starts with really smart people and ends with the partnerships that enable the rubber to meet the road.

People: We bring a creative and quantitative mix of talent to help develop a unique point of view about the digital future.

Process: We begin with the Why? Why transform? What will be gained? Why are certain partners critical? Why will today's competitors be tomorrow's customers? We follow through with the What to recommend with aligned outcomes for success.

Tools: We have developed more than 75 frameworks to explore all aspects of a business, its consumers, processes, ecosystems and outcomes.

Design Expertise: We tap a large cross-functional team of industrial designers, UX engineers, mechanical, hardware and software engineers to provide holistic strategy and execution.

Digital Tools: We leverage AI technology through our proprietary tool – Epiphany – to provide consumer sentiment insights to enable powerful perspectives from the start.

Experience: We work with a variety of Fortune 500s and SMB's in many industries from consumer to software, providing a unique vantage point to ecosystems and strategies.

Insights: Our insights strike a fine balance between creative and quantitative – to enable actionable outcomes that win in the market.

Manufacturing Partnership: Radius strategists have direct access to 1,500 R&D engineers in all walks of advanced technology and science (Robotics, IoT, Acoustics, etc.) through our world-class manufacturing parent, Jabil. Once a strategy is developed, we connect strategies to commercialization to provide a one-stop-shop for success.

How can we help you?

Digital transformation has left substantial gaps in the portfolios of even the most well-respected companies, Don't let that happen to your company. Leverage our cross-functional innovation and digital strategy expertise to create untold value for your company and your customers.

Radius is ready to help you imagine and deliver your digital future. What are you waiting for?

The Digital future is now.

About Radius Innovation & Development

Radius is a global innovation and product development consultancy firm. It is integrated into one of the largest, most technologically advanced manufacturing solution providers—Jabil.

JABIL (NYSE:JBL) works with the world's biggest and best-known brands and technology startups, providing comprehensive design, manufacturing, supply chain, and product management services. Operating from over 100 facilities in 29 countries, Jabil delivers innovative, integrated, and tailored solutions to customers across a broad range of industries. For more information, visit Jabil.com.



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