



# MAKE AMBITION WORK

METAGON AG – Business Lunch

Keynote:

From waterfall to agile - a common challenge

XX.11.2024 | Christian Schipp



# Introduction

we make your ambition work.



**Christian Schipp**

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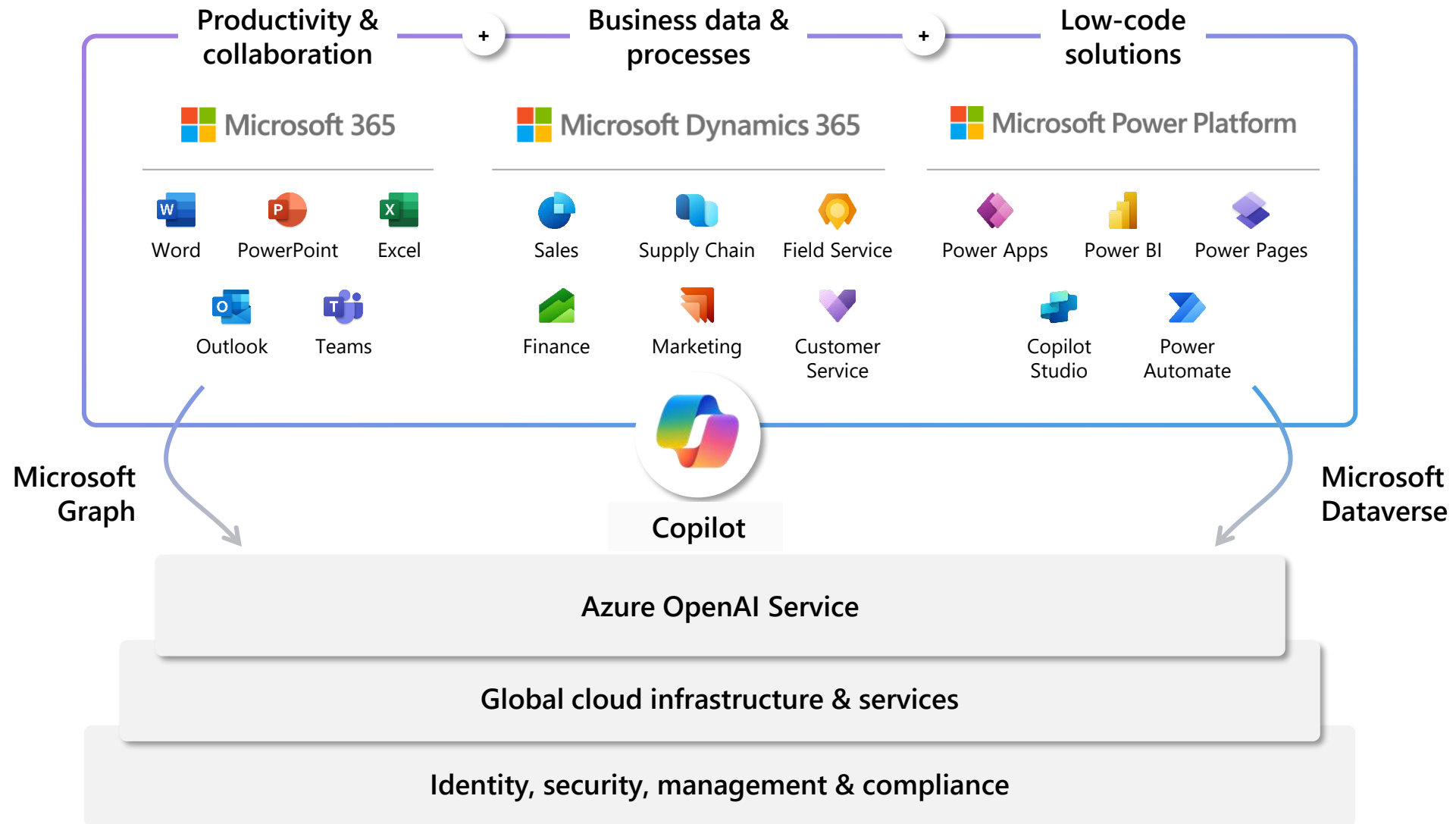
+41 79 954 17 09

- Member of the Executive Board & Partner of the Ambit Group
- Board of Directors at Avicits AG (Start-up)
- Responsible for business development in the area of CRM/XRM & digital transformation.
- Implementation of consulting mandates for national and international companies and organizations in the areas of XRM, Nonprofit- & Fundraising-Mgt., Membership Mgt., CRM, digital transformation at business process level.
- Responsible for partnerships and cooperation with Microsoft
- Industry expert for non-profit organizations & membership organizations, as well as industry and whole sales
- Board member of the IAMCP (Microsoft partner organization)

# Challenges digital transformation for BIZ-apps



# The blueprint for cross-organization impact



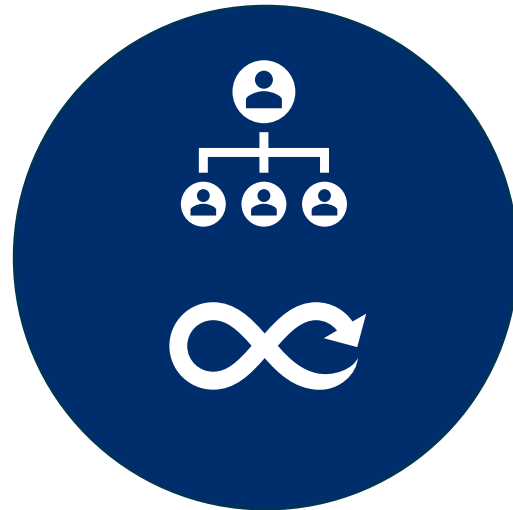
# Change, Change, Change



# Framework conditions



**People**



**Organization**



**Data & processes**



**Technology**





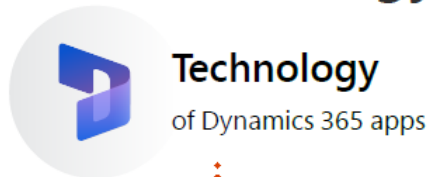
# functional vs. processual

## Vision

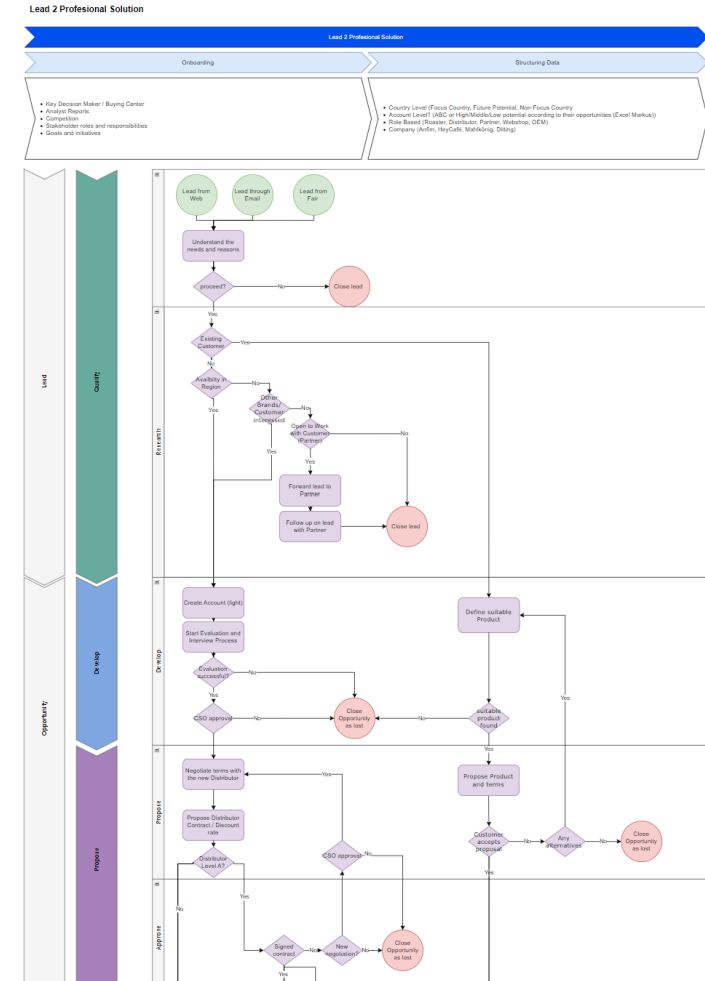
### Business strategy



### Solution strategy



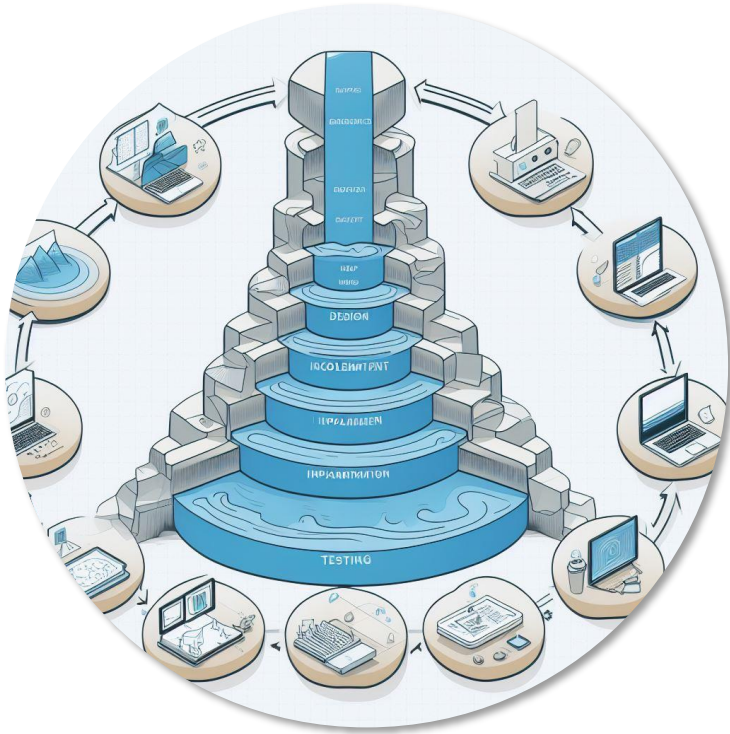
### Methodology





# Waterfall vs Agile

Hybrid

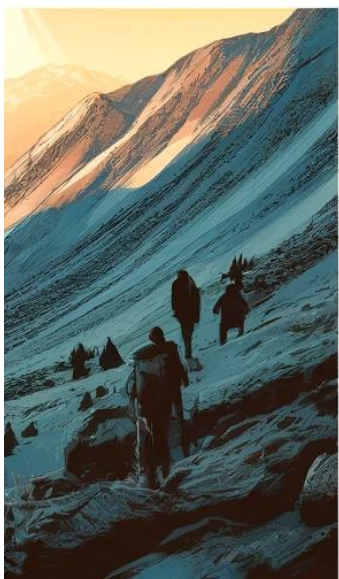


**Waterfall**



**Agile**

# From the idea to realisation





ambit.  
group

make  
ambition  
work

# Ambit Group

we make your ambition work.

# Ambit Group Overview

[Swiss Microsoft Partner of the Year 2023 in Business Applications](#), 2020, 2013 and in two categories in 2010 / Inner Circle for BIZ Apps 24/25

 **Microsoft**  
Solutions Partner  
Business Applications



**Founded:** > 20 Jahren

**Turnover:** > 25 Mio CHF

**Customer:** > 350

**Employees:** > 110

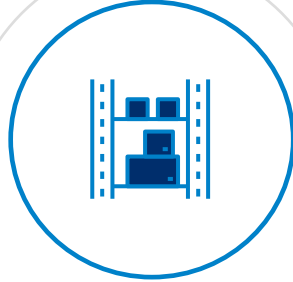
**Sites:** Switzerland  
Germany  
Austria  
Romania  
Singapore

# Specialization - Focus



## Manufacturing & Process industry

- Discrete manufacturing
- Process manufacturing
- Machine Engineering
- Full stack ERP processes
- Integration with 3rd Party Applications
- ERP & CRM



## Wholesales

- Lead2Cash ERP processes
- Warehouse Mgmt.
- E-Commerce / PIM
- EDI
- Price Management
- Finance Management
- ERP & CRM



## Marketing Excellence & Growth

- Lead Management
- Marketing Automation
- Sales Performance
- Sales processes
- Customer experience / customer satisfaction / loyalty (CX)



## Customer Service eXperience

- Customer Service
- Field Service
- ITIL-based processesService Portals
- B2B-Omni-Channel Service
- Contactcenter



## eXtended Relationship Management

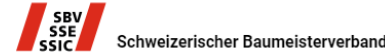
- Any Relationship (XRM)
- Master Data Management
- Membership Mgt.
- Individual application development / portals



## Nonprofit Organizations

- Fundraising
- Donor Journey
- Donor Relationship Management
- Campaign management
- Integrations with financial and peripheral systems

# References



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**Herzlichen Dank!**

