

CASE STUDY COMPETITION 2017

COMPANY: Adacta d.o.o.

COORDINATOR: Antonija Kučić (antonija.kucic@estudent.hr)

BUSINESS CASE CATEGORY:

- **Digital transformation**
- **IT**
- **Marketing**
- **Organization**

BUSINESS CASE NAME: How to succeed in London?

DESCRIPTION OF THE BUSINESS CASE TOPIC:

Adacta is the leading regional implementer of business (Microsoft Dynamics, Qlik) IT solutions who implemented complex business systems for many Croatian and international companies. Trend of management digitalization is growing and at the same time **digital transformation** is one of Adacta's core principles. Adacta successfully completed a great number of projects that changed our clients business operations. However, digital transformation and changes that come with it are constant and are continuously bringing new business models, products and services thus giving way to new opportunities and challenges. Although it took part in several significant projects in Europe and other parts of the world, Adacta mostly worked for regional clients. Because there are no limits in technology and knowledge and being competent and experienced are key characteristics for a successful cooperation and implementation of IT projects, Adacta's next challenge is **to come out to the markets of western Europe and your task is to create the best way to complete this challenge.**

A couple of **questions we expect to be answered are:**

- With which **products and services** from our portfolio and in what way can we access the new market? Should something from outside of our portfolio be offered?
- Should we only focus on **cloud implementation**?
- Which **industries** have the most potential in the chosen markets?
- Invest in the opening of **new office/s** in western Europe or to try to conduct business from **the headquarters**?
- What are the **trends in the development of digital transformation** in western Europe?

Also, it is necessary to **analyze all the other aspects of coming out to new markets.**

ADDITIONAL INFORMATION:

www.adacta.hr

FORMATS OF THE SOLUTIONS:

PPT

Document with elaborated items

MANDATORY SOLUTION ITEMS:

- Business plan
- Marketing plan

THE CRITERIA OF SCORING:

| Criterion | Grade | Contribution to final grade | Total |
|---|-------|-----------------------------|-------|
| Wholeness of the solution | 0-5 | 10 % | |
| Creativity and innovation of the solution | 0-5 | 15 % | |
| Business plan | 0-5 | 25 % | |
| Feasibility of the solution | 0-5 | 20 % | |

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|-------------------------|-----|--------|--|
| Marketing plan | 0-5 | 10 % | |
| Quality of the solution | 0-5 | 20 % | |
| | | TOTAL: | |

ADDITIONAL POSSIBILITIES:

- Traineeship possibility
- Scholarship possibility
- Employment possibility