



Black & Veatch Transitioning to Digital Business Models

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What Is a Digital Business?

According to Gartner, Digital Business is the creation of new business designs by blurring the physical and digital worlds

Before Starting the Strategy, Consider ...

Does Digital Technology
**change the business
you should be in?**

How could Digital
technology **improve the
way you add value to the
businesses** you are in?

Could Digital technology
**change your target
customer?**

Does Digital technology
**affect the value
proposition to your
target customer?**

How can Digital technology
**enhance the enterprise
capabilities that differentiate
you** from your competition?



Example Digital Business Models

Subscription
Model

Netflix

Razor and
Blades
Model

Amazon

Ecosystem
Model

Apple

Free
Model

Facebook

Freemium
Model

LinkedIn

What models would work for engineering?

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