

# End-2-End User Experience

## Success Factors of Digitization



### Internal Configuration

Business Model

Network/ Cooperation

Organiz. Structure

Key Technologies



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Focus on mechanisms within the company and its business model



### Product

Product Performance

Product System



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Focus on overall package: core product & Services



### Customer Experience

Continuous Service

Distrib. Channel

Brand

Customer Retention / Interface



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amazon

Focus on experience for the customer

**Success factor: End-2-End-Architecture**