

On-Demand Digital Talent

Digital disruption has upended nearly every industry.
What does it mean for yours?

It can be hard to know where to start when you're exploring solutions that are on the **forefront of innovation**. Whether you want to examine how AI can automate back-office processes or assess how the Internet of Things might change your product lineup, turn to **Business Talent Group**.

We're the leading provider of on-demand business expertise, and we can help you **tackle your most technologically demanding challenges**. Our independent digital experts combine cutting-edge skills with expertise across industries to bring you an agile, innovative way to answer big questions, evaluate new opportunities, and stay ahead of the competition.

With BTG, you get:

- On-demand access to the world's top digital experts, from AI and IoT specialists to thought leaders in digital experiences and data analytics
- Agile help with priorities like automation, product development, and performance marketing
- A thorough understanding of the long-term strategic landscape and immediate opportunities

Get on-demand assistance with:

Process optimization & automation | Digital experience design | eCommerce
Scaled agile frameworks | Data insights | Digital performance marketing
Data science | Informatics & bioinformatics | Artificial intelligence | Blockchain
Machine learning | Internet of Things



Digital Case Studies

Innovating on the Internet of Things

The Director of Strategic Innovation at a F500 insurance company wanted to explore opportunities related to the Internet of Things. Could the company use IoT data about energy consumption and usage to create better product offerings? BTG's digital expert worked with the innovation team to build a prioritized menu of product concepts along with the relative pros, cons, and investments required of each.

Value: An efficient way to turn promising ideas into tangible product opportunities.

Getting Ahead of Supply Chain Disruptions

The board of a major industrial corporation wanted to explore the innovations that were most likely to disrupt the company's supply chain in the next 10 years—from POS labeling to 3D printing—and where the top threats and opportunities lay. BTG assembled a three-person team with expertise in logistics, transportation, and disruptive innovation to tackle the question.

Value: BTG's consultants built a prioritized action list of more than 20 transformational concepts.

Rethinking Health Analytics Strategies

A global biopharma company was struggling to manage its growing pipeline of health analytics initiatives. How could they spot and assess relevant opportunities? What were the most meaningful metrics for calculating ROI? BTG's health analytics expert provided both big-picture guidance and day-to-day management for three engagement and predictive analytics initiatives.

Value: Hands-on leadership for critical healthcare initiatives.