



# CA

Digital Thinking

We help companies to define their digital strategies and accompany them through the process of transformation, thanks to the solid experience we have gained since 2004.

# Casaleggio Associati

## We conceive and implement digital transformation projects

Business transformation has never been so quick and requires a medium to long-term strategy: we must set priorities, assess the feasibility, proceed with implementation and evaluate the return on investment. For this reason, a solid strategy presupposes an overall vision in which business models, the digital ecosystem, advertising and digital relations with customers are jointly analysed as a unit.

## Digital Thinking is the first value that we can pass on to our clients.

We design and build the digital future alongside them, proposing innovative solutions within their business processes and corporate business practices. We help our clients to publicise their transformation in novel terms and via new channels so as to better position them within a competitive global context. We analyse market changes and changing needs, provide new insights and trends and compare them with international dynamics.

## Our services

Our in-depth analysis abilities and many years of experience in numerous market sectors enable us to act as a solid, reliable partner for companies wanting to incorporate innovation into their respective business models.

Our areas of consulting and related services are as follows

### CA Contacts

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Establishment of online strategy  
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- **Digital Strategy & Innovation**
  - Strategy Design
  - Rethinking Business Model
  - Blockchain Strategy
  - Roadmap to Smart Company
- **Digital communication**
  - Brand Positioning & Reputation
  - Social Media Management
  - Content Strategy
  - Community accelerator
- **Surveys, Education & Digital Thinking**
  - Vertical studies and research
  - Corporate Training
  - Speech