
Digital Product as a Service

Overview

If your business still hasn't adopted rising digital trends, sooner or later you will be facing the risks of falling behind your competitors and decreased interest of current or potential customers due to inability to offer a valuable and outstanding experience. Transformation might sound precarious, but have in mind that the shift to digital doesn't necessarily mean that the essence of your business, or product, will change.

The good news is that you don't need to worry about the change process and potential risks associated with. SEEBA as your business partner will provide you with needed experience, knowledge and tools, and encourage you to bring your business to the next level. We offer you full support, from the ideation to execution of your digital transformation.

From a business side, SEEBA will help you define your expected business outcomes and translate them into technical requirements.

Subsequently, we will develop a relevant solution to help you reach your business targets while giving you support throughout the entire process.

All of your needs will be uniquely approached and assisted by highly skilled and experienced professionals. With SEEBA as your partner, you ensure that the technology is following your business model and suits your specific needs, and not the other way around.

Digitalisation of the existing product or a process

You already offer a product or a service, but you might have noticed that your sales are not as good as they used to be or that the number of your loyal customers has decreased. This is likely to happen if you fail to respond to market demand and don't continuously work on creating additional value to your business.

In order to prevent such situations, we have created a hybrid model to support your business in implementation of digital offerings. Whether you need a new customised solution or wish to develop an existing product/service, we will respond to your needs and deliver the appropriate remedy.

Transformation approach

Nurturing tradition is always significant but, from a business side, it often brings many risks to the table. Outdated products and services fail to meet the market demand and eventually collect the dust on a shelf. Luckily, our experience allows us to help you replicate your traditional approach to a completely new one while retaining the essence of your business.

Old Fashioned ways of doing business are far from desirable on the market, and it is important to recognize how you can adapt your business model to current and future trends. We ensure that you stay competitive and attention worthy. All you need is to dare to make the change and let us take you to the new dimension.

What we do

Regardless of which approach you find most suitable for your business needs, we have a dedicated team ready to deliver results. Our experts work closely together not only to design and build solutions, but to take care of maintaining, developing and introducing continuous improvement and innovations for your digital product.

Whichever journey you choose for your business, SEEBA is ready to offer you guidance, full support and long lasting partnership.



vetabolaget.se

Vetabolaget is a member-owned education company that has been around for over 40 years. Founded by the industry, it democratises knowledge and ensures that the whole sector keeps the general quality as high as possible.

Throughout the years, Vetabolaget has trained and certified more than **200.000** animal health care professionals in Sweden, Norway and Finland. They currently offer more than **50 different courses**, specialising in various fields.

The world has changed a lot during Vetabolaget's over **40-years of existence**. It was time to restructure and modernise their business model to ensure at least 40 more years of existence. Major global events, change in consumer behaviour and innovation are some of the leading factors that triggered the change process for Vetabolaget.

The transformation from the traditional way of doing business into the next generation "**Edtech**" company (Educational Technology) requires extensive knowledge, experience and the ability to understand the bigger picture. Such a transformation isn't something you do overnight.

Our main task was to determine what the first step should be and where it would take them. In under 12 months, Vetabolaget has been able to digitalise their whole product offering. Going from exclusively offering physical courses, to launching the E-learning platform that enables them to do business both physically and digitally.

Closing the gap between **business** and **technology**



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