

# Force Motors partners with EY Parthenon India for digital transformation program-Economic Times

## Synopsis

Force Motors has partnered with EY Parthenon India to undertake a digital transformation programme aimed at boosting innovation and productivity across its value chain. The collaboration will focus on redesigning Force Motors' digital landscape, implementing advanced digital platforms, technologies, and solutions for customers, and enhancing its capabilities and security.

Mumbai: Pune-based automaker Force Motors said on Monday it has partnered with strategy consultancy firm EY Parthenon India for its digital transformation programme to boost innovation and productivity across its value chain, among others. The crucial milestones in this partnership include redesigning Force Motors' digital landscape, implementing advanced digital platforms, technologies and solutions for customers, and boosting its capabilities and security, the company said.

"Digital transformation is integral to our growth strategy, and Project DigiForce will bring in a transformational shift in the way we work and compete in the market. In addition to bringing in gains through productivity and operational efficiency, Project DigiForce will also spur innovation and creativity throughout the organization," said Prasan Firodia, Managing Director at Force Motors Limited.

The digital technologies and innovative solutions introduced in this 2-year programme will help build a future-ready organization, according to the company.

The EY Parthenon's expertise will be vital in ensuring that Force Motors navigates through the digital transformation process seamlessly, maintaining its competitive edge in the constantly evolving automotive industry, the company said.

The programme also includes focused change management, training, and development programs to support employees and dealers during this transition, it said.

Force Motors is also partnering with leading IT firms to seamlessly integrate systems and empower employees through focused training programs, it said.

