

Study on Digital Transformation

Digital transformation is the adoption of digital technologies to fundamentally change how businesses operate and deliver value to customers. It involves integrating technologies such as artificial intelligence, cloud computing, big data, and IoT into various business processes. The goal is to improve efficiency, enhance customer experiences, and enable innovation. Companies undergoing digital transformation often face challenges like resistance to change, skill gaps, and cybersecurity concerns. However, the benefits, including cost savings, scalability, and data-driven decision-making, are significant. Successful digital transformation requires a cultural shift, strategic planning, and a focus on long-term value creation.