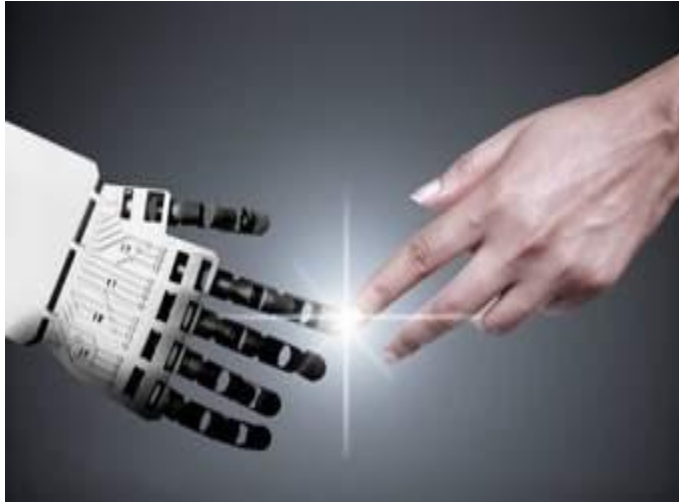# Digital Transformation

Digital transformation is imperative for all businesses, from the small to the enterprise. What's not clear to many business leaders is what digital transformation means. In general terms **Digital Transformation (DT) is the integration of digital technology** into all areas of a business, fundamentally changing how you operate and deliver value to customers. Digital transformation is the cultural, organizational and operational change of an organization, industry or ecosystem through a smart integration of digital technologies, processes and competencies across all levels and functions in a staged and strategic way.

A business may take on digital transformation for several reasons. But by far, the most likely reason is that they have to**: It's a survival issue**.   Your organization's digital transformation might be around **improving customer experience, reducing friction, increasing productivity, or elevating profitability,** for example. Improving customer experience has become a crucial goal – and thus a crucial part of digital transformation.



Although digital transformation will vary widely based on organization's specific challenges and demands, there are a few constants and **common themes** among existing case studies and published frameworks that all business and technology leaders should consider as they embark on digital transformation. Although technology will play an important role in **driving digital transformation strategy**, the work of implementing

and adapting to the massive changes that go along with digital transformation falls to everyone. For this reason, digital transformation is a people issue.

➢ For instance, these digital transformation elements are often cited: Customer experience, Operational agility, Culture and leadership, Workforce ennoblement, Digital technology integration.

An important element of digital transformation is, of course, **technology**. But often, it's more about shedding outdated processes and legacy technology than it is about adopting new tech. It's also about **enabling innovation**. If businesses want to evolve with the rapid pace of digital change today, they must work to increase efficiency with emerging technology wherever possible.
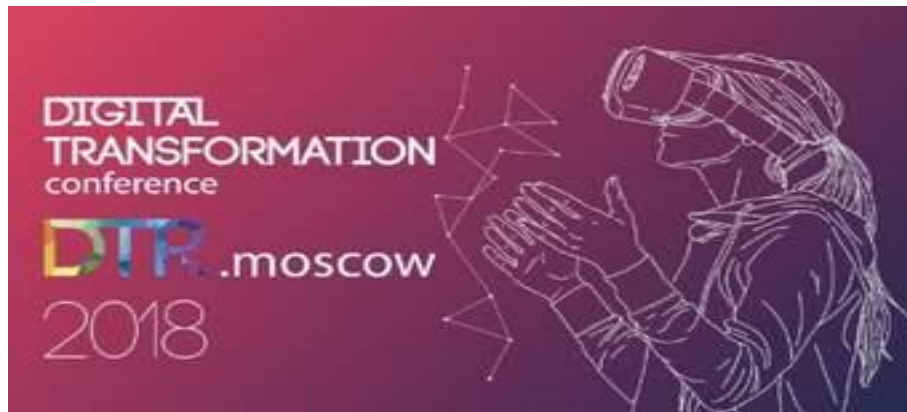


Here are **5 key digital transformation trends** that business and IT leaders should be aware of in 2020:

• Rapid adoption of digital operating models, including integrated cross-functional teams.

• A shakeout as those that have invested in big data governance and analytic leapfrog their competitors.

• Better use of AI and machine learning.

• Continued merger and acquisition activity in the IT outsourcing industry.

• Consultancies forming new digital partnerships.

Staying competitive in a constantly changing global marketplace depends on an organization's ability to rapidly adapt through the adoption of new technologies.

➤ Digital transformation plays a key role in: Customer experience, Employee experience, Process optimization, Product digitization.



What is vs what might be: hybrid thinking!

➤ Introducing a new and exciting updated technology for the busyness and organization to make things better also by enabling innovation!

Digital transformation is not just about disruption or technology. It's about value, people, optimization and the **capability to rapidly adapt** when such is needed **through an intelligent use of technologies and information**. Digital technologies – and the ways we use them in our personal lives, work and society – have changed the face of business and will continue to do so. This has always been so but the pace at which it is happening is accelerating and faster than the pace of transformation in organization. So, digital transformation hits each industry. But it can also affect all activities, divisions, functions and processes of the organization as it can impact the very business model as such.

# Reference

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