



Introduction to Digital Transformation

(ZZ-1103)

Critical Factors: People, Process and Technology

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- **People, Process and Technology**
 - <https://www.youtube.com/watch?v=LKTokM5j-h0>



- **Definition:** Digital transformation involves integrating digital technologies into all areas of a business, fundamentally changing how it operates and delivers value to customers.
- **Key Areas:** Focus on people, processes, and technology as critical components for successful digital transformation.

- **Importance of Culture:** Existing business culture influences ease of implementing change.
- **Stakeholder Engagement:** Understand and communicate with stakeholders to mitigate resistance and align goals.
- **Managing Change:** Strategies to handle resistance, including communication, collaboration, and offering support.

- **Process Redesign:** Evaluate and redesign existing processes using digital tools for improved efficiency and productivity.
- **Automation Benefits:** Implementing digital solutions like project management software to automate tasks and enhance operational efficiency.
- **Integration Capabilities:** Use of systems integration to facilitate seamless data flow and collaboration across departments.

- **Role of Technology:** Technology drives digital transformation by reimagining business models and enhancing customer interactions.
- **Choosing Technology:** Selecting ERP systems for operational management or CRM systems for customer relationship improvements based on specific business needs.
- **Implementation Strategy:** Recommendations on identifying needs, selecting appropriate technology, and ensuring competitive advantage through digital solutions.

Technology



- **Definition:** ERP systems integrate various core business processes, such as finance, human resources, inventory management, and supply chain management, into a unified platform.
- **Purpose:** ERP software helps organizations streamline processes, improve efficiency, and gain real-time insights into their operations.
- **Features:** Typical modules include financial management, procurement, manufacturing, sales and marketing, and reporting/analytics.
- **Example:** SAP ERP, Oracle ERP Cloud, Microsoft Dynamics 365.

[https://www.youtube.com/watch?v= H59sWSG0eI](https://www.youtube.com/watch?v=H59sWSG0eI)

- **Definition:** CRM systems manage a company's interactions with current and potential customers. They aim to improve relationships, customer retention, and sales growth.
- **Purpose:** CRM software helps businesses organize, automate, and synchronize sales, marketing, customer service, and technical support.
- **Features:** Key functionalities include contact management, lead tracking, sales pipeline management, customer support, and analytics.
- **Example:** Salesforce CRM, HubSpot CRM, Zoho CRM.

https://www.youtube.com/watch?v=H6htt_I2Ddk

CRM software helps businesses -



Automate tasks



Store & manage
contact data



Track details



Communicate with customers



CRM software helps businesses -



Manage & respond
to tickets



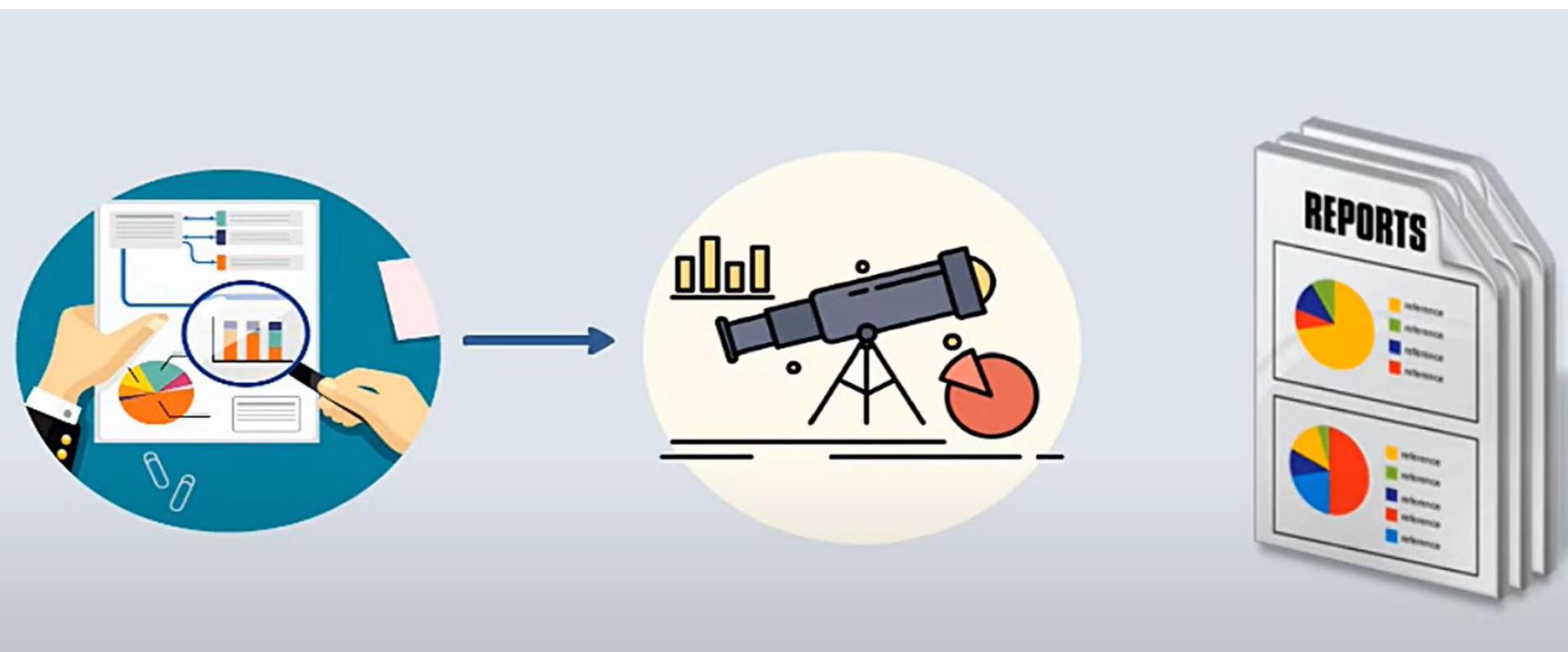
Create a knowledge
base



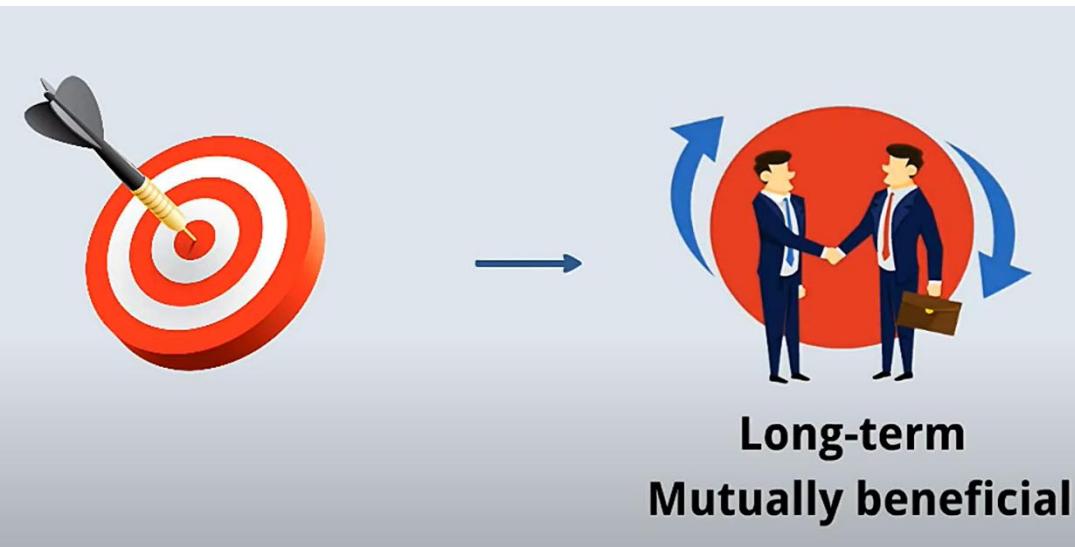
Build landing pages



Integrate with other tools



Analyse data to forecast and report



Aim to improve business relationships in a way





Acquisition



Retention



Development



Consultation



Conversion



**Prioritize customer communications,
Be customer-centric,
Integrate with other systems.**

