

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

Individual Assignment 4

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1 Digital Transformation

Nathan Furr and Andrew Shipilov in *Digital doesn't have to be disruptive: the best results can come from adaptation rather than reinvention*. [1]

- "means adapting an organization's strategy and structure to capture opportunities enabled by digital technology" [1, p. 96]
- difficult for companies to create a plan on how to act
- main aspects: automation, virtualization, more targeted product and service customization, more informed decision making and machine-driven recommendations
- technology is applied at almost every company and in every step of their processes
- radical replacements are only sometimes necessary – digital transformation means incremental steps to improve the processes
- challenge for digital transformation: find the best way to full fill goals using digital tools as helpers or to overcome previous challenges
- get more efficient and user-friendly through digital tools

Definitions

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2 Section 2

Definitions

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3 Section 3

Definitions

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References

- [1] Nathan Furr and Andrew Shipilov. “Digital doesn’t have to be disruptive: the best results can come from adaptation rather than reinvention”. In: *Harvard Business Review* 97.4 (2019), pp. 94–104.