

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

## Individual Assignment 4

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# 1 Definitions of Digital Transformation

## 1.1 Digital doesn't have to be disruptive

Nathan Furr and Andrew Shipilov in *Digital doesn't have to be disruptive: the best results can come from adaptation rather than reinvention*. [2]

- "means adapting an organization's strategy and structure to capture opportunities enabled by digital technology" [2, 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

## 1.2 Five myths about digital transformation

Stephen J. Andriole in *Five myths about digital transformation*. [1]

### Definitions

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## 2 Section 2

### Definitions

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## 3 Section 3

### Definitions

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## References

- [1] Stephen J Andriole. “Five myths about digital transformation”. In: *MIT sloan management review* 58.3 (2017).
- [2] 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.