

3 Success stories of Digital transformation Stories

1. Netflix

“See what’s next”

Netflix, an American subscription video on-demand over-the-top streaming service. This service provides large variety of shows, web series, movies etc, available Internationally and in different languages.



Technology Used:

Netflix has deployed a sea of technologies faultlessly to render its services. Advanced streaming technologies, cloud computing platforms, and big data analytics guarantee a seamless movie watching experience. Netflix uses machine learning algorithms for personalized content recommendations and high-performance content delivery networks for distributing a vast library of movies and TV shows.

Before and After Story:

Before digital transformation, Netflix was a majorly DVD rental service whereby the physical media and postal services delivered content to

customers. This model had weaknesses in terms of speed and even convenience. Transformed into being a digital platform, Netflix revolutionized its business model with the introduction of streaming services. It was this shift that gave instant access to a plethora of content, hence increasing their subscriber base exponentially. Through the course of digital transformation, Netflix gained the capability to become a global entertainment leader, offering differentiated content and personalized experiences in viewing for millions of users across the world.

Strategies Used:

There are several techniques that Netflix used in driving its innovative digital transformation. They were early adapters to cloud computing and combined forces with Amazon Web Services for the needed scale of huge data and streaming. With big data analytics, Netflix was better positioned to understand viewer tastes and preferences for content recommendations. The investment in AI and machine learning not only helped in personalizing the user experience but further optimized content discovery.

Challenges:

Netflix's digital transformation did not come easy. From being a DVD rental service to a streaming giant, changes of this magnitude were executed at the levels of infrastructure and business models. Reliable streaming quality assurance while scaling to millions of users around the globe was one of the major technical challenges. Clearly, with the stiff competition that came from other streamers, innovation and improvement had to be continual in order not to be outcompeted. Moreover, heavy investment was needed when producing original content.

Why are Business Moving Towards Digital Transformation?

There could be several impelling reasons due to which Netflix and companies like Netflix get driven towards digital transformation. The operational efficiency, scalability, and the better management of resources in digital platforms make for the first reasons. This could also be driven by the rise in enhancing customer experience with personalized services and instant access to content. In such a digitally evolving environment,

companies need to remain competitive by accepting new consumption behaviours of consumers and embracing technological changes in product and service offerings. Global digital platforms provide opportunities for companies to expand market reach, thereby gaining access to new segments. Businesses can use data and analytics to make better strategic decisions and enhance their offerings to stay ahead in the competition.

2. Starbucks

“But First Coffee”

Starbucks, A well-known Brand for its commitment to quality, is focused on making Drinks that everyone loves. It is focused on getting finest Arabica Coffee Beans. They provide a variety of Coffee options with wide range of products like teas, cakes, and food items.



Technology Used:

- Mobile Apps & Payment System
- Artificial Intelligence
- Internet of Things (IoT)
- Augmented Reality (AR)

Before and After Story:

Before Computers became prevalent in world, Starbucks had focused only on expanding its Physical Presence and improving the experience inside the stores. Their main aim was to create a cozy and comfortable place for customers to relax and to feel like “third place” besides home. Each stores interior was designed to be welcoming, encouraging customers to stay. Customer Loyalty was created to build through personal interactions. It promoted itself through Word of Mouth and Traditional Marketing like print ads and in store promotions.

Starbucks has revolutionised itself by adapting coffee-buying experience with its mobile app, offering variety of features as follows:

- Order ahead
- Payment
- Rewards

This enhanced Customer convenience and streamlined in store operations.

Strategies Used:

- Increased Customer Experience through Quality Products.
- Welcoming Environment.
- Continued Expansion to Global Reach.
- Continuous Product Innovation.

Challenges Faced:

- Integration of Digital Solutions into Existing System was Challenging.
- Maintaining Quality Service along with Digitalisation.

However, Company tackled them by working on Customer Feedback, Investing in trainings, technology upgrades etc

Why are Businesses moving towards Digital Transformation?

- Enhanced Customer Experience
- Increased Data Utilisation
- Competitive Advantage
- Operational efficiency

3. Deloitte

“Making an Impact that matters together”

Deloitte, a global leader in professional services, embarked on a digital transformation journey to adapt to the changing landscape of business and technology. The company leveraged the technology to enhance its operations, improve customer experiences, and create new value for its clients.



Technology Used:

- Artificial Intelligence
- Cloud Computing

Before and After Story:

Deloitte relied heavily on manual processes and paper-based systems. Its operations were siloed, and communication was often inefficient. Deloitte implemented new technologies and processes to streamline its operations. It adopted agile methodologies to accelerate innovation and improve collaboration.

Deloitte has become a more agile, innovative, and customer-centric organization. It has expanded its service offerings and improved its ability to meet the evolving needs of its clients.

Strategies Used:

- Customer-Centric Approach
- Data-Driven Decision-Making
- Innovation and Agility
- Employee Empowerment

Challenges:

- Resistance to change
- Data security and privacy
- Integration of systems

Why are Businesses moving towards Digital Transformation?

- Deloitte can enhance its service delivery, provide more value to clients, and innovate in its consulting practices, Digital tools and technologies can streamline operations, reduce costs, and improve productivity. By integrating these technologies.
- Digital transformation opens new avenues for Deloitte to offer services, such as digital strategy consulting, cybersecurity, cloud computing, analytics, and more. These areas are growing rapidly and represent significant revenue opportunities.