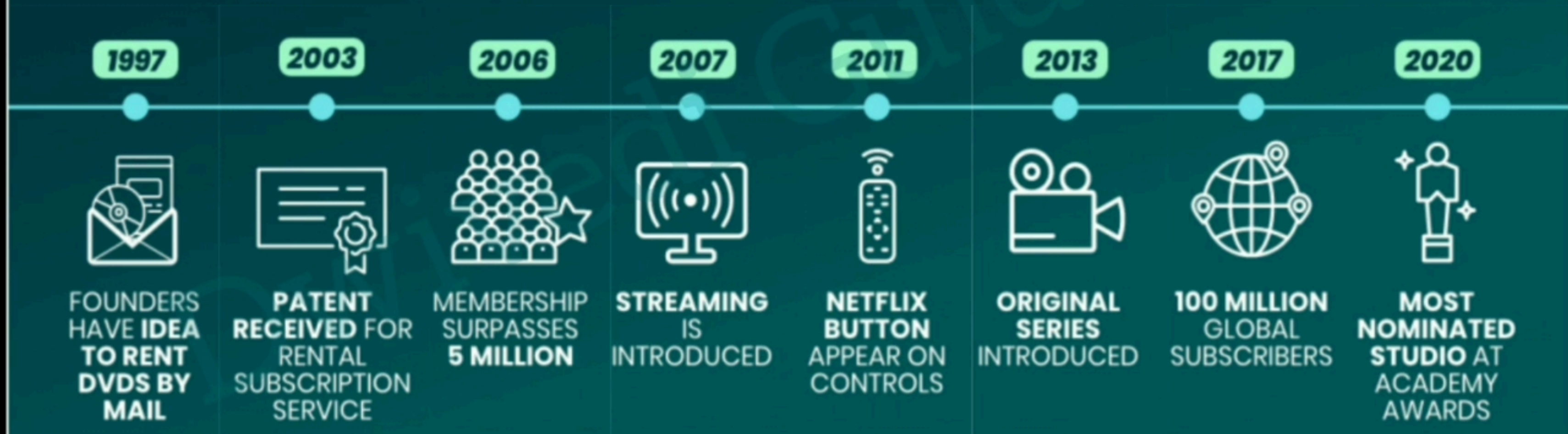# Digital Transformation

- *"When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar."*
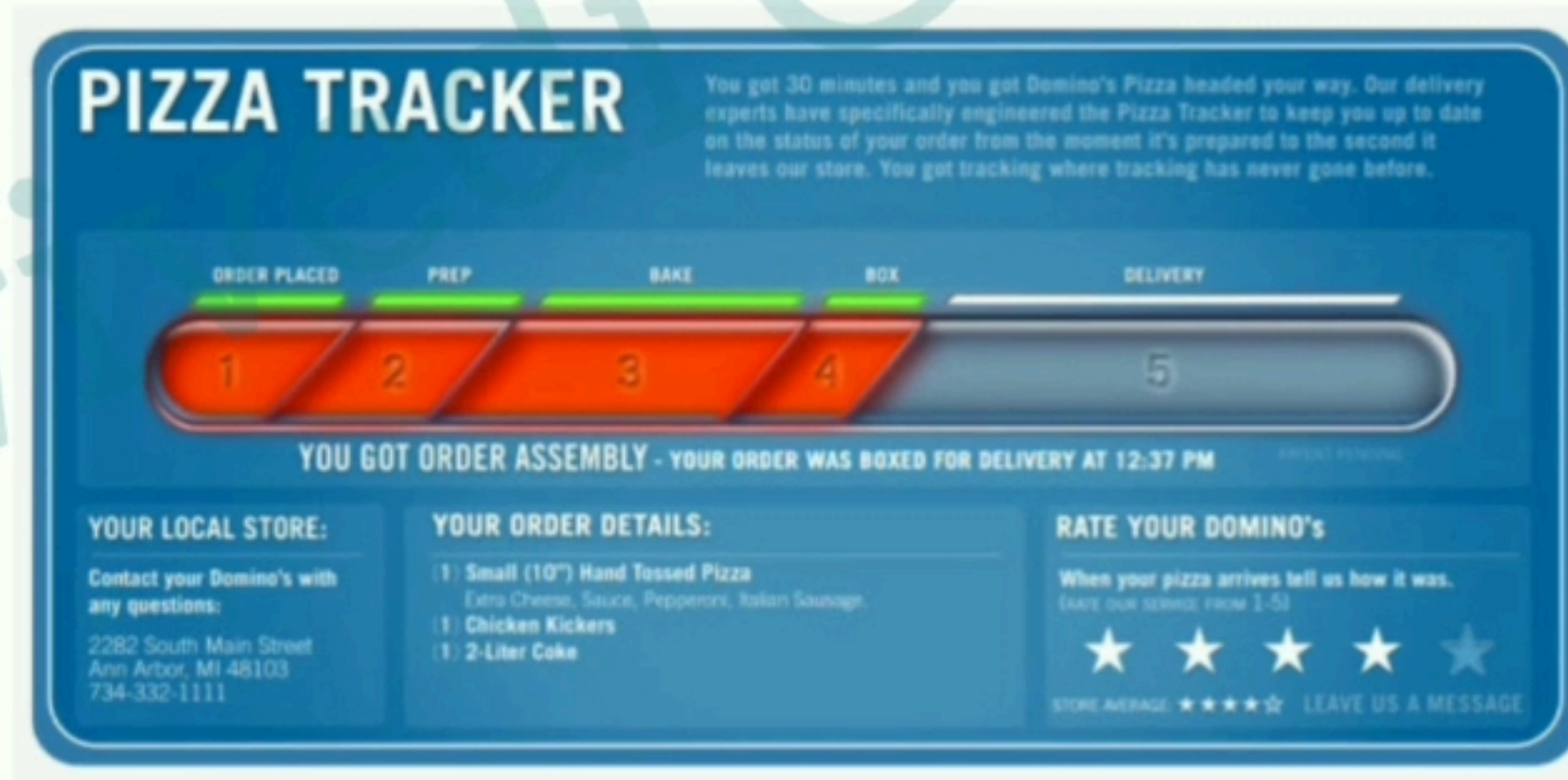—**George Westerman**

Digital Transformation

Digital Transformation

Dominos became the first delivery company to launch its "Pizza Tracker" – technology to keep customers updated on the progress of their orders.

Digital Transformation

- the process of using digital technologies to create new or modify existing
  - business processes, culture/organisation, and customer experiences
  - to meet changing business and market requirements.

Digital Transformation

- process of integrating technology
  - throughout and across an organization
  - to fundamentally change the way
    - it operates internally and
    - presents its products or services externally.

Digital Transformation

could also be called **"customer-led transformation"**.

- Because essentially, it's about realigning organization to meet customer needs through digitization.

Digital Transformation

a true transformation involves:

- Reorienting the company to make strategic decisions grounded in data
- Being increasingly responsive to information about customer preferences and demand
- Accepting inputs and ideas from across the organization

5 Essential Elements of Digital Transformation

1. **People** (Consumer, Employee, Clients)
2. **Data** (Digital Records of 1 and other results)
3. **Insights** (Meaningful interpretation of 2)
4. **Action** (changes in decisions, behaviour and strategy based on 3)
5. **Results** (quantifying the ROI)

Digital Transformation Strategy

- ### Digital Strategy and Targets (define the business value of digital transformation)

- ### Prepare for Cultural Change (preparing humans)

- ### Start Small but strategic (Pilot project / test and learn)

- ### Map Out Technology (Choosing Tech)

- ### Seek out Partners and Expertise

- ### Gather feedback and insight

- ### Scale and Transform

Benefit of Digital Transformation

- Responding faster to customer preferences and demand
- Refocusing employee efforts on high-value tasks
- Interacting with consumers in new ways
- Bringing products to market more quickly
- Increasing revenue