Digital Transformation

What is Digital Transformation?
- Digital Information is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers.
- It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.

How can technology help gain a competitive advantage?
- It can help expand you customer base, identify new revenue streams as well as increase your visibility and creditability in the market.

Dangers if company doesn't transform immediately
- Businesses that don't transform, become digital innovators and leverage technology in order to remain relevant will die.
- Risk losing clients to a more digitally advanced company, resulting to more competition and loss of profits as it will attract less audience.

Ways in which you can implement technology into the business:
- Investigate technologies that will solve problems for the company.
- Assemble an implementation team to champion the new technology once you've chosen it.
- Implement the technology through a pilot program to work out kinks and buy-in.
- Train your employees to use the new tool.
- Examples: Artificial Intelligence, Computers, Software, Audio and Visual Technology