Hello everyone, today my presentation is about

**Digital Transformation.**

First, let me make an introduction to digital transformation.

Broadly speaking, digital transformation refers to the profound changes that organizations undergo by integrating digital technologies into all aspects of their operations, and it is also the fundamental rewiring of how an organization operates. Digital transformation is a trend that no enterprise could suspend or resist.

There are some important components of digital transformation. **One of them is technology.** To make a success digital transformation, organizations have to adopt and integrate advanced technologies. For example, cloud computing, artifitial intelligence, and some tools to improve productivity and efficiency. **Another one is flexibility**. Businesses must develop agile processes that allow them to pivot quickly in response to changing market conditions or consumer preferences. [ Agile ˈædʒaɪl pivot ˈpɪvət ]

Let’s take a look at the influence of digital transformation on our life. Thanks to the large-scale digital transformation throughout the world, the way of how we live has changed greatly. Industry processes are also more efficient, bringing us more convenience to enjoy the products. To focus on the change of communication, some periods have taken place. For example, here I show three images. The first one is an envelope, marking the age without electricity, when people can communicate by physical items. Later, electricity was discovered, followed with the invention of the Internet, and people can use dial-up internet service. Today, connecting to the internet is quite convenient, and tools powered by artificial intelligence are popular and useful.

But for an enterprise to deploy digital transformation, there are still many challenges. Considering **cost**, to integrate a digital and hi-tech system to an existing one is a problem of price for the entrepreneurs. It is necessary that an adjusting phase be introduced to avoid certain integrating problems. Security is also a concern. As organizations digitize their operations, they become more vulnerable to cyber threats and data breaches.

Thank you.