

IS5002 Digital Transformation

Individual Assignment - Case Study 2

Options for Formulating a Digital Transformation Strategy

This case study constitutes 20% of your entire module assessment. Please answer all the questions below. Your answer should be in a word document file format with no more than 15 pages in length. It should be writing in Times New Roman in font 14 with a letter page size (1 inch margin on all four sides). You will be graded based on the depth of answers. Discussing in general terms may not give you the best grade.

Q1 (10%) Based on the 11 questions given in this case, provide your answers with the context of Singapore Press Holding (SPH) in mind. SPH is a local media organization.

Q2 (10%) When a firm involves in the digital transformation, the firm may lose a group of its customers such as those who are less digital savvy. Suppose you are SPH's CIO, explain how you address this challenge. What strategies can be implemented to accommodate the less digital savvy customers?