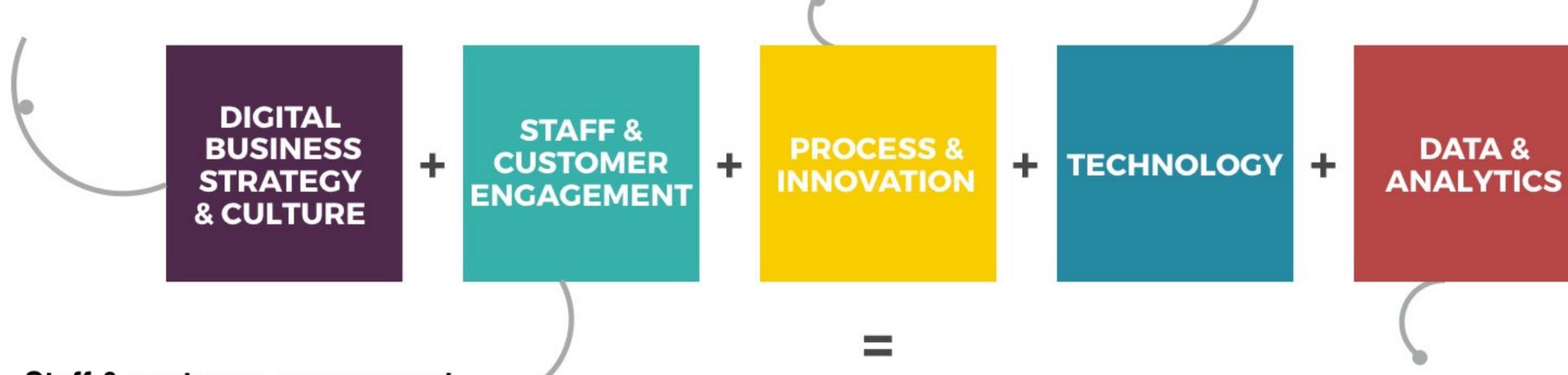
¿Qué es Digital Transformation?

Strategy & culture - If strategy and culture aren't right, it leads to digitisation of services

Process & innovation - without these, incoherent action occurs.

Technology - rarely the differentiator technology does enable Digital Transformation and it is therefore vital that the right technology is embraced.



Staff & customer engagement If engagement with stakeholders
is wrong, it leads to resistance

DIGITAL TRANSFORMATION

Data & analytics - used for insights and evidence based decision making, without it there is simply stagnation