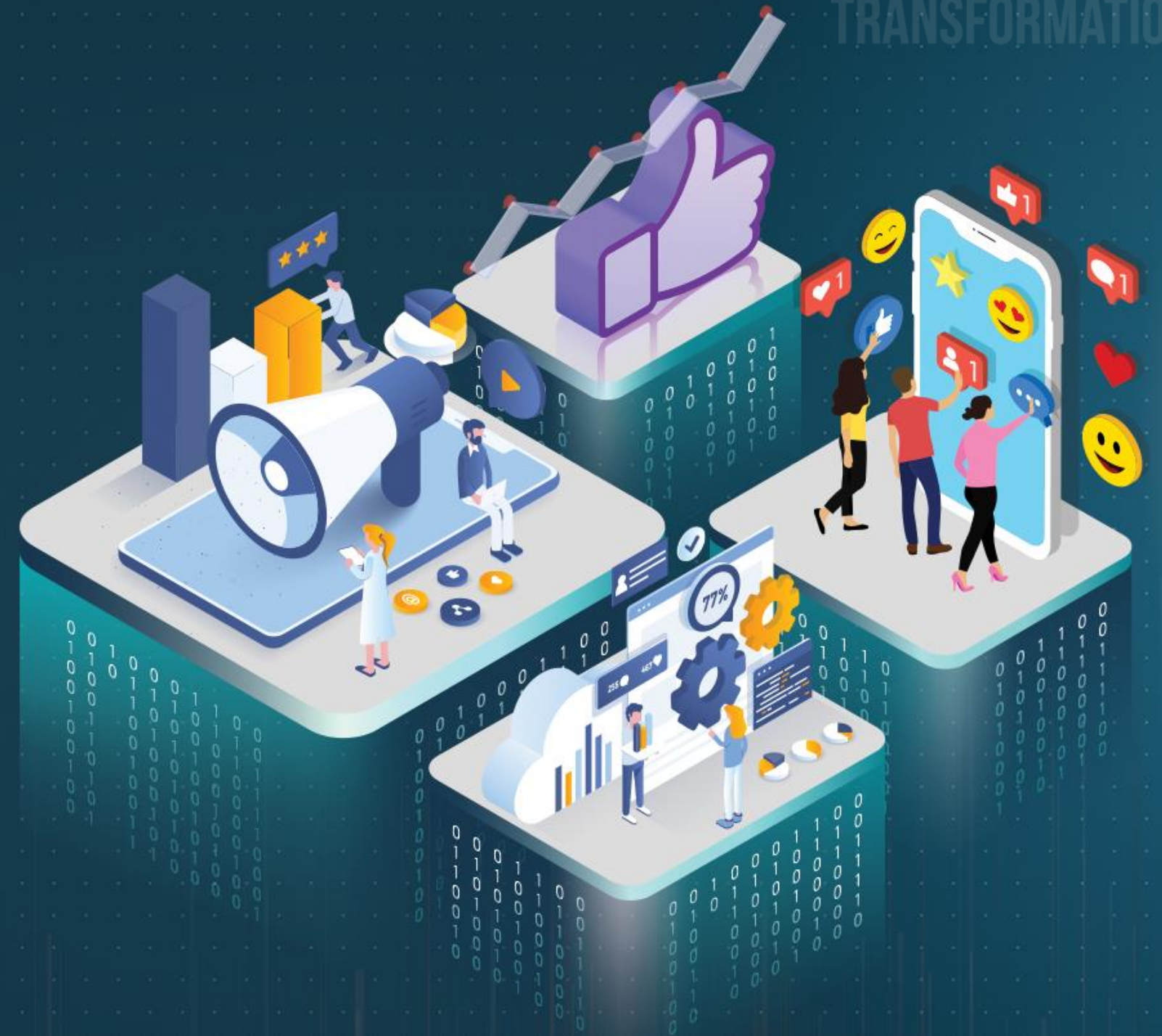


Digital Transformation for Leaders



Blueprint of Digital Transformation



DIGITAL
TRANSFORMATION

Learning Objectives

By the end of this lesson, you will be able to:

- 🕒 Explain the digital transformation framework
- 🕒 List the core elements for the digital transformation approach
- 🕒 Describe digital value chain
- 🕒 Explain how to build digital capability across the company



Digital Transformation

Introduction

Strategy, not technology, drives digital transformation

- MIT Sloan



Introduction

According to the 2015 *Digital Business Global Executive Study and Research Project* by MIT Sloan Management Review and Deloitte, strategy is the key driver in the digital arena.



Digital Transformation

Digital transformation is transforming how a company operates and engages with customers by leveraging technology and data.



Major Areas of Digital Transformation

Business models

Organizations need to reorient their strategy to transform the business model, technology, and data infrastructure.

Technology and process

Increase in digital adoption among customers is changing how they discover, evaluate, and purchase products and services.

Major transformation occurs in:



Competition

Companies are competing beyond their industry.

Culture and mindset

Digital is transforming how businesses innovate. It has enabled continuous testing and experimentation

Digital Transformation in Schools

Schools are transforming digitally to enhance teaching, learning, and assessment in adapting the UNESCO ICT Competency Framework.



Digital Transformation Framework

What Is Digital Transformation Framework?

A digital transformation framework is the blueprint for an organization to move through a period of significant change caused by evolving business conditions.

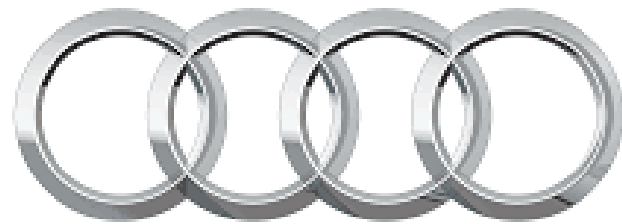
Digital Transformation Framework

There is no framework that fits all. A framework must be tailored to ensure proper fit.

Companies with a digital framework:

Cognizant

Deloitte.



Audi



Need for Digital Transformation Framework

A business must continuously advance and improve its operations, products, and services.



Adoption of digital framework helps organizations improve their operations and execute innovative strategies.

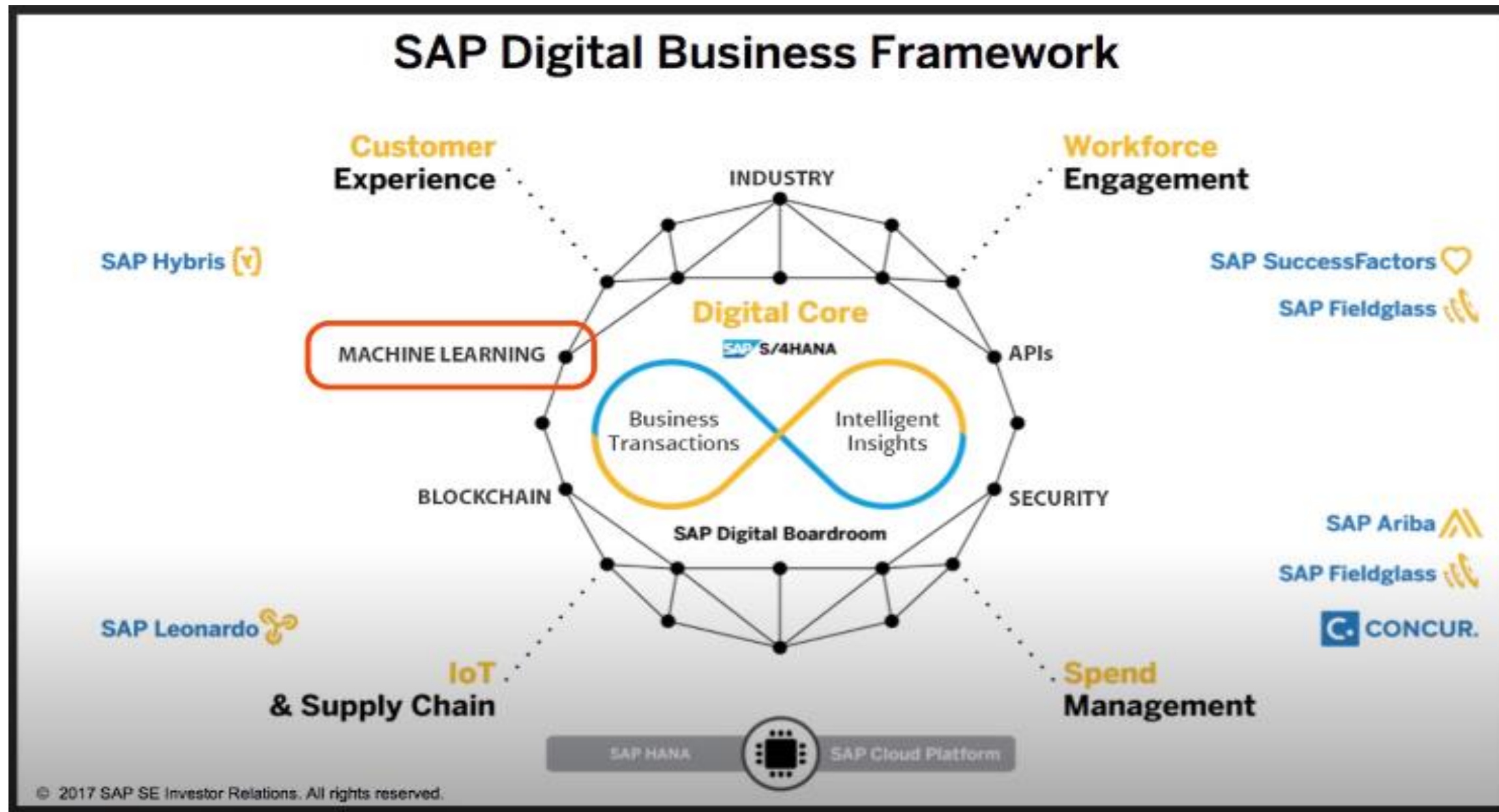
Need for Digital Transformation Framework

The digital transformation framework provides an appropriate strategy and roadmap to help organizations grow in a rapidly changing market.



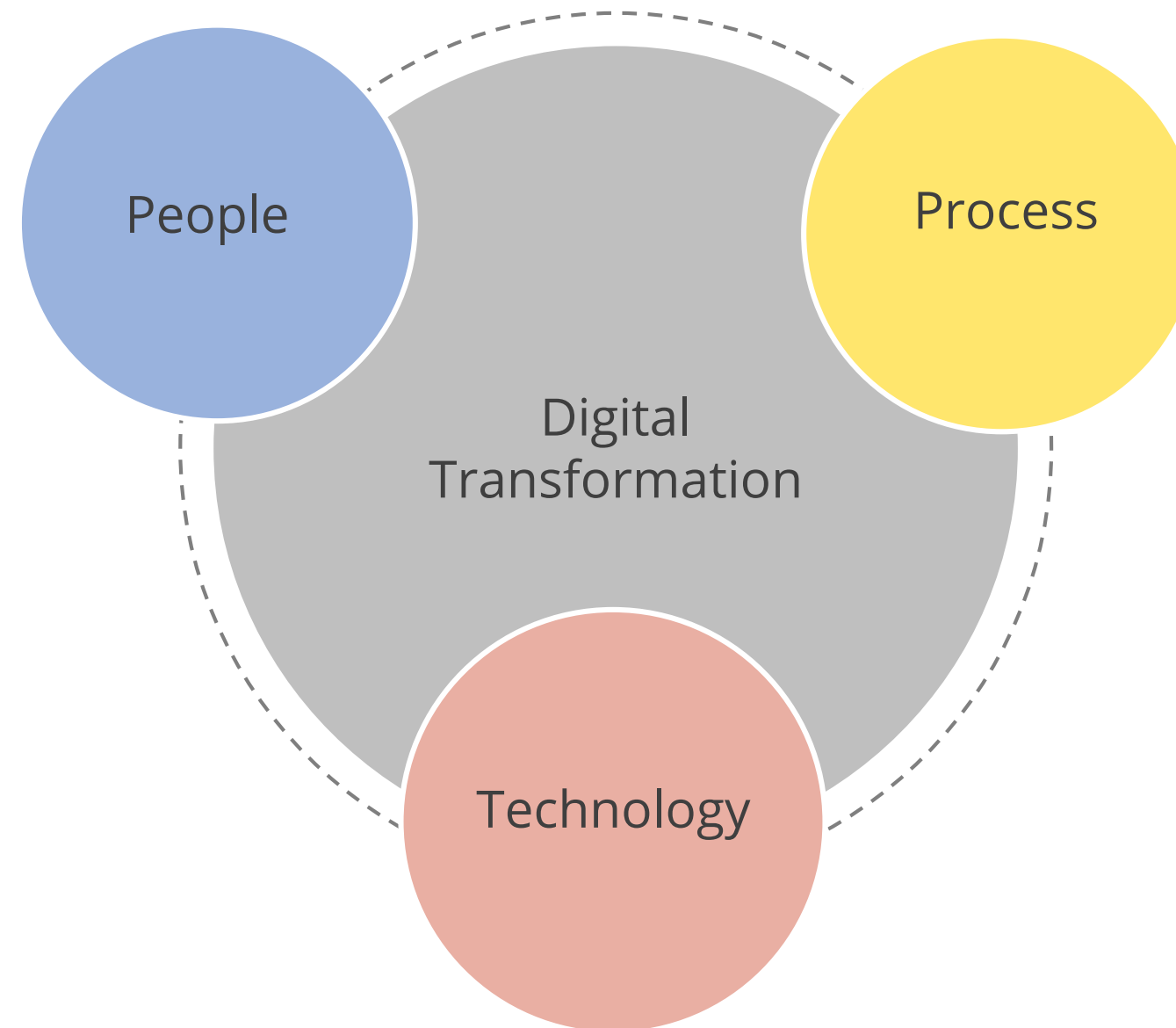
Digital Framework: Example

For SAP, the transformation is mostly based on Machine Learning applications.

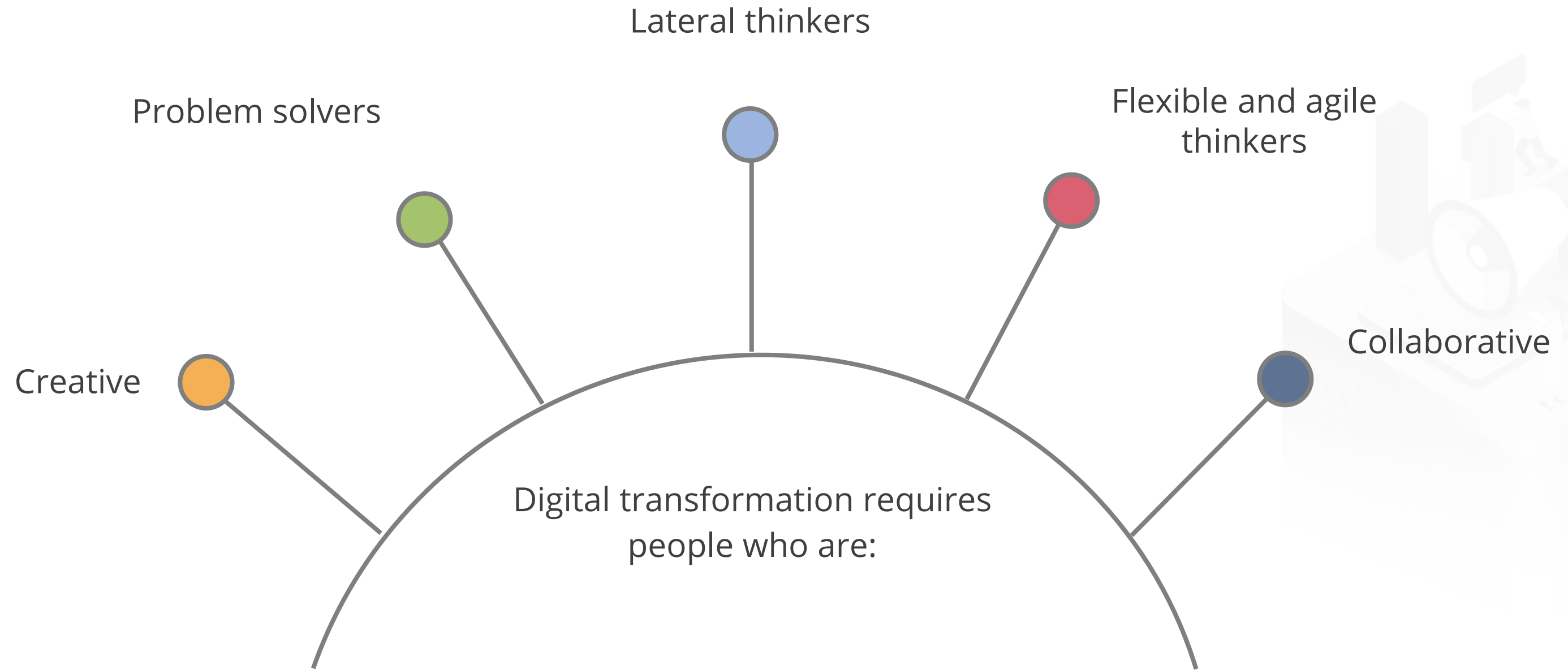


Core Elements for Digital Transformation

Core Elements for Digital Transformation



Digital Transformation Approach: People



Digital Transformation Approach: Process

The process involved in this digital transformation framework includes:

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- This stage is aimed at analyzing the necessities for adopting the change and its implication to organization health.
- This helps in deciding whether to adopt the digital transformation with the required supporting documentation.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- It involves an in-depth analysis of what organizations can do to improve the current business processes.
- It helps fetch information regarding the key improvement areas of a business to increase the sales, performance, and customer experience.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- This helps the organization identify the changes that must be made.
- These changes would include processes, list of activities, and changes in business model.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- This step is all about prioritizing the process to gain maximum returns.
- This helps fetch a clear roadmap for the identified changes.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

This stage involves publicizing the changes that an organization tries to bring in the digital transformation front.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- This stage involves implementing the planned changes and analyzing the impact.
- This helps form a trained team that can handle a digitally transformed business in the future.

Digital Transformation Approach: Process

Researching the implications of transformation

Analyzing internal business environment

Analyzing range of transformation

Process prioritization

Publicizing the transformation

Implementing the change

Production usage

- The final step in the framework is about making the new system available for production.
- This helps in rolling out a plan with clearly identified roles, responsibilities, and timelines.

Digital Transformation Approach: Technology

Organizations are focusing on their technology infrastructure to transform how they operate and engage with customers.

A few digital technologies adopted by organizations:

Cloud

Big Data and
Analytics

IoT

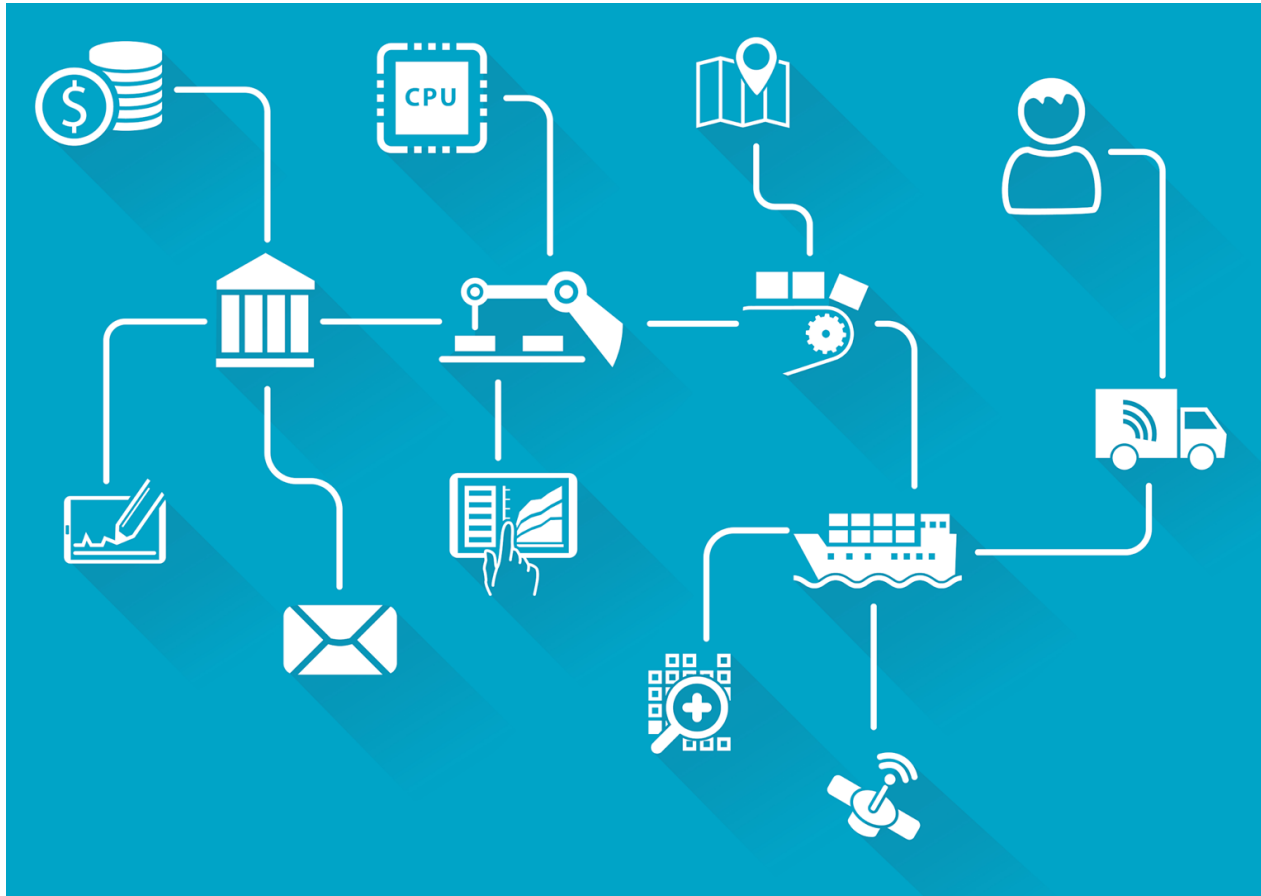
Artificial
Intelligence

Robotics and
automation

Blockchain

Digital Value Chain

Digital Value Chain



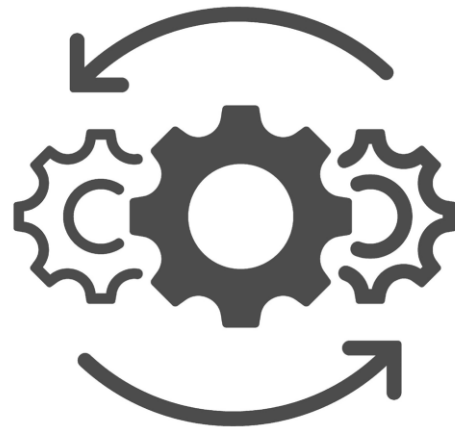
- Digital value chain enables organizations step-up dynamic business models by identifying and implementing new value-creating activities and processes using digital technologies
- It provides an approach to explore new opportunities for businesses to operate and serve customers
- The value chain separates business activities into primary and supporting activities

Digital Value Chain

Digitally transformed value chain requires change both at operational and customer level.

Operational

Involves automating the entire process



Customer

Involves radically transforming the approach for engaging with customers



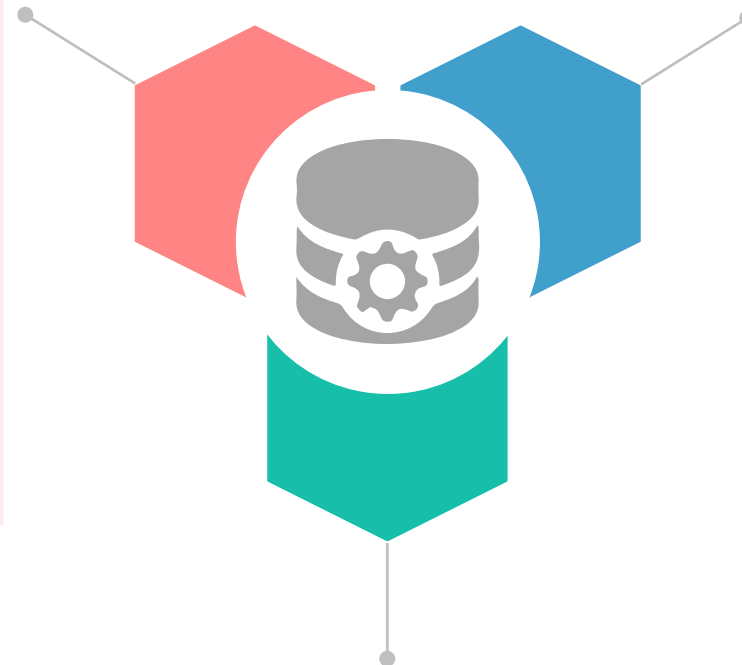
Digital Capability across the Company

Digital Capability across the Company

Building digital capability requires capability development around three key dimensions.

Digital leadership capabilities

Building strategic depth and business acumen to lead digital transformation for clients



Digital techno-functional capabilities

Building deep expertise in latest technologies, tools, and approaches for driving business outcomes and superior customer experience

Digital culture and mindset

Creating the digital culture or DNA required to sustain performance in a world of technology business and workforce disruption

Key Takeaways

- A digital transformation framework is the blueprint for an organization to move through a period of significant change caused by evolving business conditions.
- The digital transformation framework provides the strategy and roadmap that allows organizations of all sizes to evolve and succeed in the rapidly changing market conditions.
- Digital value chain provides a framework to explore new opportunities for digital transformation in a business.
- Digital value chain requires change both at operational and customer level.

