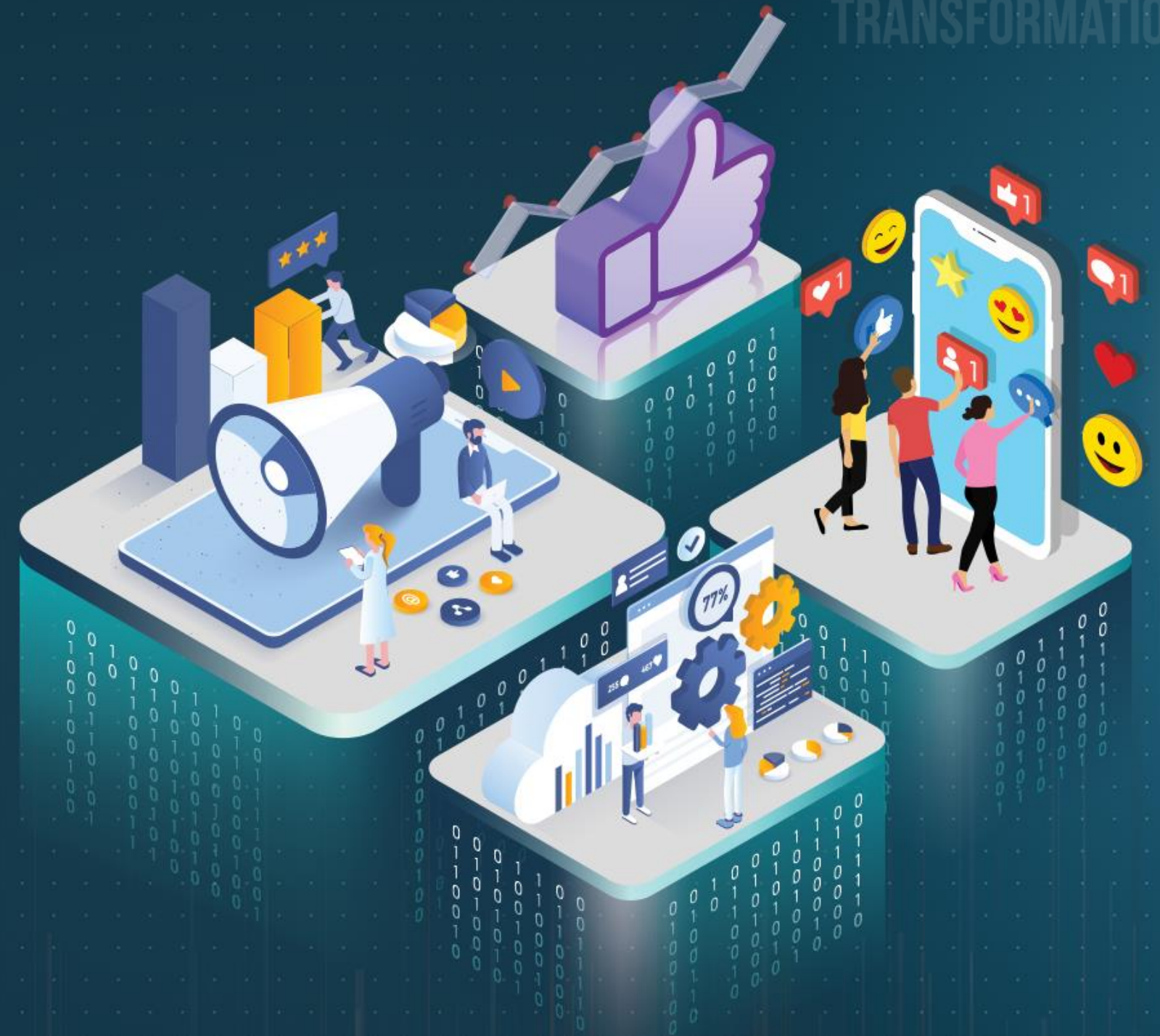


## Digital Transformation for Leaders





# Introduction to Digital Transformation



DIGITAL  
TRANSFORMATION

## Learning Objectives

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

- 🕒 Explain the meaning of being digital
- 🕒 Describe digital transformation and why it is needed
- 🕒 Discuss how digital transformation impacts key industries
- 🕒 Explain how being digital is different from just adopting technology
- 🕒 Discover who is affected by digital transformation
- 🕒 List the key technologies disrupting the digital landscape

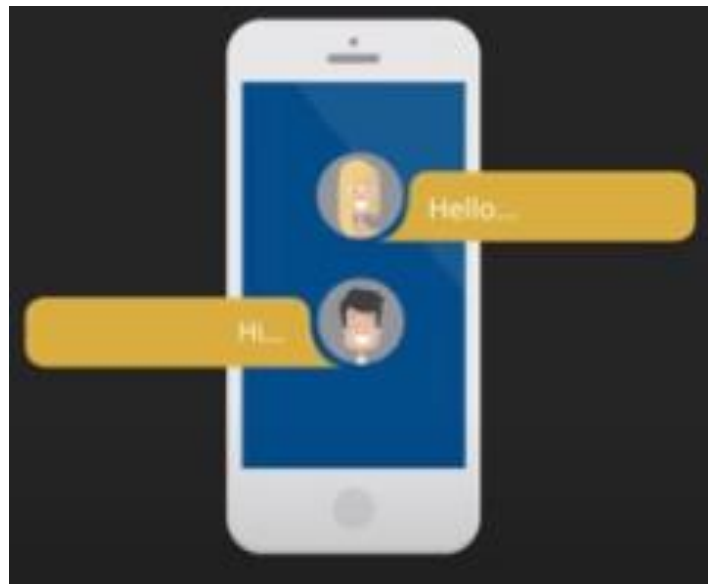




## What Is Digital?

# Introduction

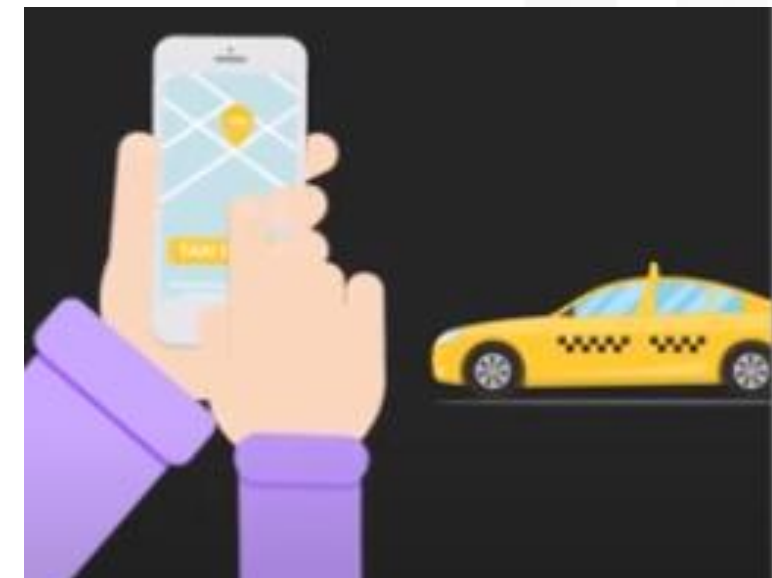
The impact of technology on our lives is all-encompassing.



Sending a message



Ordering food



Booking a cab

# Introduction

Digital refers to increasing the connectedness between people, processes, and products.





## Case Study

## Case Study: Uber

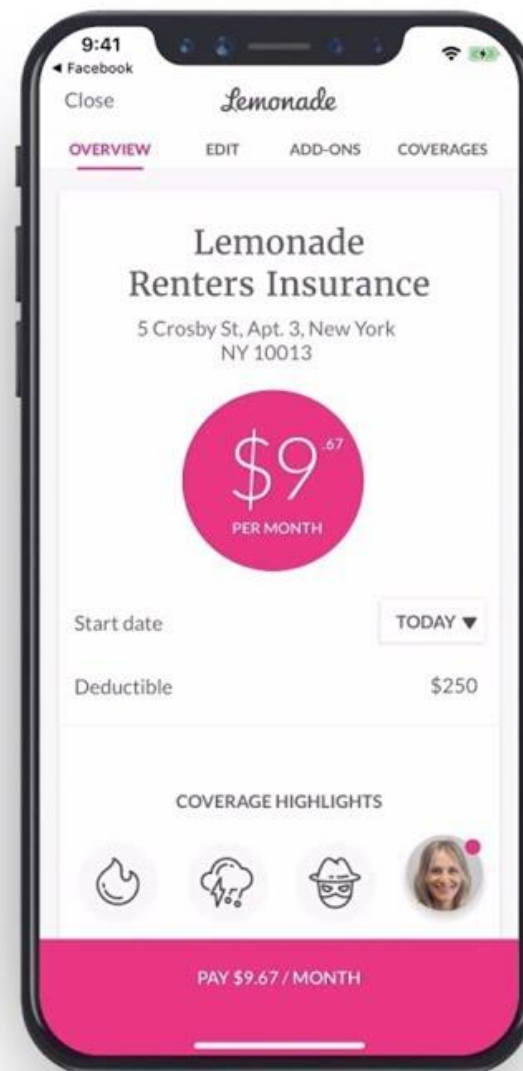
Uber's idea that a customer can book a car anywhere and anytime in one click has transformed the idea of customized transport service at a large scale.





# Case Study: Lemonade

Lemonade, an automated mobile insurance platform, underwrites policies and process claims within minutes.



# Digital Transformation



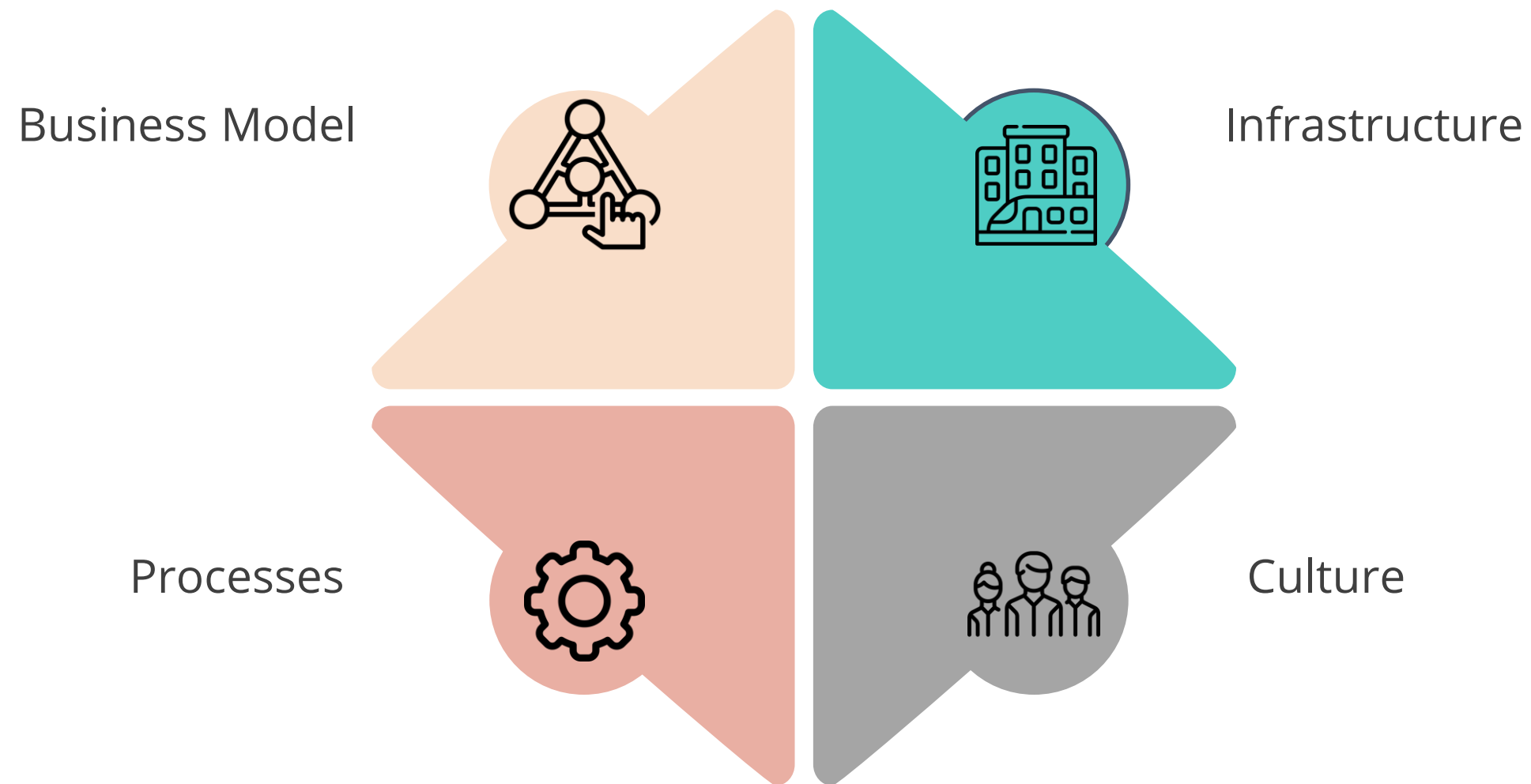
# What Is Digital Transformation?

Digital transformation refers to an overall transformation of organizational activities aimed at leveraging opportunities created by digital technologies and data.



# What Is Digital Transformation?

Digital transformation requires the company to transform its:

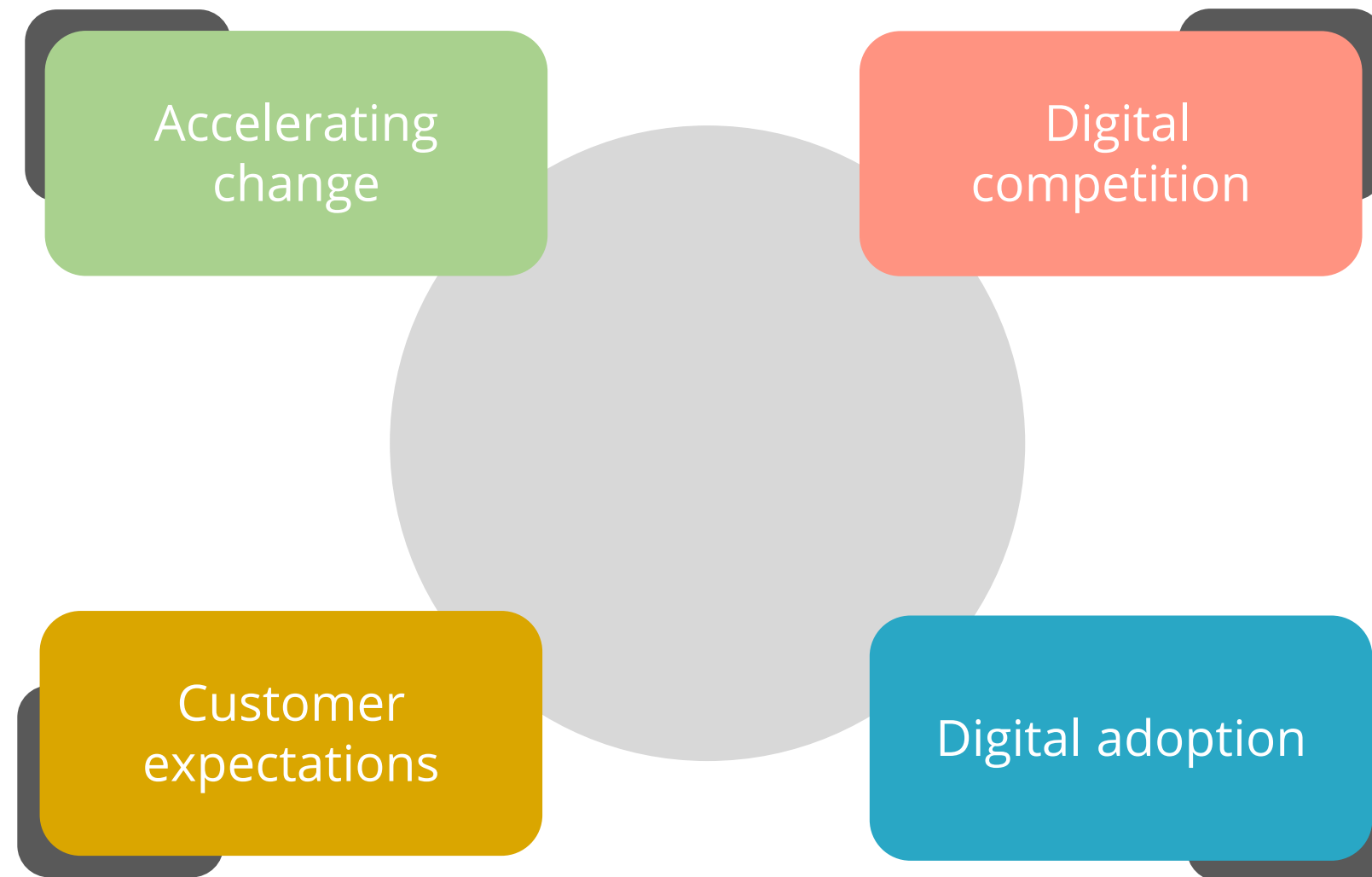




# Need for Digital Transformation

Organizations need to evolve digitally to address the changing business landscape.

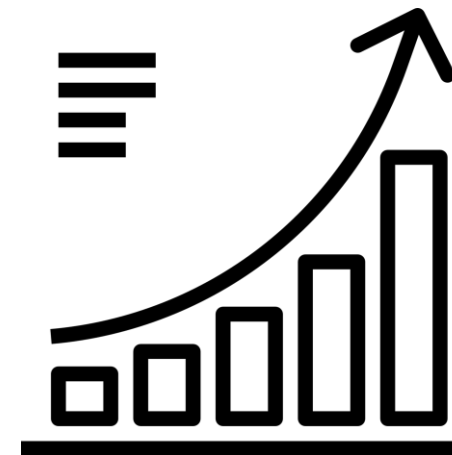
Reasons for digital transformation:



# Need for Digital Transformation

| Accelerating change   |
|-----------------------|
| Digital competition   |
| Customer expectations |
| Digital adoption      |

The pace of digital change is rising exponentially, making it very difficult to maintain a position of industry leadership.

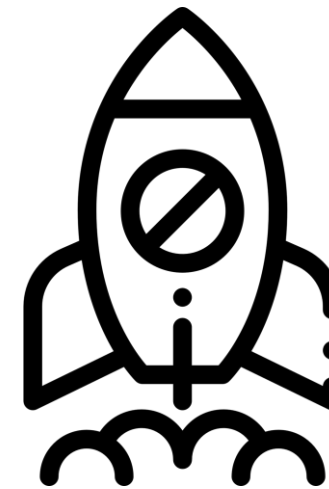




# Need for Digital Transformation



Digital competition has forced established businesses to reexamine their models on the lines of digital startups.



# Need for Digital Transformation



Customers expect a good experience across all touch points. It is important to ensure that their interactions are seamless and exceptional.





# Need for Digital Transformation

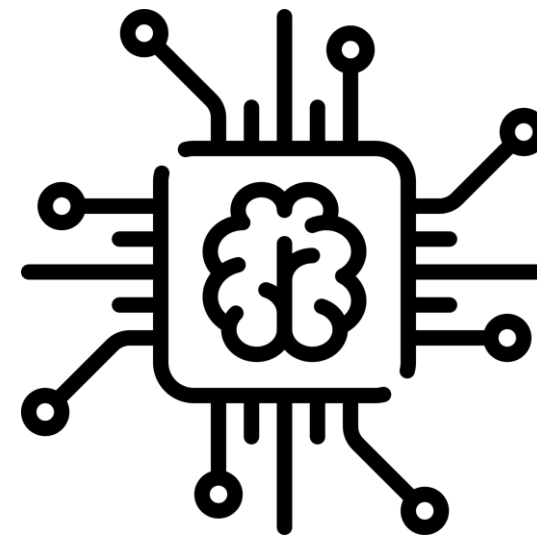
Accelerati change

Digital  
competition

Customer  
expectations

Digital adoption

Digital adoption like Big Data automation and IoT has made it necessary for companies to transform completely.



## Being Digital vs. Adopting Technology

# Being Digital vs. Adopting Technology

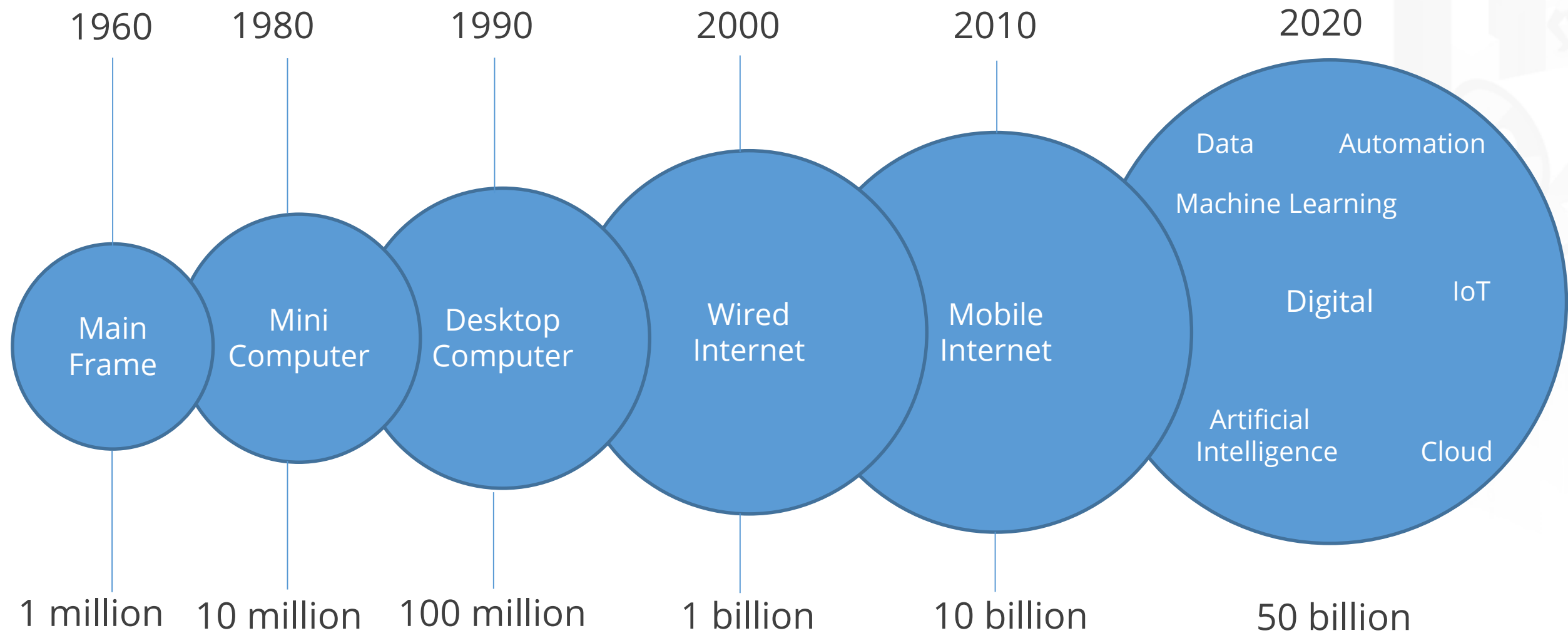
| Being Digital  | Adopting Technology   |
|--|---|
| Focuses on buying technology that best fits business needs | Focuses on buying the best and latest technology with no considerations to business needs |
| Calls for an overall cultural change before adoption       | Does not require cultural changes   |
| Demands holistic view of business problem from leaders     | Does not require reference to business problem  |
| Focuses on strategic innovation from long-term perspective | Has a narrow perspective to meeting immediate business needs                              |
| Calls for change in core business elements and policies    | Plays a supporting role in digital transformation   |



# Digital Transformation: Evolution

# Digital Transformation: Evolution

The overall history of computing has altered over the past 70 years.



# Impact of Digital Transformation



# Impact of Digital Transformation

It is crucial to change the approach on how to meet customer needs and expectations.

## Individual level

At the individual level, leadership approach of both executives and CXOs should be changed to a more dynamic, risk-taking, and lateral organization.

## Enterprise level

At the enterprise level, the hierarchical approach to reward innovation must change.

# Digital Transformation: Impact on Individuals

## Executives

Digital transformation calls for a change in the outlook of people governing the organization. Executives must adapt to new changes and maintain a good customer relationship.



# Digital Transformation: Impact on Individuals

## CXOs

CXOs must adapt to changes as they are representatives of an organization.

CXOs should:

1. Embrace digital economy to:
  - Define new ways of working
  - Improve customer service
  - Invent technological platforms.

2. Propose strategies and lead the way for the big change.

3. Introduce branding initiatives to reframe and shape things for future.

4. Establish a broad vision, propose strategies, and free organization from the current legacy, driving it toward a digital mindset.



# Digital Transformation: Impact on Enterprises

## Business models

Enterprises need to fundamentally change the way they identify, develop, and launch new businesses.

## Operating models

Enterprises need to follow a lean approach to both core and support functions.

## Talent and skills

Enterprises need to attract, retain, and develop the right talent.

## Traction metrics

Enterprises need to adopt newer digital traction metrics as traditional KPIs are no longer effective in digital business.



## **Industries Impacted by Digital Transformation**

# Industries Impacted by Digital Transformation

Some of the major industries impacted by digital transformation include:

Insurance

Banking and  
Finance

Healthcare

Manufacturing

Travel

Transport and  
Logistics

Utilities

Retail

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

Digital changes in insurance sector have changed the way people use insurance policies.  
Example: Metromile, a San Francisco based car insurance company.



# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

Digital adoption in banking sector has helped in migrating from traditional banking to an omni-channel approach.  
Example: Bank of America revolutionized the banking sector through an integration of IoT in its business.

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

The digital acceptance in healthcare sector has revolutionized the entire experience of people seeking medical assistance.

Example: Practo empowers people to search doctors around them, validate, and book appointments.

- Keeps all records within the app
- Provides 24/7 health care services
- Provides online consultation
- Ensures medicine availability
- Tracks payments

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

Digital transformation revolutionizes the way manufacturers share and manage products. Example: Airbus launched a digital manufacturing initiative, *factory of the future*, based on IoT to streamline operations and bolster production capacity.

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

Consumers rely on digital channels and platforms for all their travel needs from researching to booking. Example: Trivago specializes in Internet-related services and products in hotel and lodging.



# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

**Transport and Logistics**

Utilities

Retail

Digital integration has improved efficiency, speed, and timing in transport and logistics industry.  
Example: FedEx introduced IoT in its supply chain model to maintain the quality of healthcare products, while in transit.

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

Utilities can deliver customer experience, improve operational efficiency, and change business models through digital technologies.

Example: RWE Power and Slock runs a blockchain energy P2P sharing project. It allows the charging of electric vehicles anywhere with a simple billing interface powered by blockchain technology.

# Industries Impacted by Digital Transformation

Insurance

Banking and Finance

Healthcare

Manufacturing

Travel

Transport and Logistics

Utilities

Retail

In retail, digital integration has helped create personalized services for customers.  
Example: Amazon is well known for integrating technologies such as IoT sensors, artificial intelligence, and cameras in its brick-and-mortar stores.

## **Technologies Disrupting the Digital Landscape**



# Technologies Disrupting the Digital Landscape

Executives use digital advances to change customer relationships, internal processes, and value propositions.

Key technologies used include:

Data Analytics

Artificial  
Intelligence

Robotics/  
Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

# Key Technologies Disrupting the Digital Landscape

## Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Data analytics refers to the process of examining huge volumes of data that helps fetch information aided by specialized systems and software. Data analytics helps analyze business data and predict unforeseen circumstance. This helps organizations improve performance.

# Key Technologies Disrupting the Digital Landscape

Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Artificial intelligence is the science of enabling machines to demonstrate human intelligence. AI helps in speech recognition, natural language processing, deep learning, prediction, and translation.

# Key Technologies Disrupting the Digital Landscape

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Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Robotics and automation is the use of software capabilities to handle high-volume repeatable tasks that were performed by humans.



# Key Technologies Disrupting the Digital Landscape

Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Cloud computing is the distribution of computing services in the form of servers, storage, databases, networking, software, and analytics. The companies that offer these services are called cloud providers, where the client is charged for the services based on usage.

# Key Technologies Disrupting the Digital Landscape

Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Blockchain is a type of distributed ledger for maintaining a permanent and tamper-proof record of transactions.

# Key Technologies Disrupting the Digital Landscape

Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

IoT or the Internet of Things is a system of interrelated computing devices, mechanical and digital machines, objects, and people that are provided with unique identifiers. It is the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.

# Key Technologies Disrupting the Digital Landscape

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Data Analytics

Artificial Intelligence

Robotics/ Automation

Cloud Computing

Blockchain

IoT

Digital Marketing

Digital marketing refers to the effective usage of social media. These channels are used for interaction with customers, both proactively and responsively.

## Key Takeaways

- Digital refers to increasing the connectedness between people, processes, and products.
- Digital transformation refers to an overall transformation of organizational activities, aimed at leveraging opportunities for changing digital technologies.
- Major industries impacted by digital transformation include insurance, banking and finance, healthcare, manufacturing, travel, transport and logistics, utilities, and retail.
- The key technologies disrupting the change include data analytics, artificial intelligence, robotics, cloud computing, blockchain, IoT, and digital marketing.

