

THE DIGITAL TRANSFORMATION IS AN INEVITABLE JOURNEY THAT ALL ORGANISATIONS NEED TO EMBARK ON, FUNDAMENTALLY CHANGING THE WAY IN WHICH BUSINESS IS DONE, AND CUSTOMERS ARE SERVICED. IT IS A JOURNEY THAT BEGINS BY EVALUATING THE WAY YOUR ORGANISATION WORKS, COMMUNICATES. CONNECTS AND COLLABORATES. THIS EVALUATION PROCESS ASSESSES THE DIGITAL MATURITY, AND CURRENT TECHNOLOGY INITIATIVES OF YOUR COMPANY, TO HELP BUILD YOUR DIGITAL STRATEGY AND DESIGN A ROADMAP FOR THE JOURNEY. THE STRATEGY IS THE BRIDGE BETWEEN COMPANY'S BUSINESS STRATEGY AND THEIR IT STRATEGY AND IS A STRATEGIC FRAMEWORK FOR CREATING AND OPTIMISING THE ORGANISATION'S DIGITAL BUSINESS MODEL. THE ROADMAP GIVE A PRIORITISED VIEW OF BUSINESS INITIATIVES THAT YOU NEED TO EXECUTE ON IN ORDER REACH YOUR DIGITAL GOALS SHOULD YOU WISH TO TAKE A DEEP DIVE INTO YOUR ENTERPRISE LANDSCAPE TO ENHANCE YOUR ROADMAP EVEN FURTHER, WE CAN ALSO EXTEND OUR REVIEW WITH ADDITIONAL AUTOMATED INTERROGATIONS, THROUGH TOOLS WHICH CAN SCAN YOUR SYSTEMS AND APPLICATION LANDSCAPE. ALTHOUGH THIS ADVISORY PHASE OF THE JOURNEY FORMS PART OF A COMPREHENSIVE DIGITAL TRANSFORMATION PRODUCT SUITE, COMPANIES MAY CHOOSE TO TAKE IT AS A STAND-ALONE SERVICE TO IDENTIFY THEIR DIGITAL NEEDS OR TAKE A CHECKPOINT IN THEIR CURRENT TRANSFORMATION JOURNEY.

THE TECHNOLOGY AFFECTS VALUE ACTIVITIES THEMSELVES OR ALLOWS COMPANIES TO GAIN COMPETITIVE ADVANTAGE BY EXPLOITING CHANGES IN COMPETITIVE SCOPE. LOWERING COST. AS WE HAVE SEEN, INFORMATION TECHNOLOGY CAN ALTER A COMPANY'S COSTS IN ANY PART OF THE VALUE CHAIN. IT CHANGES INDUSTRY STRUCTURE AND, IN SO DOING, ALTERS THE RULES OF COMPETITION. IT CREATES COMPETITIVE ADVANTAGE BY GIVING COMPANIES NEW WAYS TO OUTPERFORM THEIR RIVALS. IT SPAWNS WHOLE NEW BUSINESSES, OFTEN FROM WITHIN A COMPANY'S EXISTING OPERATION.

IN TODAY'S DIGITAL LANDSCAPE, EVERYONE NEEDS TO ADAPT TO SUCCEED. BUSINESSES WHO ARE UNABLE TO KEEP UP WITH THE EVER- ADVANCING DIGITAL CAPABILITIES RISK GETTING LEFT BEHIND BY THEIR COMPETITORS, AS INNOVATIONS IN MOBILE, SOCIAL PLATFORMS, DATA SCIENCE AND CLOUD COMPUTING CONTINUALLY CHANGE HOW CUSTOMERS EXPECT TO ENGAGE WITH A COMPANY. DIGITAL TRANSFORMATION IS NOW MORE THAN A BUZZWORD IT IS A BUSINESS IMPERATIVE THAT IS BEING FELT IN EVERY INDUSTRY, AT EVERY LEVEL. BUT OF THE 3000 BUSINESS LEADER SURVEYED BY SAP IN 2017 WHILST 96% MAINTAINED THAT DIGITAL TRANSFORMATION WAS A PRIORITY FOR THEM, ONLY A PALTRY 3% HAD ACTUALLY COMPLETED THEIR INITIATIVES. CLEARLY IT IS RELATIVELY EASY FOR THE BOARDROOM TO MOVE DIGITAL TRANSFORMATION UP ITS AGENDA, BUT ACTUALLY DELIVERING IT IS ANOTHER MATTER. THE IMPETUS FOR A DIGITAL REVOLUTION IS CLEARLY THERE, SO WHAT IS GOING ON? WE'VE IDENTIFIED THE 10 MOST COMMON BARRIERS TO THE SUCCESS OF DIGITAL TRANSFORMATION PROJECTS IN ORDER TO SHED SOME LIGHT ON THE GROWING PROBLEM THAT IS TRANSFORMATION FAILURE. DO YOU RECOGNISE ANY OF THE IN YOUR BUSINESS?

INVESTIGATE TECHNOLOGIES THAT WILL SOLVE PROBLEMS FOR YOUR COMPANY. ASSEMBLE AN IMPLEMENTATION TEAM TO CHAMPION THE NEW TECHNOLOGY ONCE YOU'VE CHOSEN IT. IMPLEMENT THE TECHNOLOGY THROUGH A POLIT PROGRAM TO WORK OUT KINKS AND GAIN BUY-IN. TRAIN YOUR EMPLOYEES TO USE THE NEW TOOL. LAUNCH, FINE-TUNING THE TOOL TO FIT YOUR NEEDS AS YOU GO.