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## **3 Success Stories of Digital Transformation Companies**

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**UNDER ARMOUR**

Under Armour is a prominent example of digital success in the sports apparel

industry, renowned for its innovative approach to combining technology with

athletic wear. Here are the key aspects that contributed to Under Armour's

digital success story:

**1.Which Technology is used?**

Under Armour's commitment to innovation is evident in its product

development. They incorporate cutting-edge technologies such as UA HOVR

cushioning for footwear and UA RUSH fabric for apparel, which are marketed

as enhancing athletic performance. This focus on technology-driven products

resonates well with their tech-savvy customer base.

**2.Before and After Story.**

Prior to Under Armour's digital revolution, well-known companies that mostly depended on conventional marketing and production techniques controlled the majority of the sportswear market. During this time, businesses tended to mass produce products based more on past sales data and market trends than on current customer insights.

After undergoing digital transformation, Under Armour experienced significant

evolution across various facets of its business operations, marketing strategies, and customer engagement. Here are some key aspects of the story after Under

Armour's digital transformation:

under Armour recognized the power of digital marketing early on. They

leveraged platforms like social media, influencer partnerships, and digital

advertising to reach their target audience effectively. Their campaigns often

focused on highlighting performance benefits, technology integration, and

endorsements from athletes.

**3.What are the strategies they used?**

Under Armour's Connected Fitness platform, which includes apps such as MapMyRun, MyFitnessPal, and Endomondo, is a notable digital project. These apps let users track their exercise, nutrition, and overall wellness. This improved customer interaction and provided vital data insights for product development and marketing.

Under Armour prioritized developing a strong direct-to-consumer channel through their e-commerce platform. This allowed them to skip traditional retail channels and engage directly with consumers, providing personalized shopping experiences and exclusive products.

**4.Challenges faced by UNDER ARMOUR in digital transformation.**

Under Armour faced fierce competition from established athletic brands and upstart digital-native competitors. To be competitive in the digital age, businesses must continuously innovate their product offerings, customer experience, and digital marketing methods. Adapting to customer tastes and market trends is essential for sustaining relevance and market share**.**

**5.Why is UNDER ARMOUR moving towards Digital Transformation**?

Under Armour is moving towards digital transformation to enhance customer experience, they gather customer data and provide better recommendation and improving customer experience. Digital Transformation is also efficient and cost saving process.it gives them a competitive advantage which includes adopting e commerce, mobile apps etc.

A fast food restaurant with a sign

Description automatically generated

**McDonald’s**

McDonald’s had a significant success through digital transformation, they successfully modernized their operations, enhanced customer experiences, and in a competitive market, their commitment to innovation and adaption has been a game changer for them and helping them to maintain their position in global market.

**⁠**

**1.Which technology they used?**

They used mobile ordering and payment system, they developed mobile apps that allow customer to place order, customize orders and make payment directly through online

Also developed digital menu board to allow customer to see it directly through mobile app and order from that they also deployed self-service kiosks in many location that enables customer order independently this system reduce wait time for order, use customer to know customer preference due to digital transformation, McDonald’s also improve delivery services for better customer experience.

2.⁠ ⁠**Before and After story**

Before digital transformation mac Donald have gets orders manually ,has a payment option because of that customer always have need change ,static marketing mostly on TV , radio, and print with limited targeted people, inefficient operation kitchen operation relied heavily on manual processes leading to error and longer wait time to get order after digital transformation mobile ordering apps make process easy for both company and customer Experience became friendly, self-service kiosks make things more easy and wait time get less ,digital menu board make easy for customer to choose order from mobile and also to customize it everything goes on data driven so that error are not occur during daily operations.

3.⁠ ⁠**What are the strategies they used**

Mobile ordering app was one of the most important factor for MacDonald on digital platform because it saves company time as well as customer wait time ,it saves substantial amount of money , also digital menu board for customer to quick the process from packaging to order deliver implementing digital menu board and AI powered recognition system in drive thus improves order accuracy and speed also use historical order history and customer preference ,back end system and everything goes on automation.

4**.⁠ ⁠Challenges which they faced**?

One of the most difficult task was legacy system integration, MacDonald has vast global network with numerous legacy system that may not be easily integrate with new digital solution, Franchisee alignment which means ensuring consistency and adaption of digital transformation.

5**.⁠ ⁠Why are businesses are moving toward a digital transformation**

Because it enhanced efficiency of company everything work on automation and productivity, also improved customer experience, it is also because today market everyone want competitive edge over its competitor ,also because everything is data driven so decision taken on that term it saves cost as well ,company can scale its business beyond its reach through digital transformation.

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**NIKE**

Nike digital transformation and success story are often cited for benchmark in the industry, by applying innovation and their commitment to sustainability reflected in campaigns like “move to zero” highlights their efforts to reduce carbon emissions appealing to environmental conscious consumers.

**1. Which technology NIKE is used in digital transformation?**

NIKE has been focusing on using AI, blockchain, NFTs, robotics, metaverse, cryptocurrencies, e-commerce, gaming, and virtual reality to digitally transform its operations.

**2. Before and After story of NIKE?**

Before the digital transformation of NIKE, NIKE depended on traditional retail and marketing channels, with limited direct customer data, slow adaptation of market trends, and inefficient in its supply chain. And customer interactions were primarily through physical stores. However, as part of its digital transformation, NIKE shifted to a direct-to-customer dealing, investing in e-commerce platforms and mobile apps. Nike saw enhanced customer engagement through personalized experiences, quicker time-to-market for new products, and significant growth in e-commerce sales. Decisions improved operational efficiency, and the global reach was expanded through digital platforms. Successes like the Nike+ ecosystem, the SNKRS app, and Nike Membership programs highlighted Nike's innovative approach, setting new standards in the sportswear industry.

**3. What are the strategies NIKE used?**

Nike's digital transformation strategies revolve around enhancing its direct-to-consumer (DTC) approach, developing digital platforms and apps like Nike+, SNKRS, and Nike Training Club to foster personalized customer experiences and deeper engagement. The company leverages data analytics and artificial intelligence to predict trends, optimize inventory, and tailor marketing efforts, thereby improving operational efficiency. Additionally, Nike invests in innovative technologies such as augmented reality (AR) and virtual reality (VR) to create interactive and engaging shopping experiences. The expansion of e-commerce, including robust online platforms optimized for mobile use and efficient delivery services, is also a key strategy. Furthermore, strategic partnerships and acquisitions, particularly in data science and AI, bolster Nike's digital capabilities and support its overall digital transformation efforts.

**4 .Challenges NIKE faced at the time of digital transformation**?

As a leader in athletic footwear and sportswear worldwide, Nike has continuously shown that it can adjust to shifting market conditions and still succeed. The move in consumer behavior towards e-commerce and digital interaction has been one of Nike's biggest problems in recent years. In-depth discussion of the difficulties, tactical solutions, and results that led to a rise in market share, enhanced customer satisfaction, and a notable expansion of digital sales channels are provided in this case study on Nike's digital transformation.

**5 .Why are NIKE business moving towards digital transformation?**

Nike is moving towards digital transformation to meet the evolving consumer behaviour that Favors online and mobile shopping, allowing for a seamless and convenient customer experience. This shift enables Nike to gather and analyse data for personalized marketing and product recommendations, fostering stronger customer relationships and brand loyalty. By focusing on direct-to-consumer sales, Nike reduces reliance on third-party retailers, gains control over the customer experience, and enhances profit margins. Digital tools also streamline product development and supply chain processes, improving speed, agility, and operational efficiency. Furthermore, digital platforms expand Nike's global reach, enhance customer engagement through interactive channels, and reinforce its position as an innovation leader.