

# BUSINESS PROPOSAL

---

**The role of IT in business is seen in how it can help your company become more productive, increase performance, save money, improve the customer experience, streamline communications and enhance managerial decision-making.**

## **1. What is digital transformation?**

Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.



## **2. How technology can help your business gain a competitive advantage**

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 operations.

## **3. The danger to the business if doesn't transform immediately**

Businesses that don't transform, become digital innovators and leverage technology in order to remain relevant will die. It's not enough to simply adopt technology at the maturity stage of a product lifecycle; by then we're in a cost driven race to the bottom – the profits have been milked from the system.

## **4. All the ways in which he can implement technology into the 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 pilot 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.