A Roadmap For A Digital Transformation Mckinsey Company

A Roadmap For A Digital Transformation Mckinsey Company A Roadmap for a Digital Transformation McKinsey Companys Blueprint for Success Meta Navigate the complexities of digital transformation with McKinseys proven roadmap Learn from realworld examples insightful metaphors and actionable strategies to achieve sustainable digital success Digital Transformation McKinsey Digital Strategy Technology Adoption Business Transformation Agile Methodology Data Analytics Cloud Computing AI Roadmap Success Factors The digital revolution isnt a gentle ripple its a tsunami reshaping the global business landscape Companies that fail to ride its wave risk being swallowed whole McKinsey Company a global management consulting firm renowned for its datadriven approach has been at the forefront of helping organizations navigate this transformative tide This article delves into their blueprint for successful digital transformation offering a roadmap for businesses of all sizes to chart their course to a digitally empowered future Imagine your business as a majestic sailing ship currently relying on outdated maps and rudimentary navigation tools The digital transformation is the shift from sail to steam from relying on wind to harnessing the power of a sophisticated engine Its not just about adding a new technology its about fundamentally reimagining how you operate compete and interact with your customers McKinseys approach isnt a onesizefitsall solution It recognizes that every organization is unique possessing its own distinct currents and challenges Their methodology however provides a robust framework adaptable to various contexts and industry landscapes Phase 1 Charting Your Course Defining the Why and the What Before setting sail you need a clear destination This phase focuses on defining your digital vision and strategic objectives McKinsey emphasizes starting with the whyunderstanding the business case for transformation Is it to improve efficiency enhance customer experience create new revenue streams or gain a competitive edge 2 A compelling anecdote involves a large retail chain McKinsey partnered with Initially the company saw digital transformation as simply updating its website However through McKinseys collaborative workshops the organization realized the true potential lay in building an omnichannel experience that seamlessly integrated online and offline interactions This shift in perspective transformed their approach leading to significantly improved customer satisfaction and sales growth This

phase also involves identifying key areas for digital investment This might include cloud migration data analytics AI implementation or the adoption of agile methodologies McKinsey assists in prioritizing these initiatives based on their potential impact and feasibility They leverage datadriven insights to assess the current state and identify opportunities for optimization Phase 2 Navigating the Waters Building the Foundation This phase involves building the necessary infrastructure and capabilities to support your digital transformation This includes Talent Acquisition and Development Upskilling and reskilling your workforce is paramount McKinsey often advises companies to invest in training programs focused on data literacy digital skills and agile methodologies Technology Infrastructure This involves choosing the right technologies ensuring seamless integration and establishing robust cybersecurity protocols Cloud adoption often plays a central role here Data Management and Analytics Effective data governance and analytical capabilities are crucial for informed decisionmaking McKinsey helps clients establish data lakes implement advanced analytics platforms and develop datadriven strategies Phase 3 Setting Sail Implementation and Optimization This is the execution phase where the strategic vision translates into tangible results McKinsey emphasizes the importance of an agile approach using iterative development cycles to ensure flexibility and adaptability This minimizes the risk of largescale failures and allows for continuous improvement based on realtime feedback Consider a manufacturing company McKinsey helped transform By implementing an IoT enabled system they achieved realtime monitoring of the production process enabling proactive maintenance and minimizing downtime This resulted in significant cost savings and increased productivity Phase 4 Charting New Territories Sustaining Momentum 3 Digital transformation is not a onetime event its an ongoing journey McKinsey emphasizes the importance of establishing a culture of continuous learning and improvement This includes Monitoring and Measurement Regularly tracking key performance indicators KPIs is crucial to assessing the effectiveness of your initiatives Adaptability The digital landscape is constantly evolving so your strategies must be flexible and adaptable to emerging technologies and market trends Leadership Commitment Sustained digital transformation requires strong leadership commitment and a clear communication strategy to ensure organizational buyin Actionable Takeaways Start with a clear vision and business case Define your why before focusing on the how Invest in talent and technology Upskilling your workforce and adopting the right technologies are crucial Embrace an agile methodology Iterative development allows for flexibility and adaptability Establish a culture of continuous learning and improvement Digital transformation is an ongoing journey Seek expert guidance Partnering with a consulting firm like McKinsey can provide valuable support and expertise FAQs 1 How long does a digital transformation take

The duration varies depending on the scope and complexity of the transformation but it typically spans several years 2 What is the cost of digital transformation The cost depends on various factors including the size of the organization the chosen technologies and the level of external consulting support 3 How can we measure the success of our digital transformation Key performance indicators KPIs should be defined upfront and tracked regularly to assess progress 4 What if we dont have the necessary skills inhouse Upskilling and reskilling your existing workforce or hiring external talent with the required expertise are both viable options 5 What are the biggest risks associated with digital transformation Risks include insufficient planning lack of executive sponsorship resistance to change and cybersecurity vulnerabilities McKinseys roadmap for digital transformation provides a powerful framework for navigating 4 this complex journey By focusing on a clear vision building a strong foundation and embracing an agile approach businesses can harness the power of digital technologies to achieve sustainable growth and success in the everevolving digital age The journey may be challenging but the rewards for those who successfully navigate the digital seas are immense

The Day Before Digital TransformationDigital TransformationDigital Transformation at Scale: Why the Strategy Is DeliveryThe Digital Transformation PlaybookMastering Digital TransformationManaging Digital TransformationHandbook of Research on Digital Transformation Management and ToolsDigital TransformationA Field Guide to Digital TransformationDigital TransformationIntelligent ChangeFormula 4.0 for Digital TransformationShaping the Digital EnterpriseDigital TransformationThe Technology FallacyThe Transformation: How to Use Digital Transformation Technology to Reduce Costs, Accelerate Delivery Times, and Provide Exceptional ValueDigital Transformation In Industry 4.0 AgeDigital TransformationDriving DigitalDigital Transformation Cheryl Smith Abhishek Behl Andrew Greenway David L. Rogers Ron Legarski Andreas Hinterhuber Pettinger, Richard Lucian-Ionel Cioca Thomas Erl Lindsay Herbert Alexander Budzier Venkatesh Upadrista Gerhard Oswald Anup Maheshwari Gerald C. Kane Richard Catalano John Brown Mark Baker Isaac Sacolick Nirjhar Chakravorti
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in the last half of the digital age there will be winners and losers this book guides business leaders on what you need to do to ensure that your organization is on the winning side digital transformation is about building digital technologies into or around your products services and ways of doing business it is about business transformation it is not about it business leaders must understand the difference between digital and non digital organizations and the four business strategies that have been proven to help organizations truly transform this book provides the foundation business leaders need to filter through the noise of buzzwords and technology vendor pitches to truly take control of their digital transformation efforts the authors share insider knowledge gained by working with leaders of corporations non profits and governments across the globe over the past four decades on how to successfully define and implement a practical digital vision and strategy for your business in plain clear language we explain the drivers behind the changes needed to transform your organization into being a digital survivor possibly even a disruptor in your industry we provide step by step guidance on what actions you as a business leader need to take to develop a strategy and then select and implement the technologies that will digitize your products services and ways of doing business to put your organization in the winning column for the next decade praise for the day before digital transformation in addition to changing the way business leaders think the day before digital transformation gives technologists the choice of working either within the business or in it and it will spawn an entirely new segment of consulting to help business teams digitize their products and services bill seibel digital transformation practitioner and thought leader the day before digital transformation is not merely a historical look at an academic topic of the fourth industrial revolution it provides the reader a new lexicon with grounded examples and processes for any business executive to leverage the opportunities that digital technologies provide at this unique time in the world s evolution readers should consider not reading this book if they are comfortable being left behind to ignore its messages is at your and your organization s peril brian r lurie global chief information officer executive coach i love the lessons learned section in chapter 4 of the day before digital transformation the examples are not only valid but are counter intuitive enough for many business executives to miss

completely mark pecen president quantum valley ideas lab canada and cto emeritus of research in motion rim today every organization aspires to be digital but it is not a silver bullet or a giant leap it is a series of actions the day before digital transformation takes leaders and senior managers through this journey in addition it offers a framework and a guide on how to deal with real world problems when activating true digital tarun kohli head innovation lab the day before digital transformation is fascinating for its description of the digital transformation happening today but more importantly for its insights into what must and surely will happen over the next several decades cheryl and phil have provided clear guideposts not only for digital technologists but for the business leaders who must take responsibility for the transformation fred lowther senior partner blank rome llp

digitization with the help of artificial intelligence machine learning social media and cloud adoption has significantly transformed industries and helped companies accelerate grow and have a competitive edge this book discusses how digital transformation can help organizations achieve growth and explores the challenges of using emerging technologies digital disruption has a significant effect on how businesses operate organizations must follow a strategic approach while on the path to digital transformation as their technology and operational decisions must be aligned this volume provides a roadmap for businesses to adopt digital solutions and systems in all aspects of a company s functioning with case based examples the book demonstrates how organizations globally use digital technologies to enhance their business operations examines strategies that work and those that do not highlights lessons organizations can learn from the success and failures of digitization and looks at the perils of using such technology which can often also endanger the organization s functioning and raise consumer privacy concerns part of the advances in emerging markets and business operations series this volume includes examples and best practices from companies that provide a framework for designing a digital strategy it will be useful for students and researchers of business studies management studies human resources organization studies it management and information and communication it will also be of interest to organizations and managers

this book is a guide to building a digital institution it explains how a growing band of reformers in businesses and governments around the world have helped their organisations pivot to a new way of working and what lessons others can learn from their experience

rethink your business for the digital age every business begun before the internet now faces the same challenge how to transform to compete in a digital economy globally recognized

digital expert david l rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking based on rogers s decade of research and teaching at columbia business school and his consulting for businesses around the world the digital transformation playbook shows how pre digital era companies can reinvigorate their game plans and capture the new opportunities of the digital world rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy customers competition data innovation and value he reveals how to harness customer networks platforms big data rapid experimentation and disruptive business models and how to integrate these into your existing business and organization rogers illustrates every strategy in this playbook with real world case studies from google to ge from airbnb to the new york times with practical frameworks and nine step by step planning tools he distills the lessons of today s greatest digital innovators and makes them usable for businesses at any stage many books offer advice for digital start ups but the digital transformation playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age it is an indispensable guide for executives looking to take their firms to the next stage of profitable growth

mastering digital transformation a comprehensive guide to evolving with technology offers a deep dive into the world of digital change designed for leaders innovators and thinkers navigating the ever evolving technological landscape this book emphasizes that digital transformation is more than just adopting new technology it s about fundamentally rethinking approaches to innovation customer engagement and operational efficiency readers will find practical strategies for managing digital initiatives developing leadership and integrating cutting edge technologies like ai iot and blockchain with case studies reflection points and in depth explorations of key industries the guide aims to equip professionals with the knowledge to lead successful digital transformations suitable for both technical and non technical audiences this comprehensive resource helps organizations stay competitive agile and resilient in the digital era

this book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully key benefits an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies bulgari deutsche bahn henkel lanxess l oréal unilever thales and others explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium sized companies cutting edge academic research on business models

organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance build digital capabilities align the organization develop the ecosystem and create customer value to implement digital strategies that increase profits managing digital transformation is unique in its approach combining rigorous academic theory with practical insights and contributions from companies that are according to leading academic thinkers at the forefront of global best practice in the digital transformation it is a recommended reading both for practitioners looking to implement digital strategies within their own organisations as well as for academics and postgraduate students studying digital transformation strategy and marketing

advances in digital technologies continue to impact all areas of life including the business sector digital transformation is ascertained to usher in the digitalized economy and involves new concepts and management tools that must be considered in the context of management science and practice for business leaders to ensure their companies remain competitive and relevant it is essential for them to utilize these innovative technologies and strategies the handbook of research on digital transformation management and tools highlights new digital concepts within management such as digitalization and digital disruption and addresses the paradigm shift in management science incurred by the digital transformation towards the digitalized economy covering a range of important topics such as cultural economy online consumer behavior sustainability and social media this major reference work is crucial for managers business owners researchers scholars academicians practitioners instructors and students

this book presents a multidisciplinary approach to digital transformation process of organizational transformation offering support throughout the implementation process to all those interested the digital transformation dt is a priority for many companies in the context of technological evolution the use of appropriate tools methodologies methods approaches and techniques for dt depending on the organizational characteristics can contribute to a complete approach to organizational processes and to their efficiency digital transformation involves the adoption and use of new digital technologies to develop new products and services modify existing ones and develop new business models to increase efficiency productivity and competitiveness starting from marketing to culture and education to health automotive engineering mobility and human resources and others it is addressed to professionals practitioners researchers students and other interested parties

your complete guide to digital transformation a field guide to digital transformation is the definitive book on digital transformation top selling it author thomas erl and long time practitioner roger stoffers combine to provide comprehensive yet easy to understand coverage of essential digital transformation concepts practices and technologies in the format of a plain english tutorial written for any it professionals students or decision makers with more than 160 diagrams this guide provides a highly visual exploration of what digital transformation is how it works and the techniques and technologies required to successfully build modern day digital transformation solutions learn from the experts and discover what digital transformation is why it emerged and when to apply it identify the significant business benefits that successful digital transformations can deliver and how to turn your organization into a disruptive force prepare for and overcome the common challenges associated with digital transformation initiatives understand the data driven nature of digital transformation solutions and how they use and continually accumulate data intelligence understand how digital transformation solutions can utilize ai technology for intelligent automated decision making gain insight into customer centricity and how its practices are applied as part of digital transformations explore key digital transformation automation technologies such as robotic process automation rpa internet of things iot blockchain and cloud computing explore key digital transformation data science technologies such as artificial intelligence ai machine learning and big data analysis and analytics the book concludes with a uniquely detailed and highly visual real world business scenario that provides step by step insights into how a digital transformation solution works how it utilizes data intelligence to improve customer relationship building and how it collects new data intelligence in support of enhancing future business capabilities

one book for the entire journey how to digitally transform your organization innovation in the face of major external change is critical for any organization s success but attempting to do so often leads to more questions than actions where do you start how do you get the right resources how should work be implemented what data should you measure for the first time these questions are answered in a single book that covers the end to end execution of digital transformation from leadership level strategy to on the ground team implementation with the biggest revelation of all herbert argues being that true digital transformation only needs to happen once because at its core it means becoming more adaptive to change itself featuring the how to of digital transformation devised from successes across every sector herbert distils it into five actionable stages these stages act as a repeatable framework for continual innovation allowing you to produce results immediately and grow change incrementally across your organization in digital transformation herbert draws on

her own experiences in leading change and innovation programmes globally as well as featuring insights from experts and leaders from organizations as diverse as the world wildlife fund morgan stanley royal caribbean cruises the united nations high commission for refugees the rijksmuseum the american cancer society the guardian harvard university and many others

shepherd your firm through its next digital transformation initiative only 1 in 200 digital transformations finish on time within budget and realize the planned benefits to avoid the same fate you must understand why so many fail and some succeed in intelligent change the science behind digital transformations a team of renowned project management and digital transformation experts delivers a how to manual for expansive technology change initiatives at firms of all types and sizes the authors rely on a systematic review of over 1800 publications interviews with 160 top level managers and fieldwork studying 150 digital transformation projects to bring you research and data backed strategies you can implement at your own organization to ensure your own project provides business value learn what strategies work and why understand which strategies don t work and what pitfalls to avoid you ll find step by step guidance on how to execute a digital transformation using the keys to successful change initiatives including establishing ownership amongst your front line managers and staff that goes beyond mere support and promotion of the change building trusting relationships between the different levels of your organization creating effective two way communication between the planners of the technology change and the ground level staff implementing it perfect for managers executives entrepreneurs founders and other business leaders intelligent change is also a must read for project managers and it professionals tasked with shepherding their companies through their next major technological change

a staggering 70 of digital transformations have failed as per mckinsey the key reason why enterprises are failing in their digital transformation journey is because there is no standard framework existing in the industry that enterprises can use to transform themselves to digital there are several books that speak about technologies such as cloud artificial intelligence and data analytics in silos but none of these provides a holistic view on how enterprises can embark on a digital transformation journey and be successful using a combination of these technologies formula 4 0 is a methodology that provides clear guidance for enterprises aspiring to transform their traditional operating model to digital enterprises can use this framework as a readymade guide and plan their digital transformation journey this book is intended for all chief executives software managers and

leaders who intend to successfully lead this digital transformation journey an enterprise can achieve success in digital transformation only of it can create an it platform that will enable them to adopt any new technology seamlessly into existing it estate deliver new products and services to the market in shorter durations make business decisions with it as an enabler and utilize automation in all its major business and it processes achieving these goals is what defines a digital enterprise formula 4 0 is a methodology for enterprises to achieve these goals and become digital essentially there is no existing framework in the market that provides a step by step guide to enterprises on how to embark on their successful digital transformation journey this book enables such transformations overall the formula 4 0 is an enterprise digital transformation framework that enables organizations to become truly digital

this book sheds light on cross industry and industry specific trends in today s digital economy prepared by a group of international researchers experts and practitioners under the auspices of sap s digital thought leadership enablement team within sap s business transformation services bts unit the book furthermore presents relevant use cases in digital transformation and innovation the book argues that breakthrough technologies have matured and hit scale together enabling five defining trends hyper connectivity supercomputing cloud computing a smarter world and cyber security it presents in detail how companies are now reimagining their products and services business models and processes showcasing how every business today is a digital business digitalization defined as the process of moving to a digital business is no longer a choice but an imperative for all businesses across all industries and regions taking a step toward becoming a digital enterprise is demanding and challenging the dimensions of customer centricity leadership and strategy business models including offerings products and services processes structure and governance people and skills culture and technology foundation can serve as orientation for digitalization the articles in this book touch on all dimensions of this digital innovation and transformation framework and offer possible answers to some of the pressing questions that arise when practitioners seek to digitalize their business

building intelligent enterprises by leveraging the emerging and next generation technologies to accelerate the adoption of digital transformation the speed of innovation and emerging it technologies are changing at a very fast pace and enterprises are eager to join the digital revolution so they can stand above the competition and succeed as the enterprise of tomorrow this book is an attempt to make the enterprise intelligent by providing the path to digital transformation and the adoption of new it methods tools and

technologies this book has been organized to cover the following topics digital transformation design thinking agile devops robotic process automation internet of things artificial intelligence machine learning blockchain drones augmented and virtual reality 3d printing big data analytics cloud computing apis and sap leonardo no prior knowledge of any technical coding or language is necessary to understand the content of this book end to end storyline to accelerate the enterprise s digital transformation journey how an enterprise can stay relevant compete and perform in the digital economy how to leverage these technologies to build intelligent enterprises understand and apply the emerging technologies across key business processes industry specific use cases for all technologies as a reference point to build the business case for implementation the book is very well suited towards the c suite executives both it and business leaders directors and managers project managers solution architects and all professionals who have an interest and desire to keep up to date with the latest technological trends looking for a career change want to help enterprise adapt and onboard the digital roadmap or have an agenda to digitize key processes within the enterprise to make it intelligent

why an organization s response to digital disruption should focus on people and processes not necessarily on technology digital technologies are disrupting organizations of every size and shape leaving managers scrambling to find a technology fix that will help their organizations compete this book offers managers and business leaders a guide for surviving digital disruptions but it is not a book about technology it is about the organizational changes required to harness the power of technology the authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done a focus only on selecting and implementing the right digital technologies is not likely to lead to success the best way to respond to digital disruption is by changing the company culture to be more agile risk tolerant and experimental the authors draw on four years of research conducted in partnership with mit sloan management review and deloitte surveying more than 16 000 people and conducting interviews with managers at such companies as walmart google and salesforce they introduce the concept of digital maturity the ability to take advantage of opportunities offered by the new technology and address the specifics of digital transformation including cultivating a digital environment enabling intentional collaboration and fostering an experimental mindset every organization needs to understand its digital dna in order to stop doing digital and start being digital digital disruption won t end anytime soon the average worker will probably experience numerous waves of disruption during the course of a career the insights offered by the technology fallacy will hold true through them

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how to transform and compete in the digital age is foremost on every leaders mind and the race is on for companies of all sizes to utilize data and technology to be competitive and grow to what extent an organization can effectively transform will ultimately determine their future success or failure done well a digital transformation will reduce costs build efficiencies and allow companies to better manage their assets expand market share better serve customers and add value to existing customers and shareholders and while most companies know that digital transformation is essential and valuable many of them typically struggle or fail with this implementation the results are delivered late go over budget or simply cannot provide the outcomes they were originally conceived for not to mention the millions or in some cases billions of dollars spent after decades of successfully consulting with fortune 500 companies the team at platinum pmo has developed procedures practices methodologies and a digital transformation implementation platform that set the stage for a successful implementation of the digital transformation process in thetransformation we share the key steps involved in digital transformation critical mistakes many companies make and how to avoid them how to build the proper connections throughout your company for successful implementation from the c suite to the ground level how to use technology to stimulate innovation the book was written to help you understand the story of a digital transformation and to provide the tools and framework for understanding the underlying processes that we have learned from decades in the industry this book s unique principles and techniques which are needed for a successful implementation have been embedded in a compelling story with interesting characters it will hold your attention while you experience the process through the eyes of a new program manager mike bennett who is on a profound professional and personal journey from inception and budgeting to implementation quality control and effective communication tools the transformation details every important aspect for a successful digital transformation whether your company is just starting to consider this process or is along the way you will find this book to be an indispensable guide for taking your company or organization successfully into the digital age

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 already a key strategic initiative digital transformation has

taken on heightened importance in the wake of the coronavirus pandemic fifty nine percent of 373 it decision makers say that pressures stemming from the pandemic are accelerating their digital transformation efforts according to an idg research business impact survey conducted in 2020 moreover despite budget concerns triggered by the covid 19 outbreak global spending on digital transformation technologies and services will grow 10 4 percent in 2020 to 1 3 trillion according to data researcher idc published in 2020 spending on digital tools hasn t been impacted as much as other it because most large scale projects already under way are instrumental to the broader business strategy reasons idc analyst craig simpson digital transformation is generally viewed as an aggregation of modern tools and processes leveraged to solve business problems and satisfy customers but many cios employ different means to execute on those drivers this guide drill down on digital transformation and offer proven solution for leaders embarking on digital journeys you ve probably heard the term digital transformation but what does it mean to you and your organization do you really know what it is and why it matters if you re shaking your head no you re not alone there is a slew of different definitions and perspectives digital transformation is essential for any business looking to grow and stay ahead of the competition in today s market because let s face it your customers have higher expectations and demand a more seamless digital experience than ever before without it your business will not thrive and dare we say it may not even survive with a mindset of continuous improvement and innovation all of the benefits of a digital transformation are within reach just be sure to tackle the challenges as they come and do your best to prepare in advance digital transformation comes with a host of high level benefits including digitalization of business operations greater resource management employee empowerment greater customer insights better customer experience creation of digital products and services opening the door to globalization encourages easier collaboration across departments increases agility and innovation fosters a digital culture introduces a new level of transparency the changing dynamics of global production such as more complex and automated processes high level competitiveness and emerging technologies have paved the way for a new generation of goods products and services moreover manufacturers are increasingly realizing the value of the data that their processes and products generate such trends are transforming manufacturing industry to the next generation namely industry 4 0 which is based on the integration of information and communication technologies and industrial technology the book provides a conceptual framework and roadmap for decision makers for this transformation this guide is what you need to become successful digitally with your career or business so what are you waiting for click on the buy button now

digital transformation is application of digital technology in all aspects of human society it goes beyond digital competence and digital literacy to change every aspect of our lives this is a practical collection of case studies and inside knowledge aimed at the ceo executive board member or investor who is interested in how digital transformation can be achieved in an organization it breaks through the jargon and the short term obsession with specific technologies and gives a clear view of the risks and possibilities it is structured around answering the basic questions of what why when how where and who and gives a full blueprint of how to get a digital transformation project started using a consultant internal staff or a chief digital officer with the lowest disruption risk exposure but the highest effectiveness

every organization makes plans for updating products technologies and business processes but that s not enough anymore for the twenty first century company the race is now on for everyone to become a digital enterprise for those individuals who have been charged with leading their company s technology driven change the pressure is intense while the correct path forward unclear help has arrived in driving digital author isaac sacolick shares the lessons he s learned over the years as he has successfully spearheaded multiple transformations and helped shape digital business best practices readers no longer have to blindly trek through the mine field of their company s digital transformation in this thoroughly researched one stop manual learn how to formulate a digital strategy transform business and it practices align development and operations drive culture change bolster digital talent capture and track roi develop innovative digital practices pilot emerging technologies and more your company cannot avoid the digital disruption heading its way the choice is yours will this mean the beginning of the end for your business or will your digital practices be what catapults you into next level success

with the advent of digital technologies society is reshaping itself radically in the last decade digital technologies have brought fundamental changes in the industry and business environment the holistic socioeconomic and industrial changes are a result of general purpose technology aspects of digital transformation which are rare and have inherent capabilities of self transformation to bring long term benefits across the entire global business environment after the steam engine electric generator and printing press the recent development of digital transformation has created an opportunity with extensive sustainable and incremental influence for disruption and renovation however the most important difference between digital transformation and the previous general purpose technologies such as steam engines and electric generators is the pace of technology s

penetration across the globe to cope with the accelerated speed of global digitization the digital transformation process should be accepted adopted and adapted across society and business utilizing a multi dimensional strategy this book illustrates a strategic structure that covers digital challenges for industries applicability for digital transformation digital transformation framework people and organization structure capability delivery activities and life cycle benefits how will businesses embrace digital transformation how will organizations formulate a digital transformation strategy how will they invest in digital technologies to answer these questions a strategic structure is created which can provide guidelines to businesses to create a framework for digital transformation that includes strategy process governance and funding the exponential growth in data capacity storage process and communication due to rapid digitalization has created infinite opportunities and different dimensions to businesses digital platforms have enabled alternative business models by deconstructing the traditional value chains agile concepts driven by design thinking have brought innovative perspectives with an environment of boundless disruption to run a company with sustainability and manage disruptions more consciously the adoption of a digital platform with an appropriate strategy is the only viable option digital transformation dx goals and strategies should be in line with a company s business objectives the strategic structure explained in the book is a global framework that can be adopted by any profit or nonprofit organization like any other transformational process digital transformation has created structural tension between old and new in this tension employees play a large role and their clarity of thought regarding the transformation process is of paramount interest to overcome this tension companies need to orient as learning organizations which will provide opportunities for growth in an ambidextrous environment embraced with a digital ecosystem the book explains how the structural tension between old and new can be mitigated by effectively involving all stakeholders in the transformation process

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