

DIGITAL TRANSFORMATION

Briefing Paper
Series 2, Vol.3

DWC
David Wood
COMPANY

FIVE PILLARS OF DIGITAL TRANSFORMATION

Digital transformation is a foundational change in how an organisation delivers value to its customers and marks a radical rethinking of how an organization uses technology, people, and processes.

To stay competitive and keep pace with digital innovation, disruption and rapid technological change mean more than just upgrading I.T systems.

It is about developing a digital I.T strategy, and, understanding the skills and mindset that the organisation need to keep pace with change.

In this briefing paper, we outline the five pillars of digital transformation, the new normal in today's fastmoving world.

480 St Kilda Road
MELBOURNE VIC 3004
ACN 624 529 488

+61 0411 103 110

david.wood@davidwoodcompany.com.au

www.davidwoodcompany.com.au



Digital Innovation

Digital innovation seeks to create new value through the adoption of emerging technologies. At heart is the application of new technologies to existing business problems or practices.

The traditional value chain will pivot toward hyper-personalized experiences, products and services driven by innovative business models that result in new sources of revenue.

Customer Centricity

Customer intimacy in the digital age is about providing a better customer experience through virtual shopping channels and agile customer service, integrated with social networks.

As the public, increasingly, becomes immersed in the virtual universe and feeling very happy inside of it, the goal is to create deep connections with customers that go far beyond a product or service,

Digitising Operational Processes

Automating operating process through the introduction of innovative technologies – the Internet of Things, Big Data and Analytics and Omnichannel Marketing Systems.

Process digitisation delivers increasing value at each stage of the customer value chain, removing inefficiencies, improved dataflows, customer connections, collaboration and data analytics drive growth.

Digital Enterprise Transformation

Digital organisations transform culture, business model and customer interactions by constantly driving improvements to achieve a digital ecosystem.

Digital transformation is a foundational change in how an organization delivers value to its customers.

The key is to use this technology to create meaningful experiences that reach employees, customers, and others on a deeper level – still connecting human to human.

Digital Savvy Teams & Change

Without the right talent or without focusing on your employees, your organisation will struggle.

Recruit the right people and provide the necessary tools and environment for employees to embrace and succeed in this change.

You should go into your transformation, understanding firsthand that change is inevitable—and it might be tough.