Enduring Success

Digital Transformational Strategies for Products and Services Redefined

By Improving Your Self-Management, Organizational, Leadership and Technology Skills

15 Tenets and 50 Essential Skills for Effective Digital Transformation (DX)

For IT Organizations, Startups, Industry Leaders and Engineering Graduates

Basavaraj B. Patil

1. Introduction

Pandemic fears

2020 was the year of dreams that got shattered for many of us across the globe. Millions of us have missed family events, shelved startup ventures, lost opportunities, jobs, and loved ones. All of us have witnessed it in one form or another.

The crisis forced me to question my habits, priorities, and way of thinking. I had to trim my monthly living expenses to lead a life with only the daily basic needs for living.

Amid fear of the coronavirus disease, workplace stress is at the highest levels in all types of careers and across industries globally as the virus outbreak has paralyzed the world economy during lockdown periods and even post lockdowns. Most countries are yet to recover and return to their pre-pandemic economic levels. Many small players have shut down their businesses as they couldn't sustain and foresee their future reasonably in advance and were unprepared to handle the pandemic. The ripple effects of the pandemic are still devastating globally.

According to the Fortune survey conducted in June 2020, most companies have slowed down their hiring or have implemented a hiring freeze, laid off staff, or cut down their pay, resulting in **21 million** unemployed in the US alone. Many CEOs have given up salaries to **35%** to cut their costs. Some companies have reduced their employee benefits to the tune of **15%** and offered voluntary retirement or exit packages.

People, especially in the management, mid, senior, and top-level executives, have lost jobs left, right, and center, and small business owners worldwide are scrambling to hash out survival plans, which make people work keeping their heads down, irrespective of their ranks and designations to sustain jobs. If people lose jobs in such situations, they may struggle to find new ones.

> ***Staying relevant in the dynamically changing market environment across industry sectors is no longer a choice but a necessity. So, stay current and relevant in the game of life.***

The positive effects of the pandemic on the digital front

The pandemic has hit us hard, and millions of poor people pushed into extreme poverty. You may also have faced one or the other pandemic effects personally or on the family front. But don't you think this pandemic also resulted in few changes for the good though they are negligible compared to all its evil effects? Let me point out a few positive changes.

The pandemic has forced industries and governments to follow the below strategies for businesses to run successfully and boost the economy in turn:

- reimagine survival through innovative and creative business models
- change operating styles by looking at a holistic and inclusive approach
- prioritize and restrategize online strategies
- change rules and regulations

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The pandemic has increased the importance of digital transformation manifold by setting a grand reset in motion. It has changed people's habits, mindsets, priorities, and consumption patterns. The technological disruptions that we see today have put the world at the cusp of a significant change by changing the very fabric of society.

The world has witnessed technological disruptions across industry sectors globally. Adopting online teaching, training, and learning at all levels has made it easier for guest-lecturers or teachers who live miles apart across geographical locations to pop in for lecturers to help student fraternity. We see some companies investing billions in simplifying the complex educational concepts through real-life examples and adapting to niche technologies like augmented and virtual reality to streamline the overall learning experience.

According to Fortune's survey conducted in June 2020, only **13%** of employees worked remotely at firms run by the Fortune CEO community before the crisis. However, during the pandemic, remote working increased to **73%** by June 2020. Many CEOs are serious about allowing their employees to work remotely in the future. Facebook (Meta), Twitter, and many other companies have already announced policies to enable remote working permanently for their employees.

> ***Work from anywhere (WFA) or productivity anywhere is no longer just a tagline but a new norm in the information technology industry today. All that matters is the potential in the challenging time and not the workplace.***

A retrospection of a digital decade

According to recent research by Gartner conducted in January 2022, boards of directors highlight Data Analytics and Artificial Intelligence (AI) as the top two game-changing technologies to emerge stronger from the Covid-19 crisis. The survey also reveals that **50%** of CIOs plan to increase the number of full-time employees (FTEs) on the automation, analytics, cloud technologies, and support for remote work to accelerate their digital initiatives. At the same time, over **50%** of CIOs are planning to reduce the number of FTEs and optimize resources working on data center, network, systems administration, and applications maintenance due to the digital shift towards cloud services.

Hyper-automation has given birth to niche technologies like Artificial Intelligence (AI), Machine Learning (ML), Blockchain, Cloud Computing, Robotic Process Automation (RPA), and other rapid technology advancements where most repetitive tasks are being automated for faster and better decision-making in companies to grow organically. Hyper-automation has also created more lucrative job opportunities globally with higher salaries for talents, enabling organizations to stay focused on continuous improvement and innovation.

Over the last decade, customer experience and customer engagement have undergone significant changes across industries worldwide, leading to disruptive digital transformations and a massive boost of the digital disruptions is evident during the Covid-19 pandemic.

Initially, industries perceived digital transformation (DX) differently. Their primary focus was leveraging Technology purely from the automation standpoint. However, over the last few years,

customer and consumer experience (CX), behaviors (CB), and needs (CN) have started driving businesses across sectors, and their wants and needs are being digitized dramatically through digital transformations.

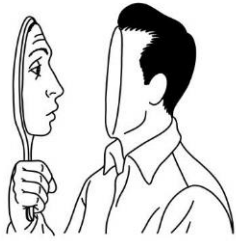
The way products and services are being built and offered have undergone paradigm shifts. Today, high-performing organizations focus primarily on design thinking and product-led approaches, stakeholder needs and behaviors by being customer-centric in all their transactions.

We can represent Digital Transformation as:

$$DX = CX + CB + CN$$

> ***Understanding customers' and consumers' digitized needs while providing digital solutions and building and sustaining loyalty have become critical for an organization to stay connected with their customers and consumers.***

An introspection of the digital future



Companies are constantly introspecting about identifying gaps in their everyday digital ecosystem and implementing innovative and breakthrough solutions to stay in business. Many companies introspect and carry out their digital transformations but remain unsuccessful. Instead of giving up, these organizations must reflect

on their actions and identify what failed their strategies. When a strategy fails, an organization must rethink its approach retrospectively without changing its goals. Failure is part of a successful journey and not the opposite of success. It's always advisable to fail quickly, learn from mistakes, and move on.

Hyper-automation has led to tens of thousands of job losses across sectors globally. According to recent studies by The International Federation of Robotics, over **40%** of people fear losing their jobs in the next couple of decades due to rapid hyper-automation across industry sectors and the increased usage of niche technologies like artificial intelligence, machine learning, blockchain, big data analytics, augmented and virtual reality, so on and so forth. Note that these numbers can vary across nations adapting to niche digital technologies for their economic growth.

Talents working in the Digital Inc panic about losing their jobs at some point in their careers, and such terror feelings or feelings of anxiety make them work under stress. However, please remember that no automation can survive without human touch. Jobs that are becoming automated still require a blend of skills, flexibility, judgment, decision-making with a human touch, and tacit knowledge factors, all of which are extremely difficult to codify or automate.

Organizations that have seen success in their digital transformations shouldn't ignore the importance of human touch in their daily operations. Although technology can improve efficiency and reduce operational costs, designing and architecting new applications and implementing large projects, products, and services require skilled people. Companies who constantly strive to improve efficiencies in their staff by reskilling and upskilling in both technological and soft

skills treat their employees as an integral part of their organization and enable them to grow successfully in their professional careers.

The human factor becomes critical for an organization's success. Those enterprises who adapt to the digital transformations for their mass productions with some human touch will contribute significantly to their nation’s economy.

What becomes essential to drive digital transformation?

Firstly, consider your organization's goals, need to drive digital transformation, and what you would like to achieve from the digital transformation. As long as your digital transformation objectives drive excellent value to your business, improve your customer experience, solve your complex problems, reduce operating costs, improve profit margins, and increase sales, loyalty, and brand advocacy, you are ready to embark on your digital transformation journey.

On one side, companies are looking for skilled talents from the market and focusing on reskilling and upskilling their staff internally on the emerging technologies to work on their digital initiatives. On another side, every individual must also understand how digital transformations are taking place worldwide and reskill and upskill themselves on the emerging technologies to stay current and relevant in the present times. You must be ready to change jobs or roles within your organization when your current positions do not add value to your profiles.

Most IT employees worldwide face a mid-career crisis at some point in their life and struggle to sustain their jobs. Many of them lose their jobs and go through significant challenges to get back to the mainstream. Although hitting a mid-career crisis is not often about the fear of losing a job, in the possibility that someone does lose it,

their ability to get back on track becomes critical. So always keep upskilling and reskilling yourself to stay relevant in your pursuits.

When we introspect ourselves and become self-experts, we start learning how to self-manage in any given circumstances. Self-management and organizational skills play vital roles in achieving success in one's personal and professional life.

> ***As each of us owns our career and nobody else, we must continually introspect ourselves and take full responsibility and ownership to upskill and reskill to stay current and relevant in our respective fields.***

How do high performers succeed in their digital shifts?

Introspection is the key that unleashes us from the state of oblivion. It helps us become experts in ourselves and understand the world around us in a sublime way. We must introspect ourselves to tap our hidden potential to excel personally and professionally.

Rapid digital transformations over the last decade have made organizations introspect about where they stand and leverage the strengths and capabilities of their current technological landscape to

develop into a full-grown digital ecosystem. Also, such technological disruptions have made individuals constantly upgrade through reskilling and upskilling to stay relevant.

Leaders in high-performing organizations will have a thorough understanding of their businesses and the digital technologies adopted by their customers to stay focused and committed in their transformational journeys. Such high performers clearly understand that people management skills play a crucial role in all aspects of a company's daily operations, be it convincing top management to adopt strategies to bring cultural changes or aligning an organizational workforce to digital roadmaps. They train their staff on how disruptive technologies have impacted the current world and reskill and upskill them accordingly, bringing substantial cultural changes in their organizations.

Creativity drives innovation across industries, and companies spend significant money on innovation to stay ahead of their competitors. High performers are creative thinkers who often look at things differently and develop breakthrough solutions that nobody has previously thought of. They practice critical thinking to overcome challenges while adapting to disruptive technologies in their digital transformation journeys.

Individuals and organizations that are constantly in the process of creating a better version of themselves to stay current, relevant, and competitive in the ever-changing digital world will succeed in their digital shifts and will be called high performers. These high performers can be individuals producing extraordinary results in their respective careers irrespective of one's roles and designations or high-performing organizations of varied sizes who are staying ahead in their competition.

> ***Very few successful global organizations understand all the 15 tenets of digital transformation highlighted in this book and implement them to bring real change to their organizations in their journey towards enduring success.***

Why Digital Transformation (DX)?

Digital transformations have positively impacted all industry sectors and have changed the way people do business in every sphere of life worldwide. It requires far more than simply investing in niche technologies and has become inevitable for companies to stay afloat in the current pandemic.

Do you know **"Digital Transformation"** has become the most popular buzzword today and the need of the hour for all industry sectors across the globe? Digital transformations have brought paradigm shifts and have positively impacted societies and governments globally.

The broader side of digital transformation has provided massive employment and a plethora of opportunities worldwide for all

sections of people. With the rapid growth of technology, we're witnessing new inventions being researched and ideas being implemented to serve people and make their lives easier. Implementing digital initiatives promises multiple job opportunities in the immense interest of organizations, societies, and governments at large, and we must look out for the one that suits us based on our profession and passion.

A recent IBM study reveals that around **60%** of organizations have accelerated their digital transformations due to the pandemic. There is no denying that digital transformations have brought significant changes in our lives. Running a digital business can bring changes in the business systems, technologies, customer relationships, business operations, so forth, with digital culture being the immense barrier for successful digital effectiveness in one's transformational journeys.

It reminds me of Gartner's study conducted in 2016, which mentioned that ***"Cultural issues are at the root of many failed business transformations. Yet, most organizations do not assign explicit responsibility for culture."*** Digital culture is a mindset to understand how the internet and technology transform the world. Organizations must embrace an influential digital culture that matters most to support their digital initiatives and positively impact their corporate culture.

Establishing a solid digital culture for successful digital transformation involves breaking down your hierarchies and empowering your employees to make quicker decisions, fostering innovation by motivating your employees to try out new things experimentally, and reskilling and upskilling your existing workforce through digital training along with instilling new energy from the market. Embracing transparency and effective

collaboration with shared responsibilities in achieving goals play significant roles in an organization's digital culture. We will learn more about how an organization can adapt to a solid digital culture and what cultures are detrimental in this book.

Individuals and organizations in Digital Inc, who fail to introspect continuously and do not change their culture and mindsets to adapt to the dynamically changing business environments, will fail in their transformation journeys. Business leaders must move away from industry stereotypes, introspect and challenge their mental models to remain competitive and excel in their businesses by developing and implementing a successful digital transformation roadmap.

Digital transformations are happening across the globe at a rapid pace, and we're not left with any choice but to adapt quickly to excel in our respective fields and contribute to our nation's economic growth. Implementing or enhancing existing digital payment systems for carrying out digital transactions to reduce cash usage, especially in government-related money transactions to avoid corruption, reaching out to the marginalized sections of society in developing nations for government-related digital schemes, and various such digital initiatives will contribute significantly to the nations' GDP.

As digital transformation is not just thinking about it and getting prepared for it, when organizations embark on their transformational journeys, leaders must ask some uncomfortable questions, as listed below, to stay competitive and survive in crisis moments in the future.

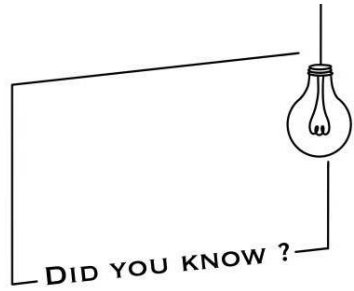
1. How are emerging technologies implemented as part of digitalization capable of addressing unforeseen challenges in the future?

2. Customers, consumers, and employees are supposed to be at the center of all the disruptive technologies in the world. How would you create a long-lasting and compelling customer, consumer, and employee experience from the overall operational excellence standpoint?
3. How do business units (BUs) or lines of businesses (LOBs) in your organization ensure cross-functional efficiencies and interoperability?
4. How can human elements be integrated into bots to create value from an excellent customer service standpoint?

Many enterprises are still perplexed by what digital transformation entails, and most executives are clueless about creating a digital transformation roadmap for their organizations. Most of them are unaware of strategies and methodologies to be followed in their digital initiatives. In fact, they have no idea whether they should even embark on their digital transformation journey, how it could benefit, and whether it is worth the effort.

> ***As the world becomes increasingly digitized, organizations must learn how digital transformations occur in the current digital ecosystem to stay afloat in crisis.***

Who is this book for, and what does this book offer for enduring success in the digital era?



1. Over **90%** of startups fail in the first 2 years
2. Over **70%** of all digital transformation efforts fall short of an organization's key objectives and fail in its digital transformation initiatives
3. Almost **40%** of organizations' initiatives fail due to the poor quality of data
4. Historical estimates say that around **40-50%** of tech skills will become redundant in the technology disruption world every couple of years
5. Studies have proven that over **70%** of all security breaches are due to organizational processes and people failures
6. Hardly **5%** of the technology-based companies are excelling globally by successfully transforming themselves to the current times

Note: Survey results back these numbers, and we will learn about it in this book.

…The underlying facts lead to solid needs to:

1. Cultivate a digital mindset to ***establish a solid digital culture*** in your organization
2. Understand how ***data, technology, and frameworks*** accelerate digital transformations
3. Implement ***the 15 tenets of digital transformation*** to enable an organization to succeed in its digital transformation
4. Apply ***the 50 essential skills*** that are required for effective digital transformation and to become a high performer in your respective pursuits
5. Improve your ***self-management, organizational, leadership, and technological skills*** to excel in your current jobs
6. Adhere to ***5 critical organizational strategies, 18 technical and architectural nuances*** to build your products and services most effectively

If you are incredibly keen to know all these and how to adapt to the dynamically changing digital world and become a high performer in your respective pursuits, then this book has all the answers in it.

In this era of ever-changing digital transformations, this book helps entry-level engineers across industry sectors understand how high-performing organizations work globally and organizational cultures that are detrimental to redefining themselves and being prepared to work in the corporate world efficiently.

This book enables all IT professionals, irrespective of their ranks and designations, to understand customers better, connect and collaborate meaningfully, and inculcate a mindset on building state-of-the-art products and services with global reach in minds and become exemplary leaders or entrepreneurs of the future.

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For management staff and budding entrepreneurs, this book will help build high-performing teams and competencies to succeed in their digital initiatives and stay current and relevant in a business that deals with technology for enduring success.

The constant learning and adoption of the 15 tenets of digital transformation and the 50 essential transformation skills associated with products, services, systems, people, processes, technology, and frameworks highlighted in this book become inevitable for startups and organizations of varied sizes across industry sectors to work with all inside-out entities to effectively embark on their digital transformational journeys and contribute significantly to their digital shifts. Finally, this book is for all industry leaders, startups, IT organizations, IT professionals, entry-level engineers across industry sectors, and inquisitive person connected with the DigiTech industry today who wants to create a better version of themselves in the current digital era for enduring success.

In the appendix section, I've provided some QR codes on the topics mentioned below that you may be interested in.

- 2021 World's Most Valuable Brands
- Great Place to Work Rankings like 100 Best Companies to Work For, 100 Best Large, Medium, Small Workplaces for Millennials, 30 Best Large Workplaces in Technology, and various other categories
- 2021 Fortune 500 List
- 2021 40 under 40 entrepreneurs and influencers list that have shaped the global pandemic experience and how they are successful in paving the way for what comes next
- Best MBA Programs in 2021 and Top Graduate Schools in Business, Data Science, and Analytics

The way forward!

The secret to your transformational journey!

Rapid technological advancements, innovation cutting across sectors, flexible and dynamic digital platforms, the rise of state-of-the-art technologies like artificial intelligence, machine learning, blockchain, IoT, etc., wouldn't have emerged without the advent of cloud computing trends.

Cloud can hold any massive volumes of data, support data mining applications, big data analytics of any kind with seamless access to data, making companies that use cross-platform and legacy applications migrate to the cloud. Companies adapting to the cloud can reduce operational costs, improve service delivery, simplify overall IT operations management, avoid over-provisioning of infrastructure, quickly adjust to any scale, internalize regulatory requirements, deal with interrupts, eliminate toils, improve overall efficiency and performance, and minimize risks.

Data-driven decision-making has gained tremendous importance, with data being considered currency today. Data collection and analysis have become paramount for all business decision-making operated at increasing scales in leading organizations. Most innovations that we witness today are entirely data-driven. High performers use niche data analytics tools and technologies to predict potential buyers that are most likely to purchase their products at any given region globally.

The Internet of Things (IoT) has revolutionized industry sectors worldwide and is set to impact all business segments, including building smart cities that are changing the way we live, work, and

travel today. Some of the best examples of IoT services are smart door locks, smart bulbs, doorbells, home speakers, and smart thermostats in smart homes.

Leading IoT-based companies have taken a step further to develop everything from over-the-air (OTA) data management services for connected cars in the auto industry, monitoring patient health remotely in healthcare, and many other drives for various connected devices. According to Fortune Business Insights predictions, the global IoT market will reach over **$1 trillion** by 2026.

Most organizations have adapted to hyper-automation that involves multiple transformative technologies at once. Many are working towards similar ends, leading to increased automation of overall product and service development, deployment, data security and privacy compliance, business intelligence processes, data analytics, etc., for agility and improved efficiency.

Complexity reduction to build a business around customers' needs and demands becomes paramount for an organization to become a high-performing organization. Address everything that adds to the complexity across all levels and keep things as simple as possible. When addressed efficiently continuously, complexity reduction helps organizations reveal their hidden costs, customer value, and products that bring money to them. It sets the stage for more remarkable growth and increased revenue earnings and profit margins by removing all the bottlenecks ruthlessly.

Digital transformations are reshaping the world in every sphere of life by accelerating the adoption of new business cultures across sectors globally and empowering new entrants to disrupt existing markets by paving the way for highly personalized digital experiences, increased agility, and greater cost efficiencies.

Digital transformations have brought radical changes in one's daily life by making the impossible look possible and will continue to occur forever with a primary goal of maximizing value creation across sectors, societies, and governments globally. Organizations will keep adapting to disruptive digital and technological transformations to stay competitive and survive through any crisis.

Digital transformations have generated a fierce global debate among leaders, policy-makers, and economists about its adoption and societal impacts. Most economists believe that digitization is the best way for mass production or manufacturing companies to make them increasingly technology-intensive to boost the world economy.

Technological disruptions are reshaping our lives. The "business as usual" term doesn't hold good in today's world as the pandemic has turned our life upside down and pushed us to an existential crisis. Companies must constantly focus on reinventing themselves due to a heightened focus on disruptive technologies, business predictability, sustainability, and new demands from their customers, consumers, and employees. Most industry sectors are looking for ways and means to adapt to digital transformations and rise through new challenges to emerge stronger than ever.

Technology has revolutionized our life and has positively affected most sectors globally in many ways the way we think, live, work, and travel today. Take any industry sector; technology has become an integral part. Technological advancements have improved every sphere of our lives virtually. As we understand, change is the only constant, and we can expect the best is yet to come.

Economically vulnerable countries failing to adapt to the digital transformations are losing competitiveness to those who can better finance the costs of their digital changes. It becomes essential for all

economically vulnerable countries to adapt to technological and digital transformations by having specific policies and frameworks as part of their Information Technology (IT) rules and regulations to grow their economies.

The digital sector worldwide has grown at a frenetic pace in the last decade, and it is no small feat to realize that the digital industry is one of the behemoths in the world economy. To realize the full potential of technology, organizations must integrate data strategies and proper data governance structures to collect the correct data, manage it effectively, and ensure that it is reliable and relevant throughout its lifetime. We need to reinvent our approaches to customers to engage with them meaningfully.

Establishing a single data source of truth at any given point in time, design thinking for personalization at scale, product-led, coordinated user interface strategies, and challenging mental models in viewing and interpreting the changing world will allow organizations to execute things with surgical precision in the digital world. When organizations understand and realize these game-changers roles in having a holistic view of customers and bridging the silos within their firms, they excel in good times and even sail through during any crisis comfortably and successfully.

In a highly disruptive technological world, adapting to agile principles for the gradual changes becomes inevitable for organizations to keep trying new things, fail fast and move on if things don't work as expected without spending much effort and cost. When organizations start to understand their customers' behaviors, they also begin to understand their intrinsic needs. When organizations factor in such intuitive needs of their customers while building products, applications, and services, they are bound to achieve success.

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Industry 3.0 introduced computers into the manufacturing process, and Industry 4.0 brought a revolution by connecting and communicating those computers to one another. When industry 4.0 took decades to unfold in creating smart factories and enabling digital manufacturing, we may witness industry 5.0 unfolding in less than a decade.

The 15 tenets of digital transformation and 50 essential transformation skills highlighted in this book will enable you and your organization to understand how high performers and high-performing organizations work and adapt to their changes.

A person who has the right blend of technical skills and business acumen to visualize data can make effective business decisions to scale up effectively and efficiently. Challenge your mental models to understand how digital transformations are happening worldwide. Overcome challenges you face, work consistently and persistently to upskill and reskill yourself, and always be ready to land into some incredible opportunities that enrich your profile towards ***enduring success.***

> ***Adopting a mindset that fosters innovation, creativity, and disruptive progress becomes vital for organizations across sectors and individuals to leap ahead and succeed in their transformational journeys.***

Feedback

Patil's book is a must-read for any industry professional. It is one of the most informative books about digital transformations I have ever read and is extremely relevant in today's hyper-technological climate. Company leadership, in particular, would highly benefit from learning and understanding Patil's 15 tenets of digital transformation.

The lessons learned from this book are not only applicable for the present but also for the future of business. I recommend this book to anyone who is looking to gain a holistic understanding of digital transformations. It is clear, informative, and eye-opening. I believe that it has made me a more informed businesswoman.

Manasvini Hothur
Businesswoman, USA

The author has done a fantastic job by sharing his story and experience for others to inspire. AN ABSOLUTE MUST-READ BOOK! It is AUTHENTIC to the core, HONEST and TRULY INSPIRING. This story is an invaluable lesson for those who are part of the industry or planning to engage/ or take on the industry moving forward.

As a leader, I found this book very useful and captivating. So many hard facts, transformational journeys/or realities of learning through this book resonate well with every person connected with the industry TODAY. This book will surely inspire you to understand and learn industry trends, methods, and techniques to guide /or navigate your corporate journey, as it has truly inspired me.

Subodh Kanjiker
Principal, DXC (Formerly DEC, Compaq, HP /HPE)

The author has done a splendid job explaining how digital disruption has forced every industry sector to reimagine its business strategies and bridge the digital divide between what students learn in the technology field versus expectations from the corporate world in the most simplistic ways.

The book focuses on all critical aspects of digital transformation, covering the fundamental restructuring, repurposing, and refocusing to compete in an era of highly dynamic business models and a highly informed customer. It covers the key pillars of digital transformation in detail – People, Processes, Technology, Change, Innovation, Leadership, Culture, Mindset, and Experiences. The 15 tenets of digital transformation and the 50 essential skills detailed in the book provide a great reference point to all professionals in their digital journeys.

This book has truly inspired me and helped streamline my views on the digital transformation journey. I strongly recommend this book as a MUST READ for:

- Students preparing themselves for the corporate world in the technology field
- Organizations to embrace a new mindset for leadership and innovation culture to succeed in their digital shifts
- Businesses to cater to the new connected and conscious customer
- Educational institutions focus on their students' careers from industry readiness and enable them access to quality jobs

Kedarnath Patil
Sales Director –Retail, CPG & Travel Transport – India Business
Tata Consultancy Services Limited

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Technology in every industry sector has grown leaps and bounds, and this book has summarized emerging technologies by providing deeper insights with excellent use cases. The book covers Artificial Intelligence to Cloud computing with a new dimension. It offers critical strategies, security, scalability, and other critical architectural aspects for software developers and architects to build state-of-the-art products in more efficient ways.

All technological concepts, including 15 tenets of digital transformation, are explained in effortless ways. I am confident that this book will benefit all IT professionals, provide a new perspective on emerging digital technologies, and help them stay current and relevant throughout their professional careers.

Shrinidhi Atmakur
Architect, Hybrid Cloud, IBM Software Labs

The author has done a remarkable job in this ever-relevant book which outlines a crisp narrative in transforming legacy applications to the magic world of Digitalization. The book provides a step-by-step outline for leading companies and individuals to manage tectonic shifts in technology while maintaining high-quality products and services for the end customer.

The book discusses the importance of understanding and adapting to changes in the IT industry to stay current and relevant. Applying the 15 tenets and 50 transformation skills outlined in this book can surely help industry leaders to succeed in their digital transformation journeys. It's an excellent book for all those professionals in the DigiTech field looking to switch their careers from the legacy world to the modern digital arena.

Padmaraj Meethal
Software Architect, UST, USA

The author has done a fantastic job explaining the digital concepts, tenets of digital transformation, and the essential transformation skills for one to transform in their digital shift and personal life. This book is a complete recipe for all the folks associated with the DigiTech industry. All the concepts, including technological aspects, are explained straightforwardly with plenty of hard facts. It is a must-read self-improvement book of all time that can change your life.

This book is complete reference material for all IT professionals across all job cadres, from entry-level engineers to senior industry executives, to understand how high-performing organizations work and adapt themselves in their digital transformations. It also acts as a roadmap for all software engineers and architects to focus on building state-of-the-art products efficiently and will surely help organizations of all sizes work productively for their significant growth.

Vinay Kumar
Senior Infrastructure Engineer
Wells Fargo International Solutions Pvt. Ltd.

As an engineering student, I could easily understand and grasp certain concepts /or ideas that are the backbone of digital transformations that have disrupted today's technological world, challenging engineering students to keep up with the pace to refresh and develop market-ready skills. This book is an eye-opener for all engineering graduates to understand the working principles behind successful companies and broaden their knowledge concerning technological advancements and digital transformations that are reshaping the world. Some of the tenets of digital transformation mentioned in this book provide tools to realign our thought processes and minds to excel academically and professionally to upskill and prepare for the future.

Shashank G Kubasad
Engineering Student, Bangalore

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About the Book

Did you know?

1. 90% of startups fail in the first 2 years
2. 70% of all digital transformation efforts fall short of organizations' key objectives and fail in their digital transformation initiatives
3. 40% of organizations' initiatives fail due to the poor quality of data
4. 40-50% of tech skills will become redundant every couple of years
5. 70% of all security breaches are due to organizational processes and people failures
6. 5% of the technology-based companies excel globally by successfully transforming themselves to the current times

...The underlying facts lead to solid needs to:

1. Establish a solid digital culture in your organization
2. Implement the 15 tenets of digital transformation and 50 essential skills to succeed in your digitization
3. Adhere to 5 critical organizational strategies, 18 technical and architectural nuances to build your products and services most effectively

Leadership is not about managing big teams, holding on to fancy titles, changing the world, or handling something very complex. It is all about showing your organization's vision to your teams, enabling them to work towards it step by step in collaborative and agile ways, and transforming them into high-performing teams for your organization's and customers' enduring success.

About the Author

Basavaraj Patil is an AWS certified solutions architect, and PMI certified project management professional (PMP)® offering over 23 years of experience in the IT field with over 7 years of experience working in the USA, UK, and Singapore in various capacities.

He has a record of handling large fixed bid projects, T&M contracts, operations, and finance for Fortune 500 companies. He explored an entrepreneurial career for about three years, during which his startup firm was recognized by "India Startup" and "Karnataka Startup" at the national and state levels, respectively, in 2019. He is currently working for Persistent Systems Limited (PSL) since February 2021 and lives with his family in Bangalore.

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