



DRIVEN-4

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The need to Be Digital First

The term “digital first” has been in business and technology journals for the past few years. What does it mean to be “digital first”? If taken to heart it becomes a huge shift in focus for businesses. It’s when the primary method for delivering service and products to the marketplace becomes technology. What does it mean? It means that a business strategy needs a matching technology strategy to become reality.

This is a major undertaking as it entails the establishment of technology as the primary execution method for all business strategies and providing technology solutions that allow ease of use and the ability to capture customer data to create a very close and personalized relationship to your customer base.

Why is it important to become a “digital first” organization? In today’s fast paced changing world, these capabilities become core pillars and delivery differentiated business results in:

- Operational Efficiency
- Improved Customer Engagement and Experience
- Fast paced delivery of innovative solutions
- Data driven decision making



Operational Efficiency

Operational efficiency depending on the type of your organization can be demonstrated and realized in a variety of methods. With Original Equipment Manufacturers (OEM) the automation of business processes/workflows and automation of manufacturing routines is key. This provides real-time visibility of the company’s performance and areas to concentrate to improve efficiency, quality and throughput. This reduces manual tasks and increases real-time data driven decision making capabilities.

Improved Customer Engagement and Experience

A “digital first” approach offers businesses the ability to interact with their customer base throughout the lifecycle of the customer lifecycle—from attraction, to information sharing, acquiring customer feedback to enhance new product releases, through customer purchases all the way to customer service. This gets enhanced by creating a seamless customer experience delivered in a unified digital omni-channel approach. This creates a great customer experience throughout the purchase process and the use of the company’s products and increase customer loyalty through personal touch service.

Fast paced delivery of innovative solutions

The speed to deliver new innovation products to the market is a game changer. With a “digital first” approach businesses can innovate via faster development cycles, promoting agile methodologies, fostering a culture of upfront experimentation, and providing seamless access to validation data for quickly closing the design-validation learning curve. This allows companies to better adapt to market changes and deliver products that exceed customer expectations.

Data driven decision making

“Digital first” approach provides access to vast amounts of digital data. From design data, manufacturing data, quality data to customer data provides the background for companies to make enabling them to make better informed data-driven decisions. These decision can lead to differentiated results in terms of product design, operational efficiency and customer satisfaction.

A “digital—first” approach not only provides real benefits to companies but provides a new level of transparency. Transparency both internally, as well as, to the external market and customers. This transparency provides an execution threshold that is not available unless you implement a “digital –first” approach.

Give us a call if you’d like to discuss how to think through becoming a “digital-first” organization.

Next Month: The value of creating a company’s Process, Technology, and Data Architecture

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