Digital Transformation— Reality versus the Hype

The term "Digital Transformation" is in every leader's vocabulary. The first challenge is that there are so many different definitions of the term depending on the vantage point you and your organization are coming from. We define "Digital Transformation" as the process of integrating digital technology by an organization into all areas of their business resulting in the creation of new products, services and operations by changing how a company operates and delivers value.

An additional aspect that needs to be addressed is the need to nurture the organization through this massive change in order to successfully implement the new technology while at the same time ensuring the organization becomes comfortable with the new way of work. The other principle is to implement and adopt technology with the goal of enhancing the customer experience and engagement by reinventing end-to-end business operations by using digital technologies to make the organization perform better while reducing if not completely eliminating mistakes. The goal here is not to implement and adopt technology for technology sake.

One pillar that needs to be implemented is the use of "DevOps" as an integral part of delivering the digital transformation by enabling fast and consistent delivery of technology solutions that results in realized innovation. Even though, this is focused on delivering and managing software, it is the foundation for speed of delivery for the digital transformation to take place. This technology is a real game changer. The challenge we see is that there is a lot of room in organizations to take this concept from design into reality by enabling its full capability. It takes knowledge of the organization's technology stack and the expertise to enable true "DevOps".

The second pillar is to incorporate the ability to share and visualize information via the implementation of Connectivity. Sharing the connectivity of information both internally and externally through the adoption of wireless communication methods such as WI-FI and cellular is key to achieving the results promised with digital transformation. The sharing based on this technology development can transform textual communication which is limited to language now being shared via video, augmented reality, and telepresence (Zoom, Teams, etc.,)

The third pillar is rationalizing and institutionalizing data in terms of its meaning, and control (single source of the truth and change management) in order to provide this information to artificial intelligence engines for consumption and use. This enables your company to provide enhanced problem solving and predictive abilities for your organization. This work is always one, when companies are asked, is probably the most difficult to work to conclusion. It is the gold that needs to be mined in order to realize the substantial benefits of technology.

The fourth pillar is the ability to develop, manage and interact digitally with all aspect of the physical elements within your organization—a concept called the "Digital Twin". The "Digital Twin" is the ability to digitally represent the physical assets within your company, such as manufacturing and distribution equipment, the data represented and shared in a totally digital format, and the people and their interactions that they take in the physical world to conduct their activities. This pillar is one that most organizations have defined to some extent and is in a workable format. However, they still have a long way before getting all three dimensions fully defined: the assets, the data and the people digitally defined and enabled as a method of work.

The key to success is to initially develop a Digital Transformation roadmap specific to your company and the goals you want to achieve. This roadmap needs to include digestible steps that allow you to embrace success for both the short term but also can be used as the foundation for additional digital transformation.

Give us a call! If you need any help in developing your company's Digital Transformation Strategy.

Next Month: Technology Trends to consider as we go into 2024

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