Digital Transformation

"Digital Transformation is the adoption of digital technology to **improve** services or businesses, through replacing **or enhancing** non-digital or manual processes with digital processes or replacing older digital technology with newer digital technology."

– Wikipedia, edits by Ad Esse

Digital transformation is on the operational plans of most organisations and has undoubtedly been accelerated by the COVID19 pandemic. Many organisations have had to deploy an effective virtual workforce and new systems at breakneck speed to help cope with the challenges of remote working. Digital technologies can be a powerful enabler of improvement in any organisation. What is critical is that any investment of time or money on digital technology should yield an improvement, otherwise you risk wasting resources and achieving little more than rearranging the corporate deckchairs, or possibly even making your services worse.

Improvement, however, can mean many things. Below are some of the benefits that you can expect from an effective digital transformation:

- More comprehensive and efficient data collection
- Better performance insights
- Reduced costs, through redeployment and reinvestment of resources
- Improved organisational performance (especially efficiency & productivity)

Who is your main driver for **digital transformation**?

Cast your vote:

- ☐ CEO
- ☐ CIO
- ☒ COVID-19

- Better customer experiences
- Improved resource management
- Increased business agility.

Remember, if you can't tie your digital transformation back to an improvement driver then you really need to question why you are spending money and time on it in the first place.

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Our tips for a successful digital transformation

- Integrate your digital transformation into your organisational strategy, ensuring you have clear drivers, goals and success measures in place.

- Your digital transformation needs to adopt an enabler mindset, one whereby the digital technologies are there to better facilitate your organisational functions, not dictate them.

- You need a clear and documented understanding of how organisational processes will work once the new technology is in place. It is more costly to make process changes once new technology is implemented, so make sure your processes are optimised before the technology is implemented.

- Check that your digitally enabled process will deliver an improved customer and employee experience.

- Carefully scope what the digital technology is there to do and what it is not to do. Don't become distracted by additional functionality and new features, they need the same scrutiny as the core technology you intend to implement.

- Ensure your leaders are briefed on what the technology will do, and what the expectation is regarding its use in their area of the organisation. Doing this will ensure your leaders can role model the expected behaviours and properly support their teams.

- Adopt an agile mindset towards implementation. Implementation of new technology rarely runs exactly to plan, using a methodology that can adapt your implementation to emerging requirements will ensure that new technology will best support your end users.

- Just as we recommend when reviewing or redesigning processes, involve the people that will be using the new technology when understanding the requirements, when designing how it will work, in testing and in the implementation and rollout.

Say Hello!

If you need any help with getting ready for your **digital transformation**, get in touch.
Please email **hello@ad-esse.com** or visit **www.ad-esse.com**

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