



An iBridge Point of View

DIGITAL TRANSFORMATION SUCCESS

PART ONE – Technology Tools

Digital technology tools you need and how to implement effectively to support your digital transformation strategy.

Undergoing a digital transformation is the key for any organization to stay relevant and competitive in today's quickly evolving business environment.

Digital transformation refers to the integration of digital technology into all aspects of a business with the goal of changing its operation to improve cost-efficiency and stay relevant in the market. This transformation may also require cultural changes so that organizations can continually challenge the status quo and experiment with new approaches.

During the past decade, digital transformation has changed from "nice to have" to being a survival requirement for most organizations:

- 70% of companies either have a digital transformation strategy in place or are working on one.
- 52% of marketers say driving growth through digital transformation is their top strategic focus.
- 55% of companies without a digital transformation strategy in place believe that they'd start to lose market share within a year.
- Digitally mature companies are 23% more profitable than their less mature competitors.
- Digital-first companies are 64% more likely to achieve their business goals than their peers.

As such, implementing a digital transformation strategy is no longer an option if you want to stay relevant and competitive in today's economy.

To maximize the impact and ROI of your digital transformation initiatives, you need to focus on four key areas: technology; data analytics; processes; and, leadership. In this four part series, we'll examine each component and its role within the digital transformation process.

Technology Tools for Digital Transformation

Selecting the appropriate technologies for a digital transformation initiative can be complicated due to the cost and the many moving parts associated with implementation and adoption.

Not to mention, it's not easy to keep up with the latest technological developments. With everything from the Internet of Things (IoT) and blockchain to data lakes and artificial intelligence, where should you begin? What should you focus on. Do you need a digital partner? How should you allocate your resources?



Although most digital tools are becoming increasingly easy to use, many organizations face challenges in optimizing their investment. Here's what you should consider when implementing these technologies:

- Understand how each technology contributes to your organization's transformational opportunities and helps you meet business objectives;
- Conduct an evaluation of your legacy system to plan how each application integrates with the existing infrastructure so you can minimize disruptions;
- Create a digital transformation roadmap to understand how technologies that you may adopt in the future can integrate with those you're implementing today; and,
- Hire IT team members with the right skillsets and experience, as well as the ability to work closely with business units to facilitate execution and adoption.

What Are Digital Transformation Technologies?

Transforming your existing technologies focuses on retooling business processes so that they become more efficient and effective. This isn't as simple as moving

everything to the cloud.

It requires a deep dive into how your operation can utilize technology to gain maximum value from digital transformation. You also need to be proactive -- instead of just replicating an existing workflow in digital form, use technologies to transform processes so your organization can become more competitive and profitable.

Key Digital Transformation Technologies

While each business should define a digital transformation strategy specific to its needs and select the right tools to support the objectives, here are some common digital transformation technologies you should consider:

Cloud Information Services

Migration to cloud computing platforms allows organizations to immediately achieve a new level of flexibility and resiliency to their infrastructure and processes. Not only can you scale computing capabilities based on demand but also securely permit employees to access files and data in real time from anywhere to stay productive.

Infrastructure-as-a-Service

By leveraging the benefits of infrastructure-as-a-service, you can increase productivity and decrease the costs of maintaining the various software and hardware in-house.



A significant benefit of digital transformation is real-time information for data driven decision-making.

Workplace Management

Cloud computing offers a wide variety of applications to help organizations plan, track, and manage the allocation and requirements of resources to increase operational cost efficiency and productivity. One of the most important components of workplace management is employee satisfaction. These functions can support your human capital investment with functions including time tracking and reporting, workforce scheduling, compliance monitoring, leave management, staffing optimization, task management, and employee feedback.

Communication and Collaboration

Effective workflows enhance communication and collaboration among employees, as well as with vendors, partners, and customers. Appropriately designed workflows can help minimize costly errors, delays, and

improve satisfaction.

Support your digital transformation effort with an integrated communication platform for voice and video conferencing, as well as screen sharing, file sharing, and messaging for real-time interactions. With this level of digitalization, you can also implement asynchronous communication tools (e.g., Slack) to enhance team collaboration and decision making speed.

Data Conversion and Analytics

A significant benefit of digital transformation is the use of real-time information to support accurate data driven decision-making. By having the capabilities to collect, convert (e.g., clean, or tag), harmonize, and analyze data efficiently -- at scale, you gain actionable insights to help you stay relevant and competitive in the marketplace.

Reporting and Dashboards

Having a reliable, integrated dashboard allows executives and employees to access critical information in real time. Integrated dashboards provide immediate access to data at the appropriate granularity so team members can perform their job functions productively and make informed decisions. This level of visibility and transparency also allows everyone to share new ideas, react to changes, and monitor the progress of various projects efficiently.

Business Process Automation (BPA)

Adding automation technologies can eliminate manual and repetitive processes that are time consuming and error prone. BPA has proven to reduce costs and improve productivity. Because many BPA tools are built on low or no-code platforms, your employees with little or no technical skills can easily automate and streamline business processes without the aid of IT.

How to Successfully Implement Digital Transformation Technology Tools

There are various moving parts in executing a successful digital transformation initiative. Many organizations fail because they don't have access to the breadth and depth of knowledge and expertise required to plan, select, integrate, and implement the right technologies cost-effectively.

The best way to maximize your investment in digital transformation technologies is to work with a team of experts who are at the forefront of the industry and have experience executing digital transformation initiatives for organizations in various verticals and differing sizes.

Here at iBridge, we work with companies in multiple sectors, including healthcare, legal, manufacturing, utilities, education, finance, and more to implement key digital transformation technologies, such as cloud information services, reporting systems, as well as data processing, harmonization, and analytics platforms. We ensure that our clients are optimizing these technologies to fuel their digital transformation and stay competitive.

Get in touch to see how we can help your organization design and implement a successful digital transformation strategy.

Sources

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iBridge is a Digital Transformation Company.

We help our clients collect, manage, and analyze their data to create meaningful operational control and improved profitability.

For more than a decade, iBridge has successfully distilled complex information into actionable results.

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