



Don't get left behind in today's digital business environment.

Digital Transformation is not an indulgence; it is a business necessity

In today's fast-evolving business environment, the ability to leverage the right digital technologies is the key to success for organizations of any size. "Digital Transformation" is now the foremost focus for many companies—70% either have a digital transformation strategy in place or are working on one.

Most organizations realize they will struggle to thrive in this economy if they fail to implement a digital-first business strategy. However, many face challenges involving foresight, cost, implementation, and technological capabilities. Without a clear transformation roadmap and requirements, an organization cannot maximize the ROI of their digital transformation efforts.

At its core, digital transformation is "a radical rethinking of how an organization uses technology, people, and processes to fundamentally change business performance," according to MIT principal research scientist George Westerman.

Although the rewards and benefits are significant, digital transformation is a massive undertaking that will affect every facet of your business. Here is what you need to know about implementing a digital transformation strategy so you can stay ahead of your competitors and set the stage for future success.

The Stages of Digital Transformation

Understanding the three stages of digital transformation can help you prioritize projects that matter most to your organization.

The first stage is process-centric and includes the conversion of analog data into digital data with a concentration on improved productivity, management review, and a clear understanding of your controls for quality, service, and outsourcing.

The second stage of digital transformation is information-centric. The transformation efforts during this stage involve better utilization of your existing data and technology, automating procedures, and developing the techniques to better analyze and leverage information. The simple goal of Stage 2 is improved decision making.

Finally, the third stage of transformation is customer-centric. It is a stage of interaction, integration, and breaking down cross-functional boundaries.

The Benefits of Digital Transformation

By utilizing advanced technologies that combine and connect legacy perspectives, your organization will intuitively reinvent products, improve operational efficiency, and accelerate enterprise-wide growth. These are just some benefits your company will enjoy from digital transformation:

- Increased transparency and visibility, helping you improve performance, optimize asset allocation and respond to market demands.
- Reduced product development timelines, lowered procurement costs, and improved time-to-market.



- Improved teamwork, reduced bottlenecks, increased operations efficiency, as well as and reductions in errors and delays.
- Process consolidation that reduces overhead costs and minimizes inefficiencies associated with tedious manual procedures.
- Improved customer happiness and brand reputation.
- Reduced risk of non-compliance with industry regulations and compliance mandates, and their associated penalties.

Keys to a Successful Digital Transformation

While most companies recognize the need for digital transformation, achievement has proved elusive. In a survey conducted by McKinsey, just 16% of respondents said their organizations' digital transformations had successfully improved performance. By comparison, 59% of iBridge's transformation clients are enjoying the benefits of a successful transformation.

After helping clients in different industries successfully design and implement digital transformation strategies, we have developed some key insights on how to maximize the ROI of your digital transformation initiatives:

Focus on Leadership and Personnel

Digital transformation needs to be an organization-wide effort that is led by the executive team and involves every employee. This may require adding digital-savvy leaders to the executive team and the evangelizing to ensure buy-in at every level.

For example, McKinsey found that organizations with a CDO (Chief Digital Officer) are 1.6 times more likely to succeed in their digital transformations.

Invest in employee training and development to build long-term capabilities within the workforce. You may need to redefine employees' roles and responsibilities based on the transformation's goals so that they can develop the skills the organization needs.

Reimagine Day-to-Day Processes

The COVID-19 crisis has fast-tracked many organization's shift to digital. Marketing and sales leaders are jumping on quick videoconferences to solve problems and giving remote teams more decision-making authority. The best companies are going further, by enhancing and expanding their digital access to information, and rethinking how to digitally enhance everyday activities.



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Use what you own

- While implementing high-profile initiatives with the latest technologies is attention-grabbing, don't overlook the importance of improving the tools you already have. By applying digital tools to existing processes, you can increase efficiencies while minimizing costly errors and delays. But don't automate a process that doesn't work. Using "what you own" often requires rethinking or reengineering each process.

Embrace the shift from hardware to software

- Key areas for implementing new digital tools include information sharing and data analytics, rapid prototyping and testing, collaboration among cross-functional teams, automation of business processes, as well as and communication and digital self-serve platforms for employees, partners, and customers.
- Select technologies that can integrate as seamlessly as possible with your current systems and processes to facilitate a smooth transition. You should also standardize and optimize workflows to make sure you're not multiplying inefficiencies with the new tools.

Keep learning and looking forward

Organizations that deploy a wide range of sophisticated technologies, such as AI (artificial intelligence), IoT (internet of things) devices, and advanced neural machine-learning techniques, are more likely to succeed in their digital transformations. Forrester calls this “tech-driven innovation” or TDI.

Besides the usual suspects, such as traditional web technologies, cloud-based services, and mobile internet technologies, you should consider incorporating big data, robotics,

additive manufacturing, and augmented reality to enhance operational efficiency, team collaboration, real-time decision-making, and customer experience.

Besides keeping up with the latest tools and platforms in your industry, stay tuned to how new technology applications in different verticals. These developments will give you insights on how you can innovate your products and processes to stand out from your competition.

Sources

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Digital-first companies are 64% more likely to achieve their business goals than their peers - Blake Morgan Forbes Senior Contributor, Dec 16, 2019

Working with iBridge

For over 15 years, iBridge has helped many organizations in the legal, healthcare, manufacturing, utilities, financial, and education industries apply the latest technologies to support their growth and increase their profitability. With 850+ employees distributed over three continents; we have the resources to maintain long-term partnerships with our clients for ongoing success.

iBridge offers a variety of services from InfoSec, cloud, mobility and process consulting, process outsourcing and data harmonization, forensics, and analysis. Our products include infrastructure-as-a-service, our Metolius™ assessment platform and integrated school management systems.

iBridge is Microsoft® certified and a VAR of leading software and hardware products to ensure our clients have access to the comprehensive, cost-effective solutions.

To ensure data security and data integrity as well as adherence to various regulations, your partner should have certifications such as ISO 9001, ISO/IEC 27001, SEI-CMMI Level 3-5, and US FTC Privacy Shield (for European data privacy standards). It should also be up-to-date with state, federal, and industry standards.

Digital transformation can be a daunting project without the right knowledge, resources, and expertise needed to navigate the many variables. Contact us today to see explore how we can help you.

Let iBridge help you create a fluid, agile approach to technology, people and process to thrive in 2020 and beyond.



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iBridge is a Digital Transformation Company

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