

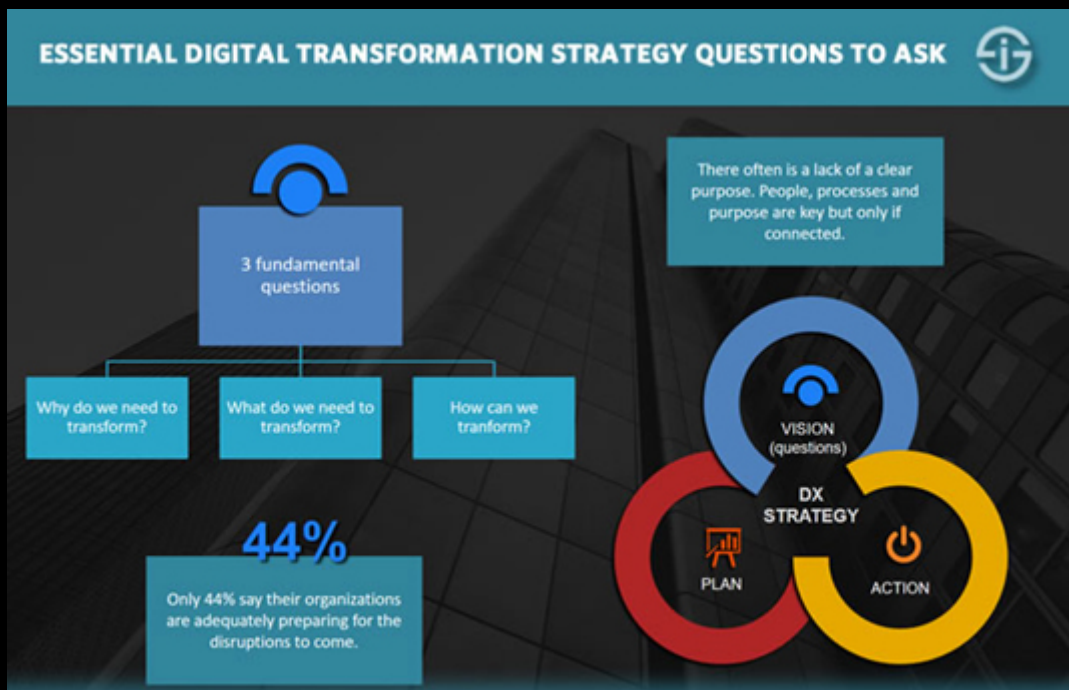


DIGITAL TRANSFORMATION STRATEGY

THE BRIDGES TO BUILD

Over the past few weeks, I have been working on some presentations with regards to “Digital Transformation” and thought I’d share my views and key learning’s. These are not my own thoughts alone, but also from online readings written by transportation and logistics experts. I believe it is all very relevant.

Companies across the globe are digitally transforming at a rapid pace as they are being challenged to improve business processes and develop new capabilities and business models.



Sources:


<http://www.slideshare.net/CiscoBusinessInsights/future-of-it-podcast-digital-transformation-closing-the-gap-between-now-and-the-future>
<https://dupress.deloitte.com/dup-us-en/topics/emerging-technologies/mit-smr-deloitte-digital-transformation-strategy.html>

However, most managers may only have a broad idea in their minds of the pieces – like a puzzle, and it is not a surprise that many global companies do not have a clear transformation strategy. This is a risk that is likely to have high consequences and costs.

Digital transformation is the transformation of business and organizational activities, processes, competencies etc. leveraged through opportunities of change in digital technologies. Their accelerated impact from strategy to operations brings about a profound impact. Digital Transformation is not free of IT spending, but the investment is more than justified by the benefits.



DIGITAL TRANSFORMATION STRATEGY: THE WHAT, WHY AND WHO



Many executives feel like they have a good jigsaw puzzle that they have to finish, and they have a bunch of pieces but they don't know if they have all the pieces, and they don't know what the finished picture looks like (Professor Michael Wade)

What do "we" want to achieve?

- What is the long-term objective?
- What are intermediate objectives?
- What do we need to do first?
- What knowledge do we need?
- What needs to be connected?
- What skills do we have and need to do so?

Why do we want to transform and whom else do we need?

- Why did "we" see a need to transform?
- Who can validate this?
- Who do we need to involve?
- Who do we have and what capabilities do they have?
- What other capabilities do we need from whom?
- Who can connect what?

Who can help us with the "what"?

- Who can help with gathering insights?
- How do we bring various 'informers' together?
- How is the customer involved?
- Who does what? Who takes the lead for what?
- Have we involved the right 'external' parties?
- Who can help with the building blocks and barriers?
- What ecosystems can augment our goals?
- Who signs off the strategy, means and KPIs to achieve the what?

Quote source:

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There are however no clear roadmaps that answer critical questions such as:

What to do first?

How to do it?

What are the accelerators?

What should be the cost: benefit ratios?

Neither are there any clear guidelines of what are the barriers. These diagrams give you a good compass to use as a reference.

Essentially, your organization needs to ask itself three vital questions:

- Do you need **Digital Transformation** and Why?
- If so, what do you need to transform?
- Lastly, how can you transform?

The question in the slide below will adequately answer most, and more than likely define the first level of awareness for you.



These questions are relevant for your company, but should be assessed on basis of the industry, and also what is the global transformation environment.

Essentially, all companies must start to look at a 10-year horizon, so where we started looking at 2020, now it is 2025. You need to ask what are the industry leaders doing, and where would you like to be placed.

Companies don't often do this thinking because they are operationally focused, and some have a quarter-to-quarter survival strategy.

That makes them shy away from making the tough choices on their digital side on whether to transform or not. Yet at the same time, technology is growing rapidly and increasing the gap between the haves and the have-nots.

Perhaps the way ahead is to ask the questions and make an informed decision. Look at the options and the cost; look at the costs and the benefits; look at the time and the *human impact*. That is what it is truly about. The People!

At the end of the day, any digital transformation strategy is about ***Building Bridges with the Future***.

A bridge between IT and the business?

A bridge between the business and processes?

A bridge between data and actionable intelligence?

A bridge between risk and profitability





How can Quantum partner you in this journey?

Firstly, we are here to talk to you and assist you in the questions you may have, and there will be many.

Second, we have done this before and we have the experience and references to place at your disposal

Thirdly, we have a strong library of solutions that are unique to your needs from operating systems, warehousing, accounts or analytics.

Lastly, we are the bridge, and our entire strategy has been based on connecting with the future.

Give me a call or e-mail me, and I'd be glad to have a chat or get one of our Product owners to speak with you.

Best Regards

Arjun Vikaram Singh