

# *The Path to Digital Transformation*

## *Evolving the Digital Enterprise*

### *Abstract*

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#### *Discovering the Transformation Opportunity*

Do you need to reinvent your organization? There are a variety of strategies that you can employ from complete reinvention of the organization to a staged evolution moving towards a set goal. Better connection to customers and suppliers along with improved efficiency are key goals of digitization. Understanding digital disruption can lead to a clear transformation path for your organization.

Reinvention involves rethinking the organization. Transformation depends on the level of automaton currently in place and the goal you define for transformation. For example, if you are a fully manual organization and set a goal to become a fully digitized organization then you may have a large gap to overcome.

#### *Transformation and Automation – Best Practices*

Automation happens in clusters driven by needs with products, services, processes, decisions or customers. Automation also goes through evolutionary stages over time as the technology changes and improves, so the use of automation spreads out unevenly in the organization. Transformation depends on what is going on in your industry and where technology research money is flowing. So, where do you start? The first step is to assess what automation and digital direction you have today and then identify the opportunities you want to prioritize for the most value.

#### *Success through a diverse digital experience.*

In this course, you will learn about what types of digital transformations are appropriate for different functions in the organization and what types extend across industries. You'll have a wide choice of transformation experiences and options that ensure success for your organization.

This course is for managers and professionals seeking to gain skills in accelerated and improved management decisions. Digital analytics enable supporting, augmenting and in some cases replacing humans in decision making.



# *The Path to Digital Transformation*

## *Evolving the Digital Enterprise*

Day One

### *Day 1 Theme: Digital Disruption Requires Digital Transformation*

Organization viability and survival requires a digital transformation strategy and approach for survival. Organizations that do not have a path will most likely not survive or will face traumatic change. To date most organizations are in a reactive mode, dealing with the digital environment as the need arises in a fragmented approach. Proactively coordinating efforts in a plan that understands the digital disruption and applies a value-based transformation to your organization.

#### *Section 1 - Where is the pressure to transform coming from?*

- External landscape – The PESTLE approach
- Industry – the 5 forces idea
- Performance – the efficiency pressure
- Service demand – the customer view
- Operational technology, product/service embedded technology

Demo: Assessing the Pressure of External or Landscape Forces

#### *Section 2 - What constitutes transformation?*

- Is automation the same as digital transformation?
- Just what is digital transformation today?
- Evolutionary digital transformation
- A transformation method overview

Video and Discussion: What Really is Digital Transformation?

#### *Section 3 - Functioning in the digital world*

- The human side of transformation
- Transformation and change management
- Applying short term change management
- What is long term change management?

#### *Case Study Activity Part 1: Identifying Transformation Opportunities*

*Exam 1 – First Day.*

# *The Path to Digital Transformation*

## *Evolving the Digital Enterprise*

Day Two

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### *Day 2 Theme: A Method of Transformation*

What defines the path to transformation? Is there a general or standard path that you can follow? Digital transformations can take on different definitions, but most of them are based on applying technology to the work in the organization. For product organizations, robots might be useful, while in a service organization, it may be on-line access or chatbots.

#### *Section 4 – The Transformation Path*

- A core methodology for transformation
  - The continuous cycle of digitization
- The role of analytics in transformation
- Analytics for transformation impact
- Evaluating outcomes of the digital effort
- What is in a transformation plan?

*Video: Getting to a Transformed Organization*

#### *Section 5 - Processes – The Core of the Transformation Effort*

- Identify core processes
- Document the level of process automation and digitization
- Fix the core processes
- Automate first
- Automation is not the same as digitization

*Demo and Discussion: Discovery of Opportunities*

#### *Section 6 - Transforming Process Enablers*

- Identify the process context and relationships
- Identifying hidden relationships
- Document the enabler level of automation and digitization
- Digital governance
- The future of policies and procedures

*Case Study Activity Part 2: The Transformation of a Process*

*Exam 2 – Second Day.*

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Day Three

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### *Day 3 Theme: The functional View of Digital Transformation*

Digital transformation impacts the different parts of an organization in a different manner. A transformation project can take advantage of common transformation points when looking across an organization's functions. Using the value chain approach, we can divide an organization into Supply Chain (inbound logistics) Operations (Transforming the input) and Customers (outbound logistics). This is a good starting point when identifying where to apply efforts.

#### *Section 7 – Marketing/Sales and Customer Service*

- The marketing goal of digital transformation
- The 360-customer view objective
- Starting at digitizing external service centers
- Internal customer service augmentation
- The use, value and acceptance of chatbots
- The technology trend in marketing

*Exercise: Understanding the Digital Market Opportunity*

#### *Section 8 – Supply Chain*

- The technology trend in supply chain
- The partner perspective
- The organization perspective
- Common processes
- The smart supply chain

*Video: The Changing Supply Chain*

#### *Section 9 – Operational View*

- Processes – the starting point of transformation
- The product and service perspectives
- The back-office opportunity
- The technology trend in operations

*Case Study Activity Part 3: Mapping Opportunities and Solutions*

*Exam 3 – Third Day.*

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## *Evolving the Digital Enterprise*

Day Four

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### *Day 4 Theme: The Industry View of DT - The Product Industry View*

Today, we'll look across industries that are product-oriented organizations. Physical production facilities have distinct opportunities and challenges when implementing digital transformation.

#### *Section 10 - Manufacturing*

- Manufacturing use of DT
- The rapid change to RPA
- IoT and manufacturing
- Integrating the product and customer
- Smart manufacturing

*Exercise: Identifying DT Opportunity*

#### *Section 11 - Retail*

- The DT retail opportunity
- Cross selling and upselling
- Substitute products and services
- Understanding customers

*Demo: AI Identification of Customer Buying Habits*

#### *Section 12 – Logistics and transportation*

- The opportunity for DT
- Autonomous vehicles - Driverless trucks
- Automated delivery
- The digital airline
- The hybrid approach - Augmented material movement
- The technology trend in transportation

*Case Study Activity Part 4: Estimating Transformation Value*

*Exam 4 – Fourth Day.*

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Day Five

### *Day 5 Theme: Industry Oriented DT – The Service industry view*

Service industries have the greatest opportunity for digitization. Digitization of service organizations takes advantage of extensive use of automated capability that ranges from chatbots to automatic handling of documents. Service industries can make great strides by moving the work from the organization to the customer by making it easy for the customer to do the work.

#### *Section 13 - Government*

- The DT service opportunity
- Chatbots and citizen touch points
- Security advantages
- The digital transportation infrastructure
- Becoming more effective and staying efficient
- The technology trends in government use

*Video: Digital Transformation in Government*

#### *Section 14 – Health Care*

- DT and integrated health care
- The integrated facility
  - Hospitals, clinics, pharmacies etc.
- Patient care and Telemedicine
- Patient data management
- The technology trend in health care

*Video: Digital Transformation in Health Care*

#### *Section 15 - Hospitality*

- Concierge and automation with DT
- Chatbots and check in
- Remote and mobile check-in/check-out
- Automated maintenance
- Automated cleaning

*Case Study Activity Part 5: Preparing the Transformation Plan*

*Exam 5 – Fifth Day.*

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### Learning Objectives

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Proper selection of analysis methods verifies process correctness then applies techniques to identify the automation opportunities that lead to the yield that you want.

- Describe the key transformation approaches used today.
- Explain why strategic purpose is needed to identify target of transformation.
- Recognize what kind of transformation and technologies
- Define how the transformation can become reality
- Explain the starting point for your transformation effort
- Identify the state of automation and how processes are impacted.
- Describe some best practices for transformation.
- Explain the key factors for successful transformation
- Define and specify methods to analyze a suite of transformation initiatives and suggest a prioritized approach.
- Demonstrate different applications of the transformation technologies to gain the benefit of changes.
- Prepare a transformation plan for that applies known digital methods to processes and their enablers.
- Analyze the relationships between problems and transformation solutions and deployment in the organization.

This professional training session provides a hands-on, skill-oriented working knowledge of the transformation techniques that business professionals should consider and use. The learning approach uses discussions, interactive exercises, a case study and group exercises that focus on outcomes that lead to transformation success. Participants can apply this learning as soon as they get back to their office.

*Note: The case study used in this workshop is based on the retail industry as most people are familiar with retail from their shopping or work experience.*

#### **Who should attend?**

Business process teams, Business planners, Process Analysts, Managers, Professionals, IT Specialists, Business Analysts and IT and Business Architects.

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