

Digital Transformation

Leveraging DT Change for Best Value

Abstract

The Transformation Opportunity

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.

Transformation depends on the level of automation 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 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.



The Coming Wave of the Digital Enterprise

The technologies you choose to apply in your organization determines the degree of success in making the transformation. Proper selection of digital technologies provides the acceleration into the future needed by organizations today. Understanding what technologies are available and where they might be applied in an orderly and efficient manner is significant to successful transformation today.

Identifying the likely needs for digitization is a good starting point but how do you do this? Where do you start? Should you look at what everyone else is doing or develop a plan specific to your organization needs? Maybe you need a mix of both plus some insight into where the technologies are going.



Managers and professionals should prepare for the coming changes in the 4th Industrial revolution by gaining an appreciation of the digital changes that are coming. What should we consider in applying digital technologies? What technologies might work best for us and return good value to the organization?

This course is key for business managers, strategic planners, marketing analysts, planning managers, process analysts, business analysts, data analysts and business architects.

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Day One

Theme: Why Digital Change?

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. Session 1 – It's Time to Transform

Section 1.1: Where is change coming from?

- Organization strategy changes – the external environment pressure
- Improving performance – efficiency pressure
- Improving outcomes – the results pressure

Demo Discussion – Assessing Digital Change Pressure

Section 1.2: What does it mean to transform?

- Is it automation?
- What gets transformed?
- How do you transform?

Video Discussion – Understanding Transformation



Session 2 – Technology – Driver of Change

Section 2.1: What are technology waves?

- The coming 4th Industrial Revolution
- Operational needs
- Strategic needs
- Tactical needs

Video Discussion – The 4th Industrial Revolution

Section 2.2: The Transformation Path

- The core transformation methodology?
- Where does transformation start?
- Ranking transformation options
- Assessing transformation results

Exercise – Prioritizing Transformation Options?



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Day Two

Theme: Applying Digital Change

Digital transformation impacts different organizations in a variety of ways. Transformation efforts can take advantage of common transformation approaches and technologies when looking across industries to see how others have made the transition.

Session 3 – DT Applications Part 1

Section 3.1: Marketing/Sales and Customer Services

- The marketing goal of DT
- Digitizing customer services
- Digital trends in marketing

Video Discussion – Digital Marketing

Section 3.2: Health Care Uses

- The emergence of telemedicine
- The digital health facility
- Digital Records

Topic Discussion – The Role of Humans in Health Care AI

Session 4 – DT Applications Part 2

Section 4.1: Retail Application

- The digital retail opportunity
- Bricks versus clicks
- Understanding customers

Demo Discussion – Customer Buying Habits

Section 4.2: Government Transformation

- Digital transportation network
- Digital services for citizens
- Digital technology trends in government
 - ‘People who bought this also bought that’

Video Discussion – The Digital Government

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Day Three

Theme: Key Digital Technologies

The key to efficient digitization is integrating technologies and exploiting the synergy in the relationships to maximize value. Integrating technologies by modeling their application first helps evolve an integrated value case for digitization. Models provide a view of the organization highlighting the points to apply digital transformation.

Session 5 – Digital Technologies Part 1

Section 5.1: The Use of Chatbots

- Using models to identify digital applications
- The customer service model and chatbots
- Designing, Tuning and deploying a chatbot
- Issues with chatbots in customer service

Topic Discussion – Chatbot Uses

Section 5.2: Internet of Things (IoT)

- Transformation at the edge of the organization
- Smart operations and IoT
- The rapid trend in IoT

Video Discussion – The Internet of Things and Change

Session 6 – Digital Technologies Part 2

Section 6.1: Robotic Process Automation (RPA)

- Intelligent processes and robotics
- Product versus service robots
- Trends in robotic use
- Decision making robots

Video Discussion – Artificial Intelligence and Decisions

Section 6.2: Logistics – Digitizing the Movement of Goods

- The emerging role of drones
- Autonomous delivery vehicles
- Delivery bots
- Autonomous transportation

Final Q and A

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Learning Objectives

Expected Learning Outcomes:

- Describe key transformation approaches used today.
- Explain why strategic purpose is needed to identify target of transformation.
- Identify the state of automation and how processes are impacted.
- Describe some best practices for transformation.
- Explain the key factors for successful transformation
- Describe the key digital technologies available today
- Analyze the use of digital technology in your organization
- Define how the digital technologies and transformation can become reality
- Describe some of the most applicable technologies to transformation.
- Define and specify a prioritized approach to technology evolution