

2018 Strategic Technology & Innovation Management Programme

Mapping Digital Transformation Opportunities

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Industrial / managerial need addressed

The 2017 project identified a high amount of uncertainty that digital transformation professionals go through when planning the transformation journey. Therefore, this project aims at reducing such uncertainty by providing a tool that summarises the digital transformation effort within an industry in a single view. This offers an insight for decision makers to evaluate key digital opportunities as *critical*, *high impact*, and *low impact*.

Expected deliverables

- Enhanced transformation planning process, Digital Design Sprint (2017)
- A demonstrated of the competitive intelligence tool proof of concept

Engagement opportunities

- Co-creation of the competitive intelligence tool
- ½ - 2 day digital transformation planning workshop

Approach

This research is aimed at leveraging open and public data to capture digital transformation efforts by companies within an industry using machine learning. This is believed to provide business professionals with a single page view of digital opportunities that are saturated, must haves, and less exploited opportunities to set their own digital strategy.

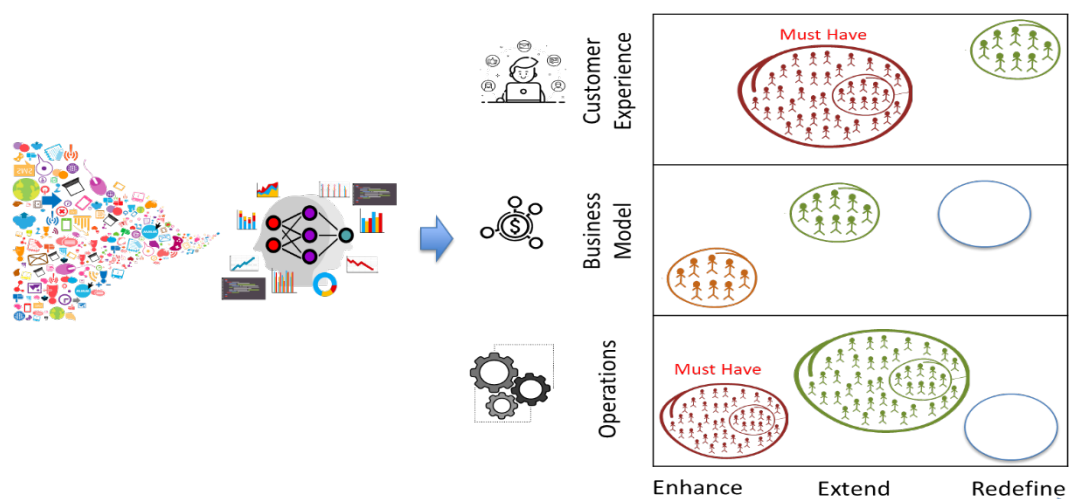


Figure 1: Competitive Intelligence Tool

www.ifm.eng.cam.ac.uk/research/ctm/stim