Strategic **T**echnology and **I**nnovation **M**anagement Programme 2019

Driving Digital Transformation Success

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Many companies are heavily investing in digital capabilities. However, failure rates are > 80% [1]. Digital transformation success remains largely an unanswered question.

Aims

This applied research aims at exploring this challenge from two perspectives:

1. Understand various digital strategies from successful companies by leveraging data analytics

2. Propose a framework that incorporates explicit feedback mechanism into roadmapping to capture learning and enable agility
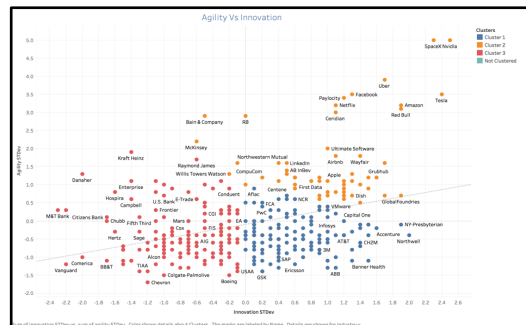
Deliverables

- Insights from the digital strategy analytics

- The digital transformation framework

Progress

- Collected comprehensive publicly available data on Fortune 500 companies for 2014-2019

- Completed exploratory data analysis

- Carried out 3 pilots for digital transformation roadmapping

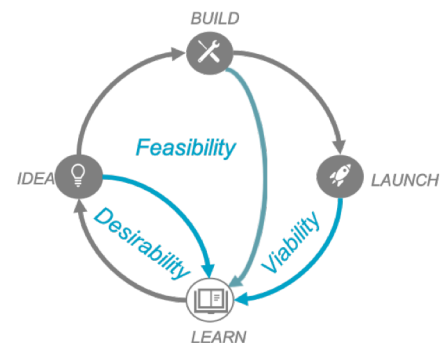- Refined the digital transformation roadmapping framework

Figure1: Sample from Fortune 500 analytics

Figure2: Innovation feedback mechanism for agility

Future Research

1. Collect wider range of data sources

2. Use advanced analytics and machine learning for data analysis

3. Continue testing and refinement of the digital transformation roadmapping framework

References
[1] H. de la Boutetière, A. Montagner, and A. Reich, "Unlocking success in digital transformations," 2018.