Driving Digital Transformation Success

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Industrial / managerial need addressed

A report published by the World Economic Forum[1] estimates that companies world-wide will have spent $1.2 trillion on their digital transformation in 2018 with only 1% achieving or exceeding expectation. Our research suggests that digital transformation has distinct characteristics compared to other organisational change projects and therefore, should be managed in an agile and dynamic way. This preliminary planning framework helps with exactly that.

Expected deliverables

- Enhanced features of *"Competitive Intelligence"* tool
- The digital transformation roadmapping framework, digital design sprint

Engagement opportunities

- pilot of the *Competitive Intelligence* tool
- ½ - 2 day digital transformation planning/review workshop

Approach

This project integrates both machine learning and agile roadmapping to plan for digital transformation initiatives. It captures competitors' activities and customers' interest to be utilised in the planning process. The process is based on the design sprint methodology and can be piloted in 2 days workshop.
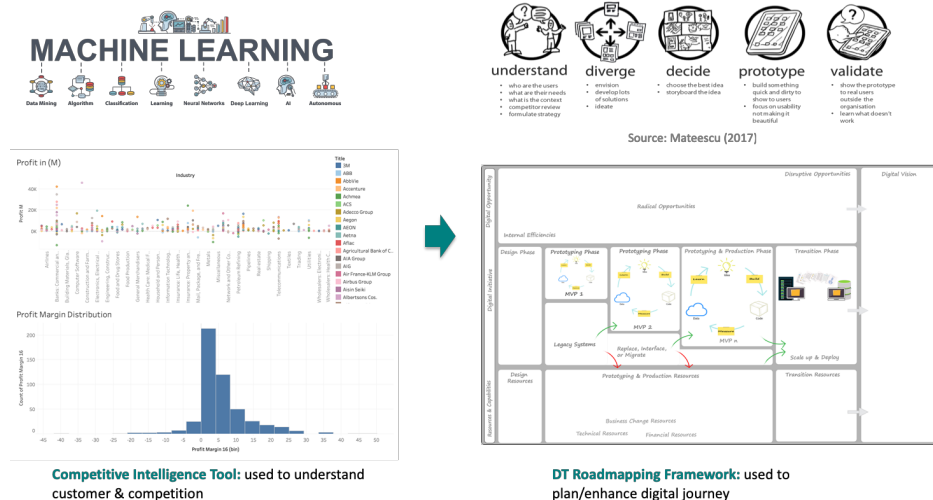

Figure 1 - Overview of digital transformation framework integrating analytics with roadmapping

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[1] https://www.weforum.org/reports/the-digital-enterpise-moving-from-experimentation-to-transformation