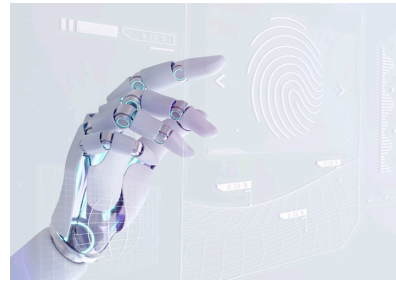




Digital Transformation Roadmap



Wave Technology Solutions Group
The Information Management Experts

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Introduction

Digital transformation. It's reshaping the business models of big-name brands from Microsoft to LinkedIn, Hasbro, Best Buy, Honeywell, Nike, Target, Home Depot, and the list goes on.

But is a digital transformation right for your organization? Yes, if...

...you want to raise the bar for your customer experience. Because your customers increasingly expect more for less: more speed, more simplicity, more customization. All at a lower price point.

...you're ready to reinvent your business model for the "New Normal": fast, nimble, and increasingly digital. Goodbye snail mail! Hello digital marketing!

...you've just spent the last year running your business from your living room, and you're ready to future-proof against the next pandemic or natural disaster or sudden disruption.

"But, how?" you ask. How do you approach a full-scale digital transformation when even the smallest of back-office modernization efforts have proven challenging? You need a digital transformation roadmap, so you know how to plan and implement your digital transformation successfully. Get it here:

What Is Digital Transformation?

"As a part of digital transformation, we have changed the way [we] work. ... We have given [our employees] new tools like artificial intelligence, robotic process automation, and workflow streamline tools. We are right there at the core of the strategy of the firm, really helping to lead and deliver change and transformation." — Gary Adler, Chief Digital Officer, Minter Ellison

Is shifting to a digital-first customer experience considered a digital transformation?

Is adopting digital technologies, for example,



leveling up from spreadsheets to **business intelligence** software, an example of digital transformation?

Is streamlining business processes and reinventing business models with new technologies part of a digital transformation?

All of the above.

A “digital transformation takes a customer-driven, digital-first approach to all aspects of a business, from its business models to customer experiences to processes and operations,” **indicates IBM.**

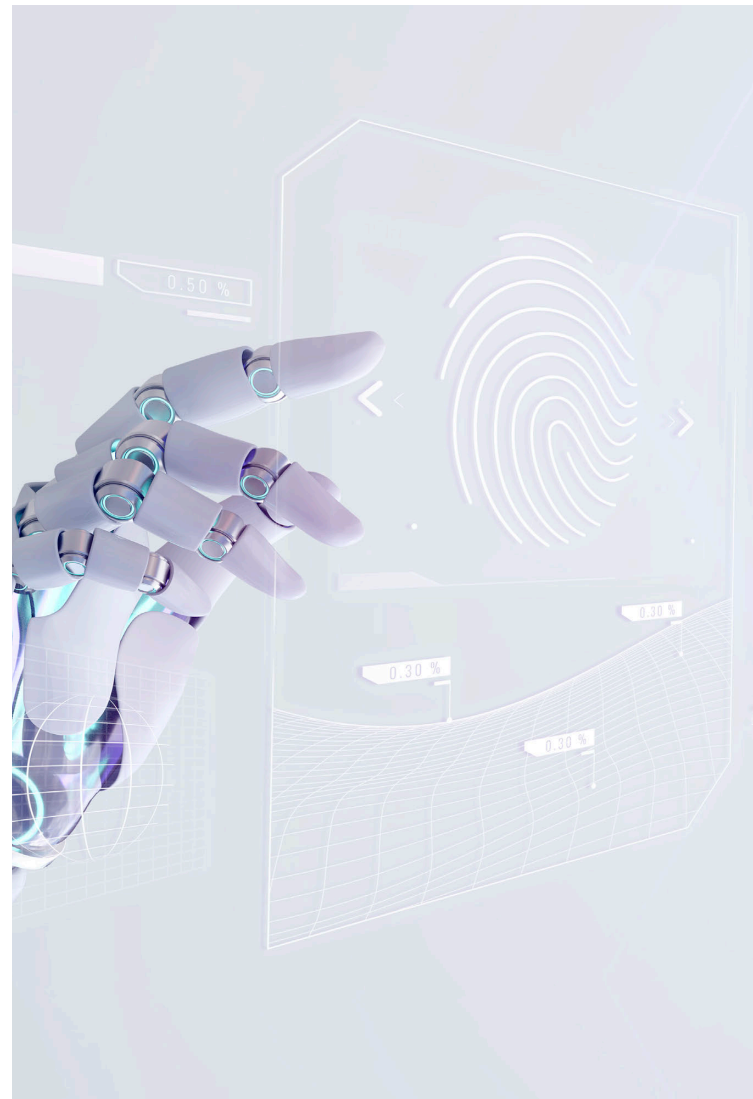
Consider new technologies like AI, the IoT, automation, and hybrid cloud. Take into account digital capabilities, such as flexible, secure IT infrastructure, **intelligent information management**, and real-time data analytics. New operating models like Gartner’s **intelligent composable businesses** or McKinsey’s next-generation operating model. All drive digital transformation. All pave the way on your digital transformation roadmap.

The goal of digital transformation? To construct the operational and technical foundation that your organization needs to not only evolve with but also respond to ever-changing market conditions, customer experience expectations, and global events or disruptions.

What Are the Benefits of Digital Transformation?

“53% of the organizations surveyed remain untested in the face of digital challenge and their digital transformation readiness therefore uncertain.” — Gartner, IT Roadmap for Digital Business Transformation.

You’re ready for a digital transformation. But how can you convince key stakeholders and business leaders in your organization?



Use these four benefits of digital transformation as your starting point:

1. Digital Transformation Reveals New Business Models for Your Organization

If this last year has taught us anything—it's business as usual is a dangerous posture. Transforming into a digital business reveals new opportunities and operating models.

How do you think [Best Buy's stock price grew](#) 198% when just seven years ago everyone thought the electronics behemoth was DEAD? It ditched coupon mailers and adopted digital marketing. It stopped selling and started advising for a better customer experience. It diversified away from old tech—CDs—and began offering an array of new technologies.

2. Digital Transformation Speeds Up Your Business Processes

Companies who've successfully completed their digital transformation roadmap and transformed into digital businesses reallocate talent and capital 4x faster than their analog counterparts.

Target remodeled more than 400 stores, outfitting them with new technology that blurs the line between brick-and-mortar and digital - in just two years! It started offering buy-online-pick-up-in-store and curbside-grocery-delivery options. The result of this digital transformation? Target's [revenue jumped](#) from \$70 billion to \$76 billion. Better yet? The megastore brand won't be left behind in the race to the digital business model.

3. Digital Transformation Powers Data-Driven Decisions within Your Company

By taking advantage of the potential of IoT and data analytics, you can make the kind of informed decisions that are contributing to at least [20% of earnings](#) before interest and taxes (EBIT) for enterprises that

have successfully completed their digital transformation journey.

4. Digital Transformation Improves Your Customer Experience

Digitization has helped companies improve not only their operating models and IT performance but also their customer experience. Such digital transformations have generated [economic gains](#) of 20% to 50% of the cost base, [reports McKinsey](#).

What Are 4 Primary Areas of Digital Transformation?

Any digital transformation roadmap would not be complete without the following [four digital transformation initiatives](#):

1. Business Models Digital Transformation

Rather than fear disruption, you embrace it after a digital business transformation. A digital transformation allows you to reinvent your value chain and operating models: you [break down silos](#), banish fractured and incomplete enterprise data, and shift from a product-out to a market-in philosophy of value creation.

2. Digital Technology Transformation

If legacy systems restrict your digital transformation efforts, it's time to boot them. A [legacy system upgrade](#) may be one of the first steps in planning your digital transformation. Investing in new digital technologies early on ensure you can scale your digital transformation initiatives down the road.

3. Customer Experience Digital Transformation

Whether you're offering a new product in the financial services industry or expanding your digital capabilities in the healthcare sector, your customer experience is crucial to a successful digital transformation.

Because customers increasingly value easy, effective, and emotional experiences. They

want their interactions with your brand to satisfy their needs and achieve their desired outcomes faster than your competitors.

4. Business Processes Digital Transformation

What's happening behind the scenes in your organization is just as critical as the customer experience you offer. If it takes your system two seconds to process a payment but two months to onboard a new employee—you've got a problem. Automation to the rescue!

What Is a Digital Transformation Roadmap?

“Eighty-seven percent of senior business leaders say digitalization is a company priority, yet only 40% of organizations have brought digital initiatives to scale.” — Gartner, [Digitalization Strategy for Business Transformation](#).

Why aren't organizations large and small able to scale their digital transformation initiatives? Because the gap between aspiration and achievement is too wide. Because they lack a shared vision across the company—from key stakeholders and business leaders to CTIOs and project management teams. And because many enterprises' digital transformation journey loses momentum during the early stages before profits are realized.

How can your company avoid such pitfalls during your business transformation? You need a digital transformation roadmap: a plan for your digital transformation based on the specific needs of your organization and your customers, with buy-in from stakeholders, and metrics for gauging the effectiveness of each stage of your digital transformation effort.

What Key Elements Should Be Included in a Digital Transformation Roadmap?

While your digital transformation roadmap will be unique to your company, you can use Gartner's [IT Roadmap for Digital Business Transformation](#) as a general guide.

1. Define Your Digital Transformation Ambition

Assess the maturity of your organization's digital business. Maybe you've implemented some digital capabilities, but what has to change with your business strategy, business operations, supply chain, teams, and IT infrastructure for a successful digital transformation to be possible?

Evaluate your entire business ecosystem and define your digital business ambition realistically.



2. Design Your Digital Transformation Strategy

Design your digital transformation strategy to incorporate technological and organizational innovations in your industry, looking for ways to transform your business model to gain a competitive advantage.

Your digital transformation strategy should include detailed plans for everything from new technology to data migration and employee training. Rope in stakeholders, senior management, and staff to make sure everyone's on board.

3. Deliver Your Digital Transformation Initiatives

Implement your digital transformation initiatives, coordinating launches and training across your vendors, IT teams, and employees. It is essential to articulate goals and processes for a successful digital transformation. Establish KPIs and metrics to define how success will be measured. Gather minimum viable proof that the digital transformation roadmap is being executed for stakeholders.

4. Scale Your Digital Transformation Efforts

Measure your digital transformation efforts to determine the effectiveness of your initial roadmap. Use performance assessments for staff and management. Analyze how new technologies, systems, and processes have impacted sales and revenues. Give surveys to gauge improvements to your organization's customer experience.

Once you know what's working and what's not, you can iterate and scale your digital transformation initiatives.

5. Refine Your Digital Transformation Strategy

Even the most effective digital transformation

roadmaps need refinement over time. Why? Because the business landscape is ever-evolving, responding to new technologies, supply chain disruptions, regulatory changes, and much more.

Monitor the pulse of the external environment for cues as to when it's time to revise your digital transformation strategy. Foster agility within your organization so it can continually respond and reconfigure as change demands along your digital transformation journey.



New to Digital Transformation? Wave Can Help!

By now, you know it's not a question of if a digital transformation is right for your organization, but how to undergo such a significant and complex change.

- How to modernize your IT infrastructure?
- How to retrain your employees or hire new talent?
- How to streamline your business processes?
- How to imagine—and implement—an entirely new, digital business model?

ALL AT ONCE.

It's overwhelming. We know. But we both know such a business transformation is the difference between moving seamlessly into the future OR being left behind in the dust (remember Blockbuster?).

Let Wave help you along your digital transformation journey. With over two decades of experience helping small businesses and enterprises modernize their back offices, perform complex data migrations, and implement intelligent information management, we can evaluate your systems and operations and recommend a customized digital transformation roadmap.

Wave takes the worry—and inefficiency—out of your digital transformation. [Talk to your digital transformation expert today.](#)





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