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The Changing Nature of Digital Transformation

What Stage are You in?

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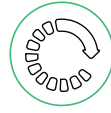# Stages of Digital Transformation

Definition   Implementation   Adoption   Digital Maturity

If your business hasn't begun its digital transformation, it's time to start.

Roughly 85 percent of managers and executives concurred with the statement, "being a digital business is important for the success of my company", according to the 2017 Digital Business Report by MIT Sloan Management Review and Deloitte.
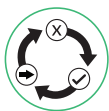
But the road to digital transformation can be intimidating. Some leaders don't know where to begin, while others might be on their way without even realizing it.

To help provide some clarity, we have organized the often misunderstood digital transformation process into four clear stages. As you read along, consider which stage your organization is in currently - and what you need to keep the momentum moving forward.

Definition

Before embarking on a digital transformation for your business, it's critical to understand how to maximize the new technologies within the context of your organization. This early stage of the digital transformation process often involves:

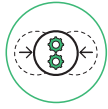Process mapping   Process discussions with employees   Process analysis   Process redesign

By the end of the optimization stage, you should have a clear picture of how new technologies will be implemented and used by your employees to streamline processes, drive efficiency and ultimately improve the bottom line of your business.

This is your digital roadmap, and it will guide your digital transformation.

Implementation

With a digital roadmap in hand, you should have what you need to follow the prioritized implementation of approved enterprise technology. This stage of the digital transformation often includes:

Solidifying DevOps, security measures and quality control procedures

Vendor coordination

Preliminary internal communications

Ensuring compliance

While this stage can be stressful, it helps to continue the investment of time, money and resources to the long-term benefits of the new technology and associated processes. With a strategic approach and diligent execution of your digital transformation, your efforts today can have multifold returns tomorrow.

Adoption

In the adoption stage, your task is to introduce new technology into workflows without disrupting productivity or customer service. It's a balancing act of IT and employees, with a watchful eye on business outcomes. This stage involves:

Further process optimization

Employee feedback testing and troubleshooting

Analytics and measurement

Full process integration

As you introduce new efficiencies and automation through technology, open dialogue and a vigilant commitment to fully optimized processes are critical. If you keep employees engaged while managing change and mitigating risks, you will be leading your organization to a full digital transformation.

Digital Maturity

Once your business has transformed into a digitally mature organization, your focus will likely shift from near-term, logistical concerns to more strategic, long-term goals. As the flywheel of technology gains momentum, company leadership must support a culture of innovation and continuous improvement. Common activities in this phase include:

Experimenting with process improvements

Hiring the right talent to contribute to long-term success

Investing in new strategic initiatives

Enhancing the customer experience at every touchpoint

In truth, your digital transformation isn't a one-and-done process. Digitally mature companies are constantly seeking new ways to apply technology to their business models for even greater results. Rather than marking the end of a journey, a true digital transformation will represent the beginning of an exciting, high-growth period for your business.

How ibml Supports Your Digital Transformation

ibml is a global provider of end-to-end information capture solutions.

Combining our best-in-class intelligent scanners and our advanced capture software and services, we empower our clients at every stage of their digital transformation by:

1

Enhancing the experience and efficiency of stakeholders — customers, employees, vendors and other partners — with digital technologies

2

Supporting multi-generational stakeholders as they interact across your organization using the devices, channels and media of their choice

3

Driving efficiencies across business processes to accelerate revenue cycles, reduce costs, deliver superior customer experiences and propel continuous innovation

At **ibml**, we're focused on solving your most critical operational challenges with our intelligent capture solutions. We help organizations transcend silos to unlock actionable data, understand critical insights, and securely exchange critical information across the business. When businesses work with us to reach digital maturity, their leaders have seamless access to the right information at the right time to make informed, strategic decisions.

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www.ibml.com   Telephone: (205) 439-7100

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