

A Quick Guide to Starting the Digital Transformation Journey

What is digital transformation?

Digital transformation is the process of integrating digital technology into the operations of a business. In practice, it is more than that. Digital transformation is also a shift in the business culture. One that invites digital innovation, challenges historical processes, and prioritizes experimentation.

Why embark on a digital transformation journey?

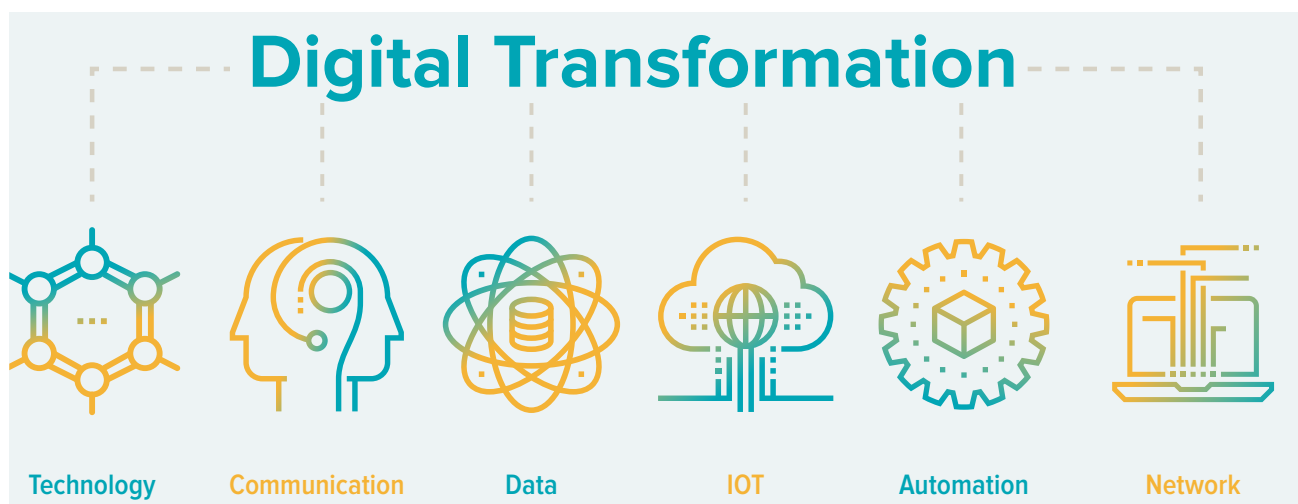
Almost every major digital disruption of the last decade was focused on reinventing the customer experience. Companies should embark on a digital transformation journey with the goal to improve their product or service offering, and ultimately, improve their customer experience.

For many companies, a digital transformation is inevitable. Digitally mature companies and startups are entering their market. Established firms and even massive global brands know they must reinvent to survive.

Getting started can be the biggest hurdle. A successful digital strategy requires investment from internal stakeholders and additional resources. Thinking about a digital roadmap, but don't know how to get started? Follow this quick guide to guide your strategy.

Digital transformation allows companies to benefit from more sophisticated technologies.

- Data Science & AI
- Machine Learning
- Chatbots
- Blockchain
- AR & VR



A quick guide to digital transformation.

Start by asking these 7 questions.

1 In which direction is the business going?

- You can't plan where to go if you don't know where you are
- Go back to basics: look at the market and business, supply and demand
- What are digital innovators in your industry doing?

2 Who will lead the charge?

- A successful transformation is a team effort
- Elect a strong group of leaders to drive the effort
- Appoint key players. Consider: Who has the skills set and digital knowledge? Who has done it before? Who will work well together?

3 How will you sell the vision to your key stakeholders?

- Create a comprehensive communication strategy
- Get buy-in from influencers both internally and externally
- Adopt a campaign mentality: deliver clear messages, be consistent, use all relevant channels available

4 Where will you position the company within the digital ecosystem?

- Determine which capabilities, skills, and technologies in the current ecosystem complement your business
- Secure valuable assets, such as data and customer relationships
- Evaluate how to rely on these relationships and reorganize without alienating your core customers

5 How will you make decisions during the transformation?

- Develop a system of governance. How will you deal with roadblocks?
- Meet with key stakeholders regularly to ensure initiatives stay on track
- Use a PM tool to track progress. [Wizeline Roadmap](#) is a good, free option.

6 How will you ensure funds are allocated rapidly and effectively?

- Determine an allocation process
- Act like venture capitalists; kill projects that lag, invest in those that do well
- Shift to elastic budgeting processes; move from annual to quarterly cycles

7 What will you execute first?

- Keep up the momentum. Losing momentum can undo the best efforts.
- Decide how to sequence the transformation for quick wins the yield payoffs and reduce costs

Once you have answered these questions, you should have a better idea of what areas and capabilities your team can support and where there are any gaps. Wizeline works with Fortune 500 companies and influential startups to augment their digital strategy, modernize their core technology, or help them deliver scalable digital products. Our team can provide the resources needed to gain momentum.

The best time to start planning for digital transformation is yesterday. [A 2017](#) study of executives by MIT Sloan found that 34 percent of companies at the earliest stages of digital maturity spend more time talking about digital initiatives than acting on them. Get ahead of the competition by taking action today. [Contact Wizeline](#) for a free digital transformation consultation and learn how you can get started.

