DIGITAL TRANSFORMATION
A GAME-CHANGER IN THE BUSINESS WORLD

Dobrica (Dobie) Savić

Digital transformation is a game-changer in the business world, and it has become a crucial aspect for organizations to stay ahead in the competition. With the advancements in technology, the integration of digital solutions into various aspects of business operations has become the new norm. The modern world demands businesses to adapt to the fast-paced digital landscape and transform their traditional methods to digital ones.

The three primary areas where digital transformation takes place are people, processes, and technology.

The first area, people, encompasses changes in work culture and environment, employee empowerment, and the integration of digital skills and training. The modern workplace demands employees to have digital skills to carry out their tasks effectively, and companies need to invest in their employees to upskill them in the latest technologies. Digital transformation in this area also involves changes in the work environment, promoting a culture that encourages innovation and creativity.

The second area, processes, highlights the importance of a customer-centric approach, agile management, and the utilization of big data and analytics. Digital transformation in this area requires businesses to focus on the customer experience and prioritize their needs. Agile management, which is

a flexible approach to project management, is also an essential aspect of digital transformation. Additionally, businesses need to harness the power of big data and analytics to make data-driven decisions, streamline operations, and gain a competitive edge.

The third and final area, technology, covers the advancements in digital platforms, cloud and mobile computing, artificial intelligence and machine learning, and cybersecurity and social media. Digital transformation in this area requires businesses to adopt cutting-edge technologies and integrate them into their operations. Cloud computing, for example, allows for greater flexibility and cost savings, while artificial intelligence and machine learning are critical for automating repetitive tasks and analyzing large amounts of data. Cybersecurity and social media are also crucial aspects of digital transformation, as companies need to protect their data and engage with customers through digital platforms.

The three primary areas of digital transformation and some major corresponding actions are the following:

AREA OF IMPACT	BEFORE DX	AFTER DX
PEOPLE		
Work premises	Work in office	Work from home
Organizational culture	Focus on rules and regulations	Focus on culture
Management style	Micromanagement	Employee empowerment
Employee onboarding	Case by case onboarding	Streamlined onboarding
Expertise	In-house expertise	Outsourcing
Training	Traditional, formal, general topic training	On-demand, micro-training, and digital skills
Learning	Instructor-led classroom learning	Blended learning
PROCESSES		
Organizational focus	Product focus	Customer focus
Management style	Waterfall management	Agile management
Collaboration	Departmentalization	Team-based collaboration and cooperation
Knowledge sharing	Organizational silo-based approach	Integrated knowledge management
Data management	Traditional data analytics	Big data and analytics
Product development strategy	Product and service evolutionary development	Digital disruption

Work-flow	Digitization	Digitally born
Asset management	Physical management of assets	Digital twin management
Information flow	Information pull	Information push
TECHNOLOGY		
Computer systems	Stand-alone or manual systems	Digital platform (infrastructure)
Computing	On-premise, traditional desktop and laptop computing	Cloud and mobile computing
Artificial Intelligence	Expert and smart systems	Artificial Intelligence and Machine Learning
Real-time monitoring	Physical monitoring	The Internet of Things (IoT)
Security	Physical security	Cybersecurity
Public relations	Regular news and public media	Social Media

People transformation requires companies to invest in the development of digital skills among their employees and promote a culture that encourages innovation and creativity. Process transformation requires businesses to prioritize customer experience, adopt agile management, and leverage big data and analytics to make data-driven decisions. Technology transformation requires companies to adopt cutting-edge technologies, such as cloud computing, artificial intelligence and machine learning, and prioritize cybersecurity and social media.

In summary, businesses need to focus on all three areas of digital transformation to achieve the desired outcome. By exploring the areas of people, processes, and technology, organizations can gain a clear understanding of the steps they need to take to transform their operations and remain competitive.

Published by *The Journal of the Institute for Digital Transformation*, 8 March 2023.

https://www.institutefordigitaltransformation.org/digital-transformationa-game-changer-in-the-business-world/

Dobrica (Dobie) Savić

Institute Fellow

Dobie has 40 years of experience in information and knowledge management within various United Nations organizations. He holds a Doctorate degree and three master degrees. Dobie has authored or contributed to a dozen books, published over 60 articles, and

presented at many professional conferences. He is a lecturer in information and knowledge management, a member of the editorial boards of several leading international journals in the area of information and knowledge management, and an active member of various governing boards. He was the recipient of the GreyNet Award in 2017.

His main interests include digital transformation, information and knowledge management, new opportunities offered by AI, grey literature, creativity, and innovation.