

# DIGITAL TRANSFORMATION

Digitalization and digital transformation have been **THE hot topic for some time now. Many C-level executives have been confronted with this trend and are actively looking for ways to manage the digitalization of their company. Many consulting firms are constantly talking about the 6 or 7 elementary steps for digitalization - but do they really exist? Well, it is not that easy....**

**Without doubt - Value and growth of a company are very much linked to the ability of the company to shift existing processes and their underlying components to digitally integrated platforms.**

## Questions you may be asking yourself...

- What is digitalization and what does it mean for our company?
- Who within the company is responsible for digitalization?
- What's the customer's benefit of making the shift?
- What are the prerequisites for digitalization?
- How and what can we change with digitalization?
- What are the necessary steps to transform into a digital company?

*We from VOPROS Consulting want to bring you closer to the topic of digitalization. We would like to invite you to book a workshop with us and you will get the answers to all your questions around "Business digitalization and digital transformation"*

## And the answers...?

VOPROS is leading a workshop that will give you the answers to all your initial questions. Leaving the workshop, you will know what digitalization means and what significance it has for your company or business. Through an analysis and the definition of targets and actions you will be in a position to judge what benefits digitalization can bring to your business.

## Our Services

VOPROS is not just a consulting company. We understand the requirements of IT and Business from our own experience.

With almost 40 years in the business and in the IT industry, we are the right partner to empower your success!

**VOPROS Consulting** is a consulting company in the area of IT & Business Consulting. Our main focus is IT strategy & governance, project management and ad interim management.

We can help you find the right solutions and answers to your questions in the IT area.

Be ahead!

## S-T-A-R Model

In our business analysis workshop we proceed according to the S-T-A-R Model. Each workshop phase contains work elements and defined delivery objects.

1

### Status

Together we define the maturity grade of your business concerning digitalization and which role the objects people, services, products & systems play in the entire model.

2

### Targets

What does your business strategy look like? And which goals need to be pursued to support them with digitalization and bring them to the next level?

3

### Actions

In order to reach the defined goals, we work together to define the respective actions and prioritize them. In this way the gap between current- and target situation will be closed.

4

### Results

Before initiating a digitalization project, the benefits of such a task should be clearly defined.



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There can be many **success factors**, but there are common factors that are the base for a successful implementation. A digitalization project requires a in-depth analysis of processes & elements within the company and will require a willingness to change. This is the base for the definition of goals and actions that lead to a digital business.



## Success factors

### The current digital maturity grade of the business

Primary focus is a mature grade of digitalization of the **processes** associated with the important elements **people, services, products, systems/technology** and not these elements themselves.

### The understanding of the benefits of digitalization

From executive level to employee - the **understanding of the benefits** of digitalization must be clear and carried by everyone. If there is no vision for what needs to be done to profit from such an initiative, then the organization is wasting its time. "A little bit of digitalization" does not make sense at all.

### Clear objectives and plan for execution

Without **clearly defined goals** it will be difficult to perform a digital transformation. The expectation and motivation of employees are based on having realistic and attainable goals. A **well-defined plan** for execution will help your company to achieve these goals.

### Willingness for change

Are there people in your business who **live and understand** digitalization? The executive level needs to be able to spread the insight, that a company that continues with business as usual without having **the will to change** will sooner or later miss out on the opportunity offered by the digital age.

## Status

## Target

## Actions

## Results

Analysis of current situation	Goals of digitalization	Definition of actions	Expected results
<ul style="list-style-type: none"> <li>• People</li> <li>• Processes</li> <li>• Services</li> <li>• Products</li> <li>• Systems/Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Customer experience</li> <li>• Turnover &amp; Value</li> <li>• Efficiency</li> <li>• Cost reduction</li> <li>• Reputation increase</li> <li>• Product modernization</li> </ul>	<ul style="list-style-type: none"> <li>• Definition actions</li> <li>• Realistic goals</li> <li>• Priority list</li> </ul>	<ul style="list-style-type: none"> <li>• Customer excellence</li> <li>• New, modern products</li> <li>• Reduced operating cost</li> <li>• Efficiency increase</li> <li>• Increased Service quality</li> <li>• Market perception</li> </ul>
Document that describes maturity of digitalization.	Goals of digitalization with depiction of target situation of processes and object.	Definition of actions to bridge the gap between current- and target situation.	Clearly defined benefit of digitalization for the business.