



***Elegant MicroWeb***  
Delivering the Value of Technology

# White Paper

Digital Transformation Requires Commitment and  
Five Points of Integration





ELEGANT MICROWEB

## Digital Transformation Requires Commitment and Five Points of Integration

---

### White Paper

#### Abstract

Whether a business addresses or ignores the Digital Transformation movement, it is here to stay and Dx will change markets and competition. If a business truly wants to embrace Dx, it must be willing to take the necessary steps and engage in a review that touches all corners of the organization. To plan and execute a comprehensive, effective Digital Transformation (Dx) project, the business must consider five points of integration including Technology including Infrastructure, Software, Hardware, Network, Mobility, Enterprise Culture including Process and Analytics, Team Members, Suppliers, Partners, Vendors and Stakeholders, Customers.

<https://www.ElegantMicroWeb.com>  
[info@ElegantMicroWeb.com](mailto:info@ElegantMicroWeb.com)

Elegant MicroWeb Copyright 2020. All rights Reserved.  
Elegant MicroWeb is a trademark of Elegant MicroWeb. All other trademarks are  
the property of their respective owners.



## Table of Contents

Introduction .....	4
Five Point Integration.....	5
Technology, Infrastructure, Software, Hardware, Network and Mobility.....	5
Enterprise Culture Process and Analytics .....	7
Team Members.....	8
Suppliers, Partners, Vendors and Stakeholders.....	8
Customers .....	9
Putting it Together .....	10
Conclusion.....	11
About Elegant MicroWeb.....	11



## Introduction

Digital Transformation (Dx) is a fact of life today and, while many organizations are struggling to understand and implement these initiatives, the results are spotty. There are a number of reasons for this. Some of these reasons are:

- A lack of comprehensive understanding for what constitutes Digital Transformation
- Poor planning and execution – a roadmap that too narrowly defines and address Dx to focus only on technology
- Inability to make cultural and process changes
- Failure to address skills, training, hiring and data literacy
- Lack of understanding about impact on customers, partners and stakeholders

As with many other changes in business markets and environments, those who recognize the value of the change and create a detailed plan to achieve their goals are those that will succeed.

Whether a business addresses or ignores the Digital Transformation movement, it is here to stay and Dx will change markets and competition. In 2019, Gartner analysts predicted that 80% of companies around the world would have to explore or execute a Dx initiative to maintain business longevity, operations and market demands going into 2021.

The best Dx initiatives are those that acknowledge that the journey is incremental and that a comprehensive plan must include culture change, team skills, processes, tasks, activities and technology with appropriate steps taken in the right order to build upon dependencies and encourage data literacy and collaboration using technology and digital tools.

Those organizations that do not recognize the need for a holistic approach are likely to fail with their initiative. The team that is assigned to manage the initiative must have a process to ensure monitoring and adjustment as the initiative evolves and to make appropriate changes and adjustments to manage the process.

It is important to realize that Dx does not just demand a focus on technology but, rather a focus on all aspects of the organization. Dx does not work well in an organization that is linear and hierarchical. It thrives with collaboration and flexibility. Digital Transformation requires a comprehensive review of processes, workflows, tasks, relationships and assumptions about how work is executed and how customers are engaged.

If a business truly wants to embrace Dx, it must be willing to take the necessary steps and engage in a review that touches all corners of the organization –a five point, structured approach that will ensure success.



## Five Point Integration

To plan and execute a comprehensive, effective Digital Transformation (Dx) project, the business must consider five points of integration:



The business must carefully consider each aspect of Dx integration to address current and desired workflow, process, activity and task changes, existing and desired technology and infrastructure to prepare for, achieve and sustain an environment that is flexible, nimble and agile and will encourage and enable continuous change and improvement.

To reinvent the business, the enterprise must consider and be willing to change its business model, with a review of its current and desired value proposition, the trends and patterns in customer buying behavior and needs and team member challenges as well as the fundamental business capabilities and revenue requirements of the business. Every team member must understand and engage in the initiative and respect the investment and the time it will take to get the business to a desired state with the knowledge that the need for continuous improvement and flexibility will require sustained attention and a willingness to enable ongoing change and adaptive processes and attitudes.

The following sections of this White Paper provide detail for each of the five integration points. The specific steps and considerations will vary by organization and, because every business is unique, the timing and budgeting of funds to achieve these integration points will also vary. This White Paper does not, by its nature, include every consideration for every type of business, size of company or industry. The following sections are detailed in the order in which a business would most likely wish to assign sequence and priorities.

### Technology, Infrastructure, Software, Hardware, Network and Mobility

Many businesses mistakenly undertake a Dx initiative with a sole focus on technology. The idea that the term 'Digital' drives the entire initiative is not correct. As this White Paper will reveal, there are many facets to Dx and technology is only one of them. However, it is probably best to begin with a review that focuses on this area because technology will provide an underpinning and foundation for transmitting data, providing automated alerts, mobile access and real-time function and management of processes and tasks.



As the enterprise reviews its technology foundation, it must consider and prioritize the introduction of new technologies like artificial intelligence (AI), machine learning, the internet of things (IoT), the integration of data across the enterprise to enable analytics etc. The business can build a foundation that will help to accelerate Dx using technology. But, there is reason for caution here as most organizations cannot afford to execute all technology projects right away and, even if that was financially feasible, that type of 'all or nothing' approach would cause chaos across the enterprise. Therefore, it is important to honestly evaluate what is necessary and possible and prioritize technology changes to support the Dx initiative and help that initiative to grow and expand in a timely fashion.

For example, providing that long-awaited mobile access to business software to allow for more timely completion of tasks, better data sharing and other process efficiencies might be one of the first things a business does. A business might also consider augmented intelligence – a concept that will build on human intelligence and the business knowledge base to enable systems to take on tasks where outcomes are clearly defined and team members have already paved the way with plenty of FAQs and documented process direction. By building an infrastructure and integrating technology with processes, the business can offer up-to-date information to improve knowledge and decision-making and free team members to focus on innovation and creativity rather than on the day-to-day, more mundane aspects of manually moving data and information

As the business considers technology integration, it will look to the culture and process piece of the Dx integration to ensure that pieces of technology like augmented analytics are put in place or upgraded to ensure that data can be gathered, integrated, easily analyzed and shared to improve decisions and accuracy of available information and provide automated alerts and reporting to establish and identify problems, thresholds, opportunities and other valuable insights.

A technology review must take an honest look at network, hardware and software integrity and performance and ensure that response times, dependability and security compliance are appropriate to support all stakeholders, customers and team members and that all users have appropriate access to complete their tasks and to learn from the data that is available to them. Mitigating risk and ensuring adequate government and security compliance is crucial to business viability and sustained performance.

As for new apps and software considerations, the business should focus on tracking products and processes throughout the lifecycle, automating wherever possible and providing transparent insight and immediate access for users. Features like predictive maintenance, machine learning and tracing of processes from concept and supply chain management to production, distribution, purchasing, sales, customers service, returns and new product conceptualization can help the business to follow an idea, a product, a service or an issue and determine how best to proceed without a lot of guesswork or manual intervention.

Think of technology as a support system for envisioning and mapping operations to optimize products and services and relationships between customers, team members, partners and stakeholders before a new product is launched or a project is begun. Then take that concept through



to execution and support the necessary processes and tasks with appropriate automation, technology and access at every step along the way.

### **Enterprise Culture Process and Analytics**

Gartner has predicted that the biggest obstacle to Dx initiatives is and will continue to be, cultural barriers. Team members, management and IT professionals have processes in place to complete tasks and collaboration among teams and functions is often lacking. These obstacles can prevent a Dx initiative from gaining momentum and, in fact, can bring it to a halt. Helping the team to understand the importance of a Dx initiative and the resulting changes that will ensue is critical. Convincing them that the organization is committed to the initiative and that they, as team members, must be on board – that too is crucial!

Just as with the technology piece of this initiative, the cultural and process piece must be done in pieces. The business cannot plan to take a leap into the unknown and execute its initiative all at once. It must make small cultural adjustments and changes to get the ball rolling. As these changes are put in place and team members see the results, the initiative can build a natural momentum. This technique allows room for team members to adjust and adopt the new processes so the business does not have to force the issue.

In order to encourage buy-in, a business might also ask team members to make suggestions on how to improve processes and tasks. Every process should be considered with the understanding that many manual steps and workarounds can, and should, be automated and opened up so that team members can access more accurate and up-to-date information. For example, if a team typically holds a status meeting every day or every week, a technology and process change might allow for incremental input as project milestones are met and – even better – if the software used by a team member can provide an automated update to acknowledge completion of the milestone once a task is completed, there will be no need to take the time for that incremental input. Team members would then have access to the overall view of a project or process and immediately see where things stand without a manual update, an email, a phone call or a meeting.

Providing an analytical process that is easy for team members to adopt and understand is also an excellent tool for changing processes and culture. Augmented analytics tools that integrate data from numerous sources provide team members with information they can use to complete tasks, make decisions, suggest actions and changes and collaborate. A Dx culture requires more collaboration and the ability to move quickly and make changes as appropriate. Providing analytical access increases team member knowledge and optimizes productivity, collaboration and team member value to the organization.

Because cultural changes and the resulting changes to process, roles and responsibilities are typically the biggest stumbling block to any type of organizational transformation, this step is one a business will want to focus on and management must be certain to get this right and to be honest about the current culture and how it can expect to get to Digital Transformation. Acknowledging resistance to



change and providing a transparent approach and ample support, encouragement and reward will be critical to achieving success.

## **Team Members**

Business team members, employees and contractors are the lifeblood of an organization. Their skill, knowledge and experience is critical to the success of the business and that value goes well beyond education. As team members build knowledge of the organization and how things work, their value also builds. But, as with the considerations for culture and process integration, team member roles, responsibilities, access and collaboration must support the Dx initiative if the business is to be successful in the Digital Transformation process.

Team members must be involved in prioritizing changes and in executing those changes. In order to ensure adoption and progress of the Dx initiative, the business should look for champions within the team member population and provide those champions with the tools they will need to advance the initiative within their team. Champions might look for opportunities for training if a fellow team member seems to need additional help with technology, or they might gather and bring suggestions to the Chief Strategy Officer (CSO), Chief Information Officer (CIO) or team that is managing the Dx initiative.

In any case, the team members should have a clear process by which they can submit issues and suggestions to highlight how the business might use Dx to engage customers, or to discuss process, activities, tasks and other considerations for how data, information and data literacy will flow through the organization. Businesses that do not consider input or intelligence from team members are ignoring their greatest asset. The people who do the jobs are those that best understand what they and their customers and stakeholders need to get the job done. Team members want to succeed and advance within the organization and when a major cultural shift takes place, it is imperative that the business acknowledges the effect this type of change will have on team members and how uncertainty can create roadblocks to success.

## **Suppliers, Partners, Vendors and Stakeholders**

Every business depends on a network of relationships to ensure its success. If businesses look at Dx with a singular focus that considers only its relationship to customers, it is likely to wreak havoc on its market and business success. Whether a business uses suppliers to provide parts for a project, engages an IT partner to help it with software development, leverages uniform services or delivery services from vendors or counts on attention and visibility from industry associations, it is important that the business acknowledge and address the needs and interdependencies of these parties if it is to successfully execute a Dx initiative.

Not only do these parties have needs, but the opportunity inherent in Dx can help the business and its partners and stakeholders to optimize processes and resources. If Dx is considered in this light, there is a great potential for automation, streamlining and process improvement and the business and its stakeholders, partners, vendors and suppliers can leverage opportunities to save money and time and improve relationships.





When an organization is considering its technology resources, and how the processes and workflow integrate to provide support to teams and individuals, it has a perfect opportunity to enhance data flow, workflow and tasks. Businesses can consider all aspects of these relationships from the flow of purchase orders to automatically scheduling equipment maintenance, ordering parts, and collaborating on marketing and PR. Dx can provide a higher level of knowledge, deeper detail on data to understand the root cause of a problem and even recommended solutions like switching to a secondary supplier and submitting an automated purchase order to ensure that there are no delays in an order or in distribution to customers.

Engaging suppliers, partners and vendors in the Dx process can create some challenges. A business should approach this with a succinct, clear presentation of facts to explain the rationale for making the changes and encourage collaboration. It should look to the trends and predictions made by Gartner and other technology and business research firms and present its positioning as evidence of its forward-thinking approach to the market and to competition. These changes will improve market and business positions for all parties – not just for the business – and if the partners, vendors and others are encouraged to take part in these changes to improve their own business position, the business Dx initiative is more likely to succeed and these relationships will be more fruitful and beneficial for all parties.

One important caveat to this approach is to ensure that the business is not asking a partner or supplier to invest a lot of money, time or effort on their own. The business should, to the extent possible, plan and execute this in a seamless approach so that the partner or stakeholder is not pulled into a lengthy and chaotic initiative. If the relationship is integral and long-standing, the parties may be able to plan and execute these changes together with both businesses undertaking a Dx initiative and executing a tandem plan.

## **Customers**

The reason that customer integration is listed as the last item in this White Paper is simple: A business must be absolutely prepared and ready to roll out Dx changes to its customers or it will risk losing revenue and market share and the very thing that keeps its doors open – its customers and clients.

In considering technology, process and collaborative changes for Dx initiatives and in considering every other aspect of integration, the Customer should always be the primary focus. The end result of Dx must be to serve the customer and by building an organization that can sustain flexible technology, encourage data literacy among all team members and streamline processes and relationships with automation, data sharing and collaboration, the business can build a foundation to serve its customers as the market and buying behavior changes.

### **Transforming the Customer Experience**

Digital Transformation has a profound effect on customers and on customer interaction. The goal is to provide the best products and services and enable seamless communication at every step in the customer interactive process from first contact to sale conversion to timely ordering and shipping,



answering questions quickly online and in person, and making sure products and services are not delayed or hampered.

Automating steps in the process while making team members available for support as needed is important. Anticipating the need for new products, for logically bundled products and services and for ongoing support is crucial.

If your customers have a choice, they will want to work with a business that can anticipate their needs, and automate the process to optimize their time.

For example, if a pharmacy supply business wishes to satisfy its customers, it can use Dx to allow for automatic prescription renewal and distribution, automatically notifying physicians when a refill renewal must be approved, so patients do not have to contact doctors and doctors do not have to track and ensure consistent medication distribution. A supplier might automatically check pricing across other distribution channels and provide the least expensive option if the patient and his/her doctor wish to leverage that opportunity.

A loan officer might streamline the loan process for a customer by allowing the system to automatically submit documents through the appropriate approval process and alerting all parties as the documents proceed through the workflow. Applicants might be able to see and choose an option for a closing date and time as the loan process progresses toward conclusion. All of this would be automated and the process would provide contact information at every step to ensure that applicants could circumvent the process to ask a question if necessary.

Food manufacturers might use a tracing system and product flow to identify issues with product recall or health issues for a particular agricultural grower, and automatically recall products and produce and distribute information to grocery stores to ensure that the stores and the public are protected and that immediate action is taken to prevent widespread health issues.

## **Putting it Together**

As noted above, the sequence and action plan for a Dx initiative will vary depending on the type of business and the factors that drive or subvert the process but it is important to remember that this process should never be undertaken as a free-for-all.

A business should always consider its business model, its current workflow and relationships and its plan for new products and services and integrate those factors into the plan for Dx, always remembering that the organization must be operational and running efficiently throughout the execution of its Dx strategy.

While Digital Transformation may seem to be a time-consuming, expensive proposition, the business must focus on the outcome and the fact that it is building for a successful future where its team, its technology, its processes and its relationships can be flexible and agile and it can ensure that it is ready to adapt to change.



As the business undertakes Dx and plans for the five points of integration, it should focus on three imperatives:

**Choose and Sustain and Appropriate Business Model** – Analyze and change your business model with a comprehensive understanding of your business proposition and unique competitive advantage. Do not lose sight of your business identity and brand value.

**Engage in and Prepare for Incremental Change and Continuous Improvement** – A business cannot make a system-wide, organization-wide change overnight. It must plan to incorporate Dx using a variety of tactics and executing the plan in small, incremental steps that are designed to build on success. This plan must also acknowledge that the market and the business environment is ever-changing. There may be a beginning to the project but, if it is done right, a Dx initiative will not have an end. It will be designed to support future changes and continuous improvement within the enterprise, within its technology environment, within its team member ranks and in its processes and relationships.

**Hire, Train and Management for Change and Data Literacy** – Build processes, training requirements, hiring policies, collaborative team environs and interactive goals to support knowledge-sharing, discontinuous, non-linear learning and a business landscape that values risk, incorporates and learns from mistakes and encourages communication, access, data popularity and innovation. A business cannot simply emblazon the words on a brochure – it must build an organization with people that understand, believe and embrace this attitude if it is to fully experience and succeed in Digital Transformation.

## Conclusion

It is important to realize that Dx does not just demand a focus on technology but, rather a focus on all aspects of the organization. Dx does not work well in an organization that is linear and hierarchical. It thrives with collaboration and flexibility. Digital Transformation requires a comprehensive review of processes, workflows, tasks, relationships and assumptions about how work is executed and how customers are engaged. If a business truly wants to embrace Dx, it must be willing to take the necessary steps and engage in a review that touches all corners of the organization – a five point, structured approach that will ensure success.

To plan and execute a comprehensive, effective Digital Transformation (Dx) project, the business must consider five points of integration including Technology including Infrastructure, Software,



Hardware, Network, Mobility, Enterprise Culture including Process and Analytics, Team Members, Suppliers, Partners, Vendors and Stakeholders, Customers

The business must carefully consider each aspect of Dx integration to address current and desired workflow, process, activity and task changes, existing and desired technology and infrastructure to prepare for, achieve and sustain an environment that is flexible, nimble and agile and will encourage and enable continuous change and improvement.

To reinvent the business, the enterprise must consider and be willing to take the time and carefully plan for the initiative. Every manager and team member must respect the investment and the time it will take to get the business to a desired state with the knowledge that the need for continuous improvement and flexibility will require sustained attention and a willingness to enable ongoing change and adaptive processes and attitudes.

Digital Transformation cannot happen all at once. It takes planning and incremental steps and a definitive commitment.

## About Elegant MicroWeb

For more than twenty years, Elegant MicroWeb has served clients and partners in many countries and industries including government and public sector, and for all sizes of businesses including enterprise, small, medium and start-ups, and its customer satisfaction ranking is excellent. Elegant MicroWeb is an ISO 9001:2015 certified, software products and services company, offering products and services and White Label Partnerships designed to support Digital Transformation (Dx). Elegant MicroWeb is engaged in longstanding partnerships with IT providers software companies, web agencies and consultants. Elegant MicroWeb provides a skilled and experienced approach to enable Data Literacy and Digital Transformation through technology, processes, analytics, application development and software product development services. Services are delivered with flexible delivery models and a skilled experienced team. Its flagship ElegantJ BI business intelligence solution has evolved to the Smarten Augmented Analytics product and the **Smarten** approach to Advanced Analytics, includes Assisted Predictive Modeling, Self-Serve Data Preparation and Smart Data Visualization. The Smarten product suite is listed in numerous Gartner reports for Analytics, Modern BI Platforms and Analytics Software.



EMR1007WP - Digital Transformation: Five Point Integration - Version 1.0 - Published 2020  
Copyright © Elegant MicroWeb Technologies Pvt. Ltd (EMTPL), all rights reserved

This document contains information that is proprietary and confidential to EMTPL, which shall not be disclosed, transmitted, or duplicated, used in whole or in part for any purpose other than its intended purpose. Any use or disclosure in whole or in part of this information without express written permission of EMTPL is prohibited.

Any other company and product names mentioned are used for identification purpose only, and may be trademarks of their respective owners and duly acknowledged.