

5 Phases of Digital Transformation Implementation



1 Digital Assessment

- Digital review (company wide or functional)
- Digital research, training, and tools
- Competitive analysis
- Customer experience analysis
- Digital maturity assessment

2 Digital Strategy

- Align with business objectives
- New revenue models
- Cost & process optimization
- Innovative & data-driven culture
- Customer-centric culture

3 Digital Roadmap

- Roadmap of project priorities
- Focus on pain and problems
- Roadmap of tactics by strategy
- Identify business requirements
- Digital tools & scoreboard

4 Digital Projects

- Focus on “Quick Wins”
- Project team and timeline
- Project requirements & sponsorship
- Project methodology & implementation
- Project measurement & meetings

5 Digital Replication

- Lessons learned
- Sustain project outcomes
- Smart collaboration
- Replicate project success