



DatumEvolve

4 ESSENTIAL AREAS OF DIGITAL TRANSFORMATION

Digital transformation is a comprehensive process that involves the whole organization, including tools, processes, people, and offerings, and not just incorporating new technology. To achieve genuine digital transformation, all critical areas must be addressed.



TOOLS

01

Updated tools, in the form of new solutions and advanced technology implementations, are applied to old processes and able to complete them more quickly and accurately than when it was paper-based and/or manual. In some cases, the technology render some processes redundant and unnecessary.



PROCESSES

02

Entire business processes can be automated with a digital transformation strategy. While these changes can drive efficiencies in workflows, they can sometimes also impact the work that people do within the organization. Organizations need to consider how their digital transformations will modify all aspects of their operations, organizational structures and budget allocation.



PEOPLE

03

Experts predict that Digital Transformation efforts will result in net job creation. Leadership can prepare their workforces for the changes digital transformation will bring to the workplace by understanding and communicating how employees' time will be reallocated and what new value their contributions will bring to the organization.



OFFERINGS

04

The benefits of digital transformation mean little if organizations don't use their newfound time and human capital to improve the products, services and experiences they offer employees, partners and customers. The intent of digital transformation is to provide humans with the freedom to perform uniquely human tasks, like creative problem solving, developing new ways of connecting with the people they serve, and bringing innovative new offerings to market.