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A Guide to Making Digital Transformation (DX) Work

How to turn your vision for a DIGITAL TRANSFORMATION into an actionable plan



A DIGITAL TRANSFORMATION (DX) is what happens when businesses realize the potential of digital technology to bring value to their customers.

The outcome of a digital transformation is a step change in operational effectiveness and growth.

Recent research conducted by Harvard Business School suggests that companies that are digital laggards don't perform as well as those that embrace digital transformation. They write, "Organizations that scored in the top quartile of our digital transformation index obtained much better gross margins, earnings, and net income than organizations in the bottom digital quartile. Other financial and operating indicators showed similar disparities."

READ THIS GUIDE TO LEARN HOW TO MAKE DIGITAL TRANSFORMATION WORK FOR YOUR ENTERPRISE



Every Enterprise has a DX Opportunity

While it remains the function of every business to win customers, how that's achieved in a digital era is different to what came before. The spirit of a digital enterprise is to serve niche customer groups better than other providers, to scale quickly, and to adapt faster than rivals.

Many data-related technologies have emerged in the last decade to help businesses to compete in hyper-competitive online markets. This goody bag of new potential ways to bring more value to customers include artificial intelligence, blockchain, big data, cloud computing, the Internet of Things, 3D printing, virtual reality, and drones.

Digital Transformation describes how organizations realize the potential of digital technologies to bring new value to customers.

And use of digital technologies also dramatically cuts operating costs through automation, so it's a Win-Win for company bosses.

What Digital Transformation Means to YOU

Digital Transformation is game-changing, but to maximize the potential of YOUR programme, you'll need to re-think your business model in one of four ways, Namely, to bring more value to customers by:

1. Improving their access to your offerings
2. buying experience
3. Improving their service experience
4. Improving the product or service you supply.

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Why Your Digital Transformation Needs a Digital Ecosystem

To leverage the potential of digital technologies, your enterprise will need to create a digital ecosystem that's able to embrace new technologies and adapt to change affordably and expediently. Your DX ecosystem should support change by progressively orchestrating your business model.

Employees too understand the impact DX can have in better supporting their fulfilment of work objectives. A recent survey found that three quarters of employees said having the digital tools they need at work makes them more productive. More than half said they expected DX to make them more successful by empowering them to better manage workflow if provided with the IT tools they needed, and 42% said it speeds up boring tasks.

Getting More Creative with Enterprise IT

DX sees Enterprise IT transitioning from a subject that happened in back-offices - to automate processes by equipping workers with computer processing tools - to something that customers, partners and suppliers can harness themselves.

This shift from back-office to front-office means that no longer is IT about enforcing best practise into processes by installing Systems of Record that every other competitor also happens to use.

Enterprise IT becomes a game-changer—but only when it's tailored to deliver the unique characteristics of the business model that exists in the enterprise.

DX has created a demand for two-speed IT... because coded legacy IT is slow. DevOps teams need fast, code-less tools to implement digital transformation projects that lower skill demands and produce sustainable results.

05



Your DX Jump Off Point

Before you can implement a digital transformation, you need to know how to bring more value to customers—so you can prioritize your efforts. You will also need to know *in digital* how your processes and systems work today.

Most organizations lack a single-view of their critical data. There are 10 base data-sets that go to build your enterprise ‘digital DNA.’ Having the ability to reference and re-use these data-sets is essential to grow and adapt your processes—to bring them in-tune with your business model design.

The 10 bases of your enterprise digital DNA are:

Legal Entities, Locations, Organizational Design Structure (Org. Units), People, Roles, Processes, Actions, Systems & Data, Stakeholders (Shareholders, Customers, and Suppliers), Assets, and People.

06



Choose Your Tools for DX

Adopting a top-down approach to orchestrating your business model will result in a single, unifying digital platform that transforms your business and its ability to compete in the digital age.

While all organizations adopt a small number of business-critical applications for finance, HR and sales management, these aren't designed to serve the processes that underpin your business model.

These are the ways of working that define your **customer value advantage**. They represent the unique differences in your offer compared to competitors. To automate them, you will need to create lots of applications, and then have the means to affordably adapt them over time. That's where codeless application platforms like **encanvas Secure&Live** come in. They allow your team to build as many apps as they need and adapt them as often as they like.

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Designing Digital Transformation Apps *FAST!*

Any form of design activity is wasteful. Making apps is a creative process and it's uncommon to get everything right first time.

It's better to keep growing and learning along the way than attempting ONE BIG LEAP in an attempt to satisfy everyone. Experience has shown the best way to build apps is to start small and **'fail-fast'** by adopting a prototyping approach.

It's incumbent on the app dev tool-ware to economically iterate designs, giving designers full control over the creative process, and access to all of the technology tools they need.

Live Wireframes allow app designers with no coding skills to create ready-to-publish apps with stakeholder groups in workshops *FAST!* without needing to involve IT experts.

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Writing a DX Plan that Edits Out Risk

There are lots of risks to DX because it's a major project. They include:

- **Weak or mis-aligned leadership** – Like any agent of change, leaders may choose to dismiss the importance of digital transformation as being 'a bit of a fad' and instead choose to stick their heads in the sand.
- **Conflicting IT strategies** – Enterprise IT market analyst firm Gartner predicts that companies looking to implement a digital transformation may have to adopt a **two-speed approach to IT** to overcome the sluggish pace of innovation experienced when working with incumbent IT teams charged with 'keeping the lights on.'
- **Department leaders at War** – When not approached as a top-down programme, department leaders can find themselves competing to lead the DX charge or be left behind when new budgets for tech innovation surface.
- **An absence of 'fast-IT'** – Not every enterprise has invested in technology tools equipped to rapidly design, integrate, deploy and run apps for DX.



Cutting Your Cloth for the Long Haul

Both market analysts and practitioners agree, the road to become a digital leader is paved with challenges, but those that survive the next decade are likely to be the businesses that get there - eventually. For many, the money and resources needed for DX will need to be found through back-office economies, feeding innovation from savings gained through automation.

- Digital transformation is expected to grow at CAGR of 20.1 per cent from 2017 to 2025 by streamlining business processes.
- Companies with digital platforms enjoyed an annual boost in earnings before interest and taxes (EBIT) of 1.4 percent, compared with the 0.3 percent gains of non-players. And the step-up effects are cumulative, with EBIT improvements adding to early-year gains, so over a five- year period, platform players may capture an additional 10 percent in EBIT growth—a company's 2 percent EBIT growth, for example, would increase to 2.2 percent in year five.



Do your **Digital Transformation** with encanvas

In a digital age, manual coding by humans is too slow and costly.

It creates a language barrier between the ideas-people—who know what they need, but are put off by code. This creates a Chinese-whispers impact on IT projects, often resulting in sub-optimal results. **Manual coding takes time, resulting in the need to develop off-line instead of building apps with stakeholders in workshops.**

There is an unprecedented demand for IT programmers with higher level skills. Those coders want to focus their efforts on higher computing challenges, not designing forms, buttons and boxes! **Manual coding introduces bugs that need to be tested. This can add 30% more time and cost to projects.**

Here's how encanvas helps to deliver your Digital Transformation:

01 - Every Enterprise has a DX Opportunity

Mapping out your DX opportunity starts with understanding your existing customer successes. **Encanvas Customer Data Platform (CDP)** uncovers your most profitable best-fit customers through automation.

02 – What DX Means to YOU

Encanvas Action Framework helps organizations to align actions and efforts to strategic goals

03 - Why Your DX Needs a Digital Ecosystem

Encanvas AppFabric allows non-coders to design and publish apps to a private-cloud Appstore that builds a single-view of data across your enterprise, one app at a time.

04 – Getting More Creative with Enterprise IT

Encanvas Secure&Live is designed to equip DevOps teams with the tools they need to implement DX projects fast and deliver sustainable enterprise-grade results.

05 – Your DX Jump-Off Point

Encanvas AppFabric comes with our **Enterprise DNA Base data-set tables** so you can articulate your organizational design including people, processes, systems etc. in a digital form.

06 – Choose Your Tools for DX

Encanvas Secure&Live is our premium app ecosystem for organizations seeking to maximize their customer value and profits based on (remotely managed) codeless design, integration, deployment, and operation principles.

07 – Designing DX Apps *FAST!*

Encanvas Live Wireframe is the fastest way to bring new business applications prototypes to-market.

08 – Writing a DX Plan that Edits Out Risk

This is all up to you! That said, we provide you with the project management and app development tools to support your plan.

09 – Cutting Your Cloth for the Long Haul

Using codeless design tools, you can cost effectively build apps that achieve immediate economies. This will help you to deliver the head-room your business needs to re-invest in DX initiatives.

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