

THE ESSENTIAL PILLARS OF **DIGITAL TRANSFORMATION**



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INTRODUCTION

Digital transformation is the result of implementing new technologies in a business that changes customer experience, increases employee efficiency, and improves the bottom line. Digital transformation is the process of redefining business and customer processes across channels, based on digital technologies. It transforms how we engage our customers, partners, and employees with new solutions that meet their needs.

DiRT (Digital, Relevant, Transformational) is an acronym for the pillars on which digital transformation is built.

DIGITAL:



We use digital technologies to transform how we engage digitally with each other, our customers, and partners.

RELEVANT:



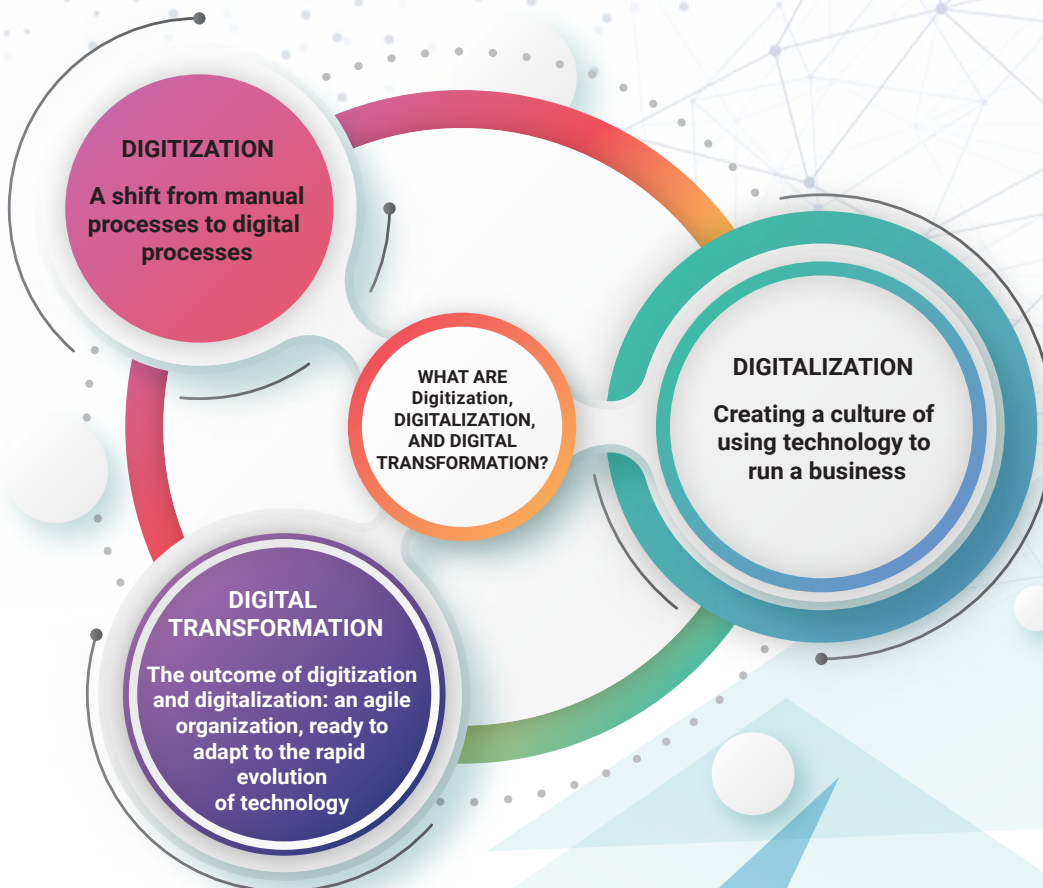
We focus on a set of customers that will define the future of the organization.

TRANSFORMATIONAL:



New ways of organizing and working are being developed, which allow us to act faster and more efficiently.

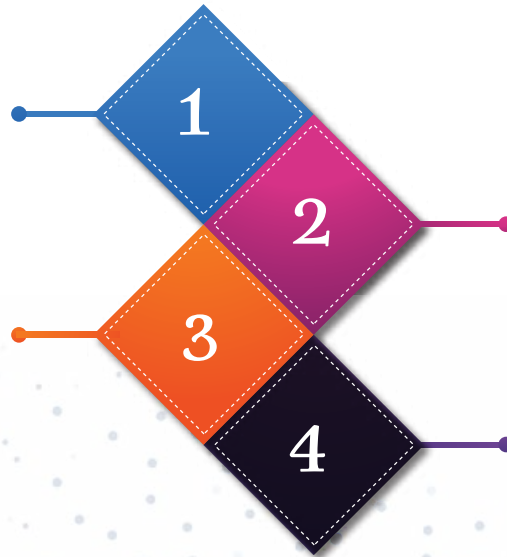
What Are Digitization, Digitalization, and Digital Transformation?



Digital transformation is the process of updating technology and workplace culture to tackle today's biggest challenges. Through this process,

Organizations can reduce redundancies in their workflows as well as de-clutter their physical or digital offices.

They will be able to create work environments that are flexible and mobile since employees will no longer have to be physically present in order to accomplish certain tasks.

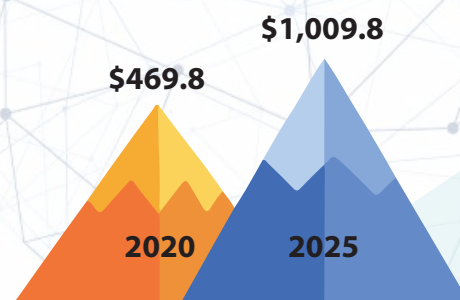


Organizations provide themselves with the opportunity to outsource some tasks while using cloud services which can provide better security compared to traditional on-site solutions – all through modern technology.

Digital transformation can improve their own business processes, especially when there is so much risk involved when the status quo is ignored.

When it comes to improving customer experience and business results, data is essential. In fact, Gartner predicts that organizations that use big data analytics will outperform their peers by 15% in revenue growth and 25% in reduction of costs for the next decade.

Businesses are under pressure to change with their customer's demands quickly. If they don't respond in a timely manner they will find themselves be left behind trying to play catch up. Transformations happen every day. Disruptive startups have entered the market offering software that disrupts existing industries that haven't seen innovation in years or decades creating new ways to deliver products and services more efficiently than ever before with much less overhead costs.



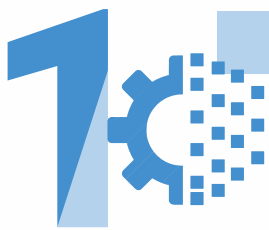
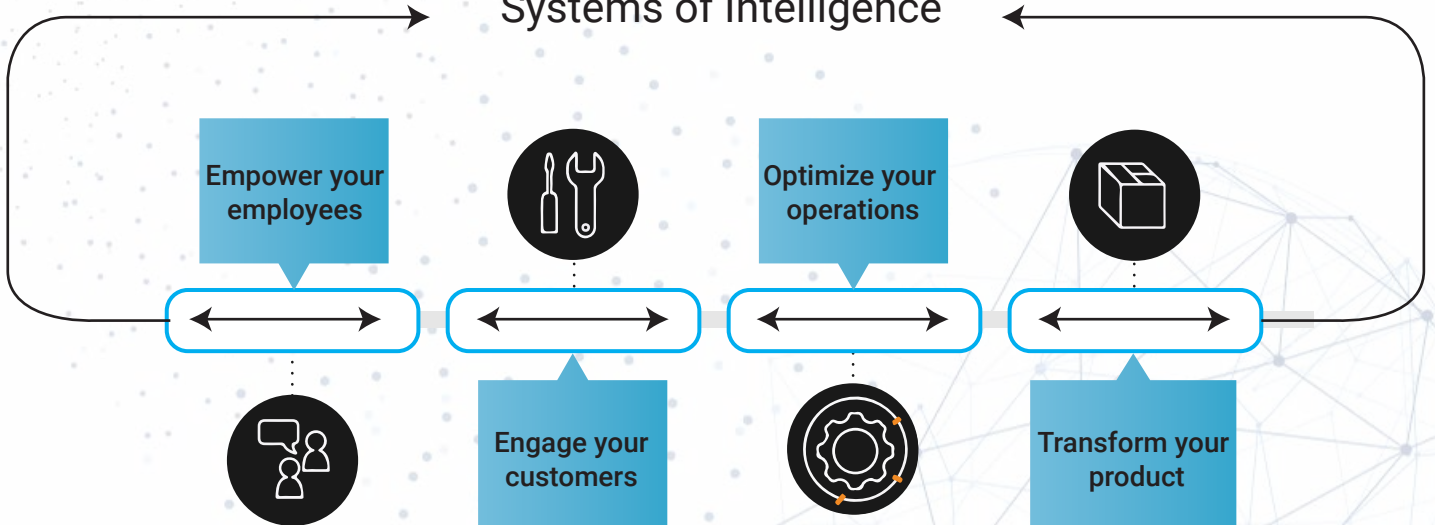
It is expected that the global digital transformation market will grow from \$469.8 billion in 2020 to about \$1,009.8 billion by 2025, with a compound annual growth rate (CAGR) of 16.5%.

Customers today are demanding businesses evolve faster than ever before or they will find someone else who can provide them with what they need when they want it at a much lower cost. Businesses have just over time gotten used to offering services through old school models which is why the idea of transforming business as we know it seems so foreign and daunting.

THE ESSENTIAL PILLARS OF DIGITAL TRANSFORMATION

The Essential Pillars of Digital Transformation are more than just a list of items, they are the foundation for everything else. Digital transformations are happening every single day in organizations everywhere, each one has its own unique goals that they need to accomplish while remaining focused on its core values but the thing you have to remember about these transformations is that they are all being pushed forward by people. Without people, none of this would happen and thus it's up to leadership teams to devise strategies for getting their organization through these changes as smoothly as possible; without losing any of their hard-earned credibility along the way.

Digital Transformation Systems of Intelligence



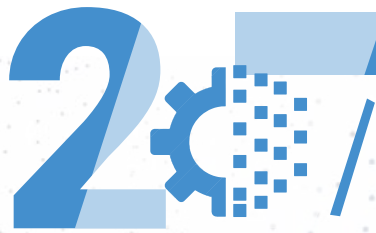
Business Process Automation

Business process automation is important because:

- 1 It allows businesses to reduce redundancies in their workflows as well as de-clutter their physical or digital offices.
- 2 Businesses will be able to create work environments that are flexible and mobile since employees will no longer have to be physically present in order to accomplish certain tasks.
- 3 Organizations will provide themselves with the opportunity to outsource some tasks while using cloud services which can provide better security compared to traditional on-site solutions – all through modern technology. These processes enable employees and customers alike to be able to conduct digital business in whichever way they prefer whether it is by phone, email, or internet of things devices.
- 4 Business leaders have the opportunity today with digital transformation to change their businesses, improve customer experience and increase revenue all while making the company more agile and flexible.



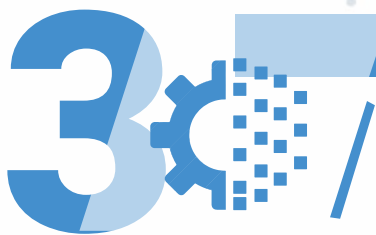
Business today is all about adapting, staying ahead of the curve, being able to deliver value at every turn. Businesses have never been in a more volatile state than they are now so digital transformation through business process automation is becoming an essential part of the business model. These changes are just a small part of the larger digital transformation picture, one that will only continue to grow over time as long as businesses can continue to adapt to it and take advantage of its benefits.



Employees



The employee is the foundation of everything that companies do. Without a dedicated and happy workforce, an organization is unable to achieve anything beyond its immediate goals. If you don't have employees delivering great results for your company neither your customers nor investors will be satisfied either. How can you expect customer service representatives to deliver amazing experiences if they are not properly trained? How could QA testers be expected to produce high-quality bug-free software if they aren't provided with the latest tools which allow them to quickly develop automated tests? You really need to invest in people to build an excellent digital transformation and you need to do this from the very start of the process.



Customers



Determining customer needs is no easy task even for businesses that have been around a long time. Only by constantly seeking feedback can companies update their products and services to meet the demands of customers in today's fast-paced world. Today more than ever before customers are looking for things like instant gratification, timeliness, quality, affordability, etc. which means that if organizations don't locate ways to consistently deliver on these expectations they could find themselves losing business to competitors who are more eager and willing to adapt.

68 percent of the participants in a survey conducted by IBM said that customers are likely to put more emphasis on customer experience than product features.

Technology is advancing at such a rapid rate that not only do businesses need new technology solutions but also there must be a plan in place to bring new employees and customers into the fold. This is where digital transformation comes into play because it is really just an innovative way of doing business that allows companies to be more flexible with how they approach the advancements happening around them.

37% of IT initiatives taken by companies throughout the world focuses on improving customer experience (Flexera, 2021).



Workplace Culture



Finally, digital transformation also relies on a workplace culture that promotes collaboration within and outside of different teams or divisions. For example, imagine if a software code update is released that needs fixing but the company does not have anyone available who is familiar with coding languages; this puts it at risk of being hacked if the problem isn't solved quickly. Rather than delaying its launch date until someone becomes available internally, cloud services allow organizations to outsource this task to an outside vendor specializing in cybersecurity—one which has been vetted by customers and reviewed positively by industry leaders. Outsourcing allows businesses to find the specific knowledge and skillsets they need to solve their problems in a timely manner.

About 69% of higher maturity companies have adopted to digital technologies whereas 58% of lower-maturity companies have digitally transformed to lower consumption of natural resources (Deloitte, 2020).

Since the culture, processes, and tools involved are so crucial to success, it is critical that:

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01

Companies find an outside vendor which not only understands these three aspects of digital transformation but also has firsthand experience in successfully transitioning from traditional methods of business to a more modern workplace — one where employees have access to the resources they need with minimal interruption and downtime.

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02

Technology plays a key role since vendors offering cloud services have years of experience on staff working with today's most technologically advanced databases, software solutions, and storage solutions while still providing security for proprietary information.

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03

For this reason alone, businesses must ensure that any organization they choose partners with in regards to cloud services has been vetted by other customers before entering into a contract.

HOW TO ATTAIN DIGITAL TRANSFORMATION?

Here is a list of 5 Tips that can help guide you on your path towards digital transformation.

1

Create A Digital Transformation Plan



You wouldn't get in a vehicle and start driving without a plan or knowing how to reach your destination so why would you attempt digital transformation without one? Making informed decisions about the future direction of an organization means you have done your research and are prepared for the road ahead. You may not be able to predict every single thing that will happen along the way but at least having some sort of game plan saves you from making spur-of-the-moment, reactive changes when things don't go as intended.

54% of companies around the world are prioritizing digital transformation, while 49% are prioritizing cybersecurity (Flexera, 2021).



2

Be Prepared For Change

Digital transformation is much more than just a change in technology;

It's also about how people interact with each other and the organizations that they work for.

It's about doing things differently to achieve greater, faster results. If an organization isn't prepared to deal with these changes then they might find themselves fighting a losing battle. The day-to-day operations of most businesses will stay exactly the same but it won't be long before external factors start changing because of digital transformations taking place all around them.

This means that employees themselves will have to be ready for change as well if their company wants to continue staying profitable in any sort of market.



If organizations are going to be more efficient in how they operate then they need people who aren't afraid of change and have the ability to adapt or take initiative on their own. Those that shy away from change will only hinder the progress everyone is trying to accomplish.

3 | Be Willing To Take A Chance On New Technology



There may come a point where you need to use new technology tools for your digital transformation, however, you also want to make sure that whatever decisions you make will be beneficial for your bottom line as well as your customers. You don't want to invest in technology without knowing it will pay off because eventually, someone is going to ask "What did we get out of this?" If an organization makes strategic, cost-effective choices about the technology they are implementing then they will be able to measure ROI and see whether or not it was a good investment. There is nothing wrong with taking calculated risks as long as you know why it's important to do so.

38% of executives are interested to invest in technology to attain competitive advantage (McKinsey, 2020).

4 | Be Open To Outside Input From Experts



Everyone has an opinion about how things should go; especially when those things need improvement in the first place. This can make it difficult for leaders of organizations to make sound decisions because there is always that one guy who thinks he knows everything about what you should be doing even if he clearly doesn't. Having an open mind and a willingness to listen to other people is essential during a digital transformation because sometimes the answers you're looking for are being said right in front of your face. Most likely, these experts or people who have been around longer than you have learned things over time that can benefit you in your transformation.

5 | Be Honest About Your Company's Direction



The most important thing you can do when you are trying to complete a digital transformation in your organization is, to be honest with yourself about where things currently stand. You need to be willing to take a good, hard look at the skeletons in your closet and understand that not all of them need to be hidden until they are found again by people in the media. It's also important that you realize what areas your company excels at and where things can always be improved upon. Getting to this point will help you understand what kind of company you are trying to create because if you don't know where your business is going then how do you expect to get there?

CONCLUSION

In addition to the four essential pillars of digital transformation, businesses should also consider turning a critical eye toward their current operations and policies in place today. Some organizations may be operating at high levels while others are clearly struggling to keep up with the times. The digital age has brought about changes that most companies can't afford to ignore and those who refuse to transform are likely to be left behind while their more successful competitors thrive.

ABOUT MEDICOREACH

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations. With the super of highly-quality data, we help marketing and sales professionals reach out to targeted healthcare executives and professionals to increase brand awareness.

Our data solutions are designed with utmost perfections and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospect efficiently. we offer a wide range of healthcare email and mailing lists which include physicians email list, nurse email list, pharmacist email list, dentists email list and more.



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