

Digital Business Transformation

A Blue Ocean in the making

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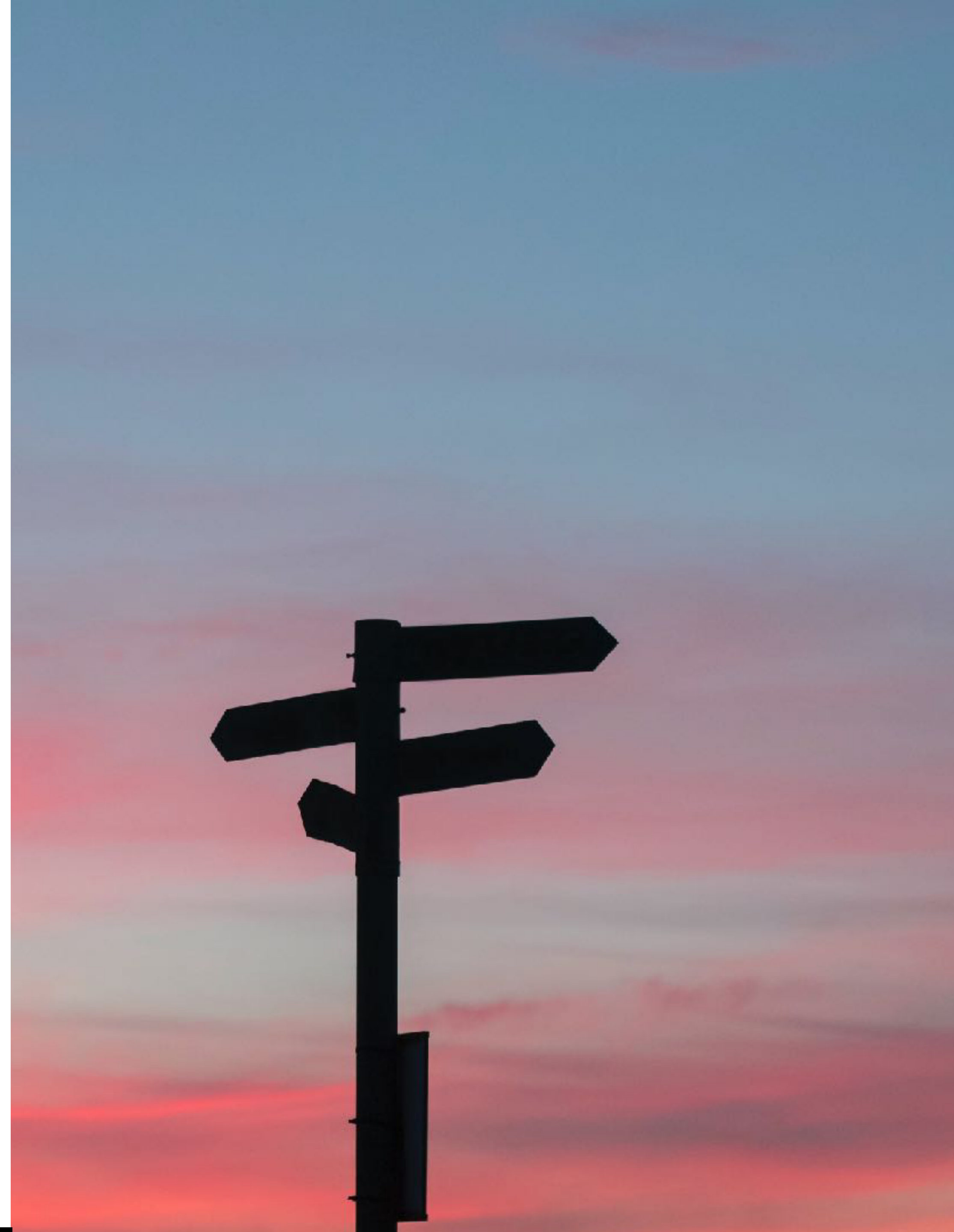


**40% of existing S&P 500 companies will not exist by 2025
because they won't keep up with digital transformation**

** Washington University Survey (2014)*

**Humans are
notoriously bad at
making good
predictions**

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**Still today, businesses have many
challenges on how to handle
transformation**

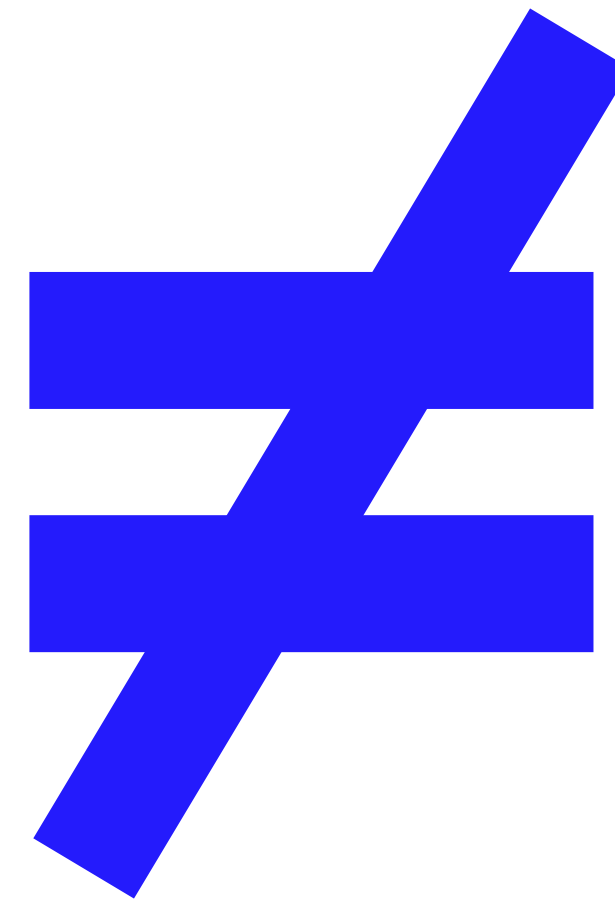
But why?

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The background is a dark blue field filled with numerous vertical streaks of light, resembling digital rain or data streams. The streaks are composed of small, bright white and light blue squares. In the lower-left corner, there are dark silhouettes of several people standing and looking towards the right, as if observing a large digital display.

**Digital Transformation
has nothing to do with
“Digital”**

**Digital
Transformation**



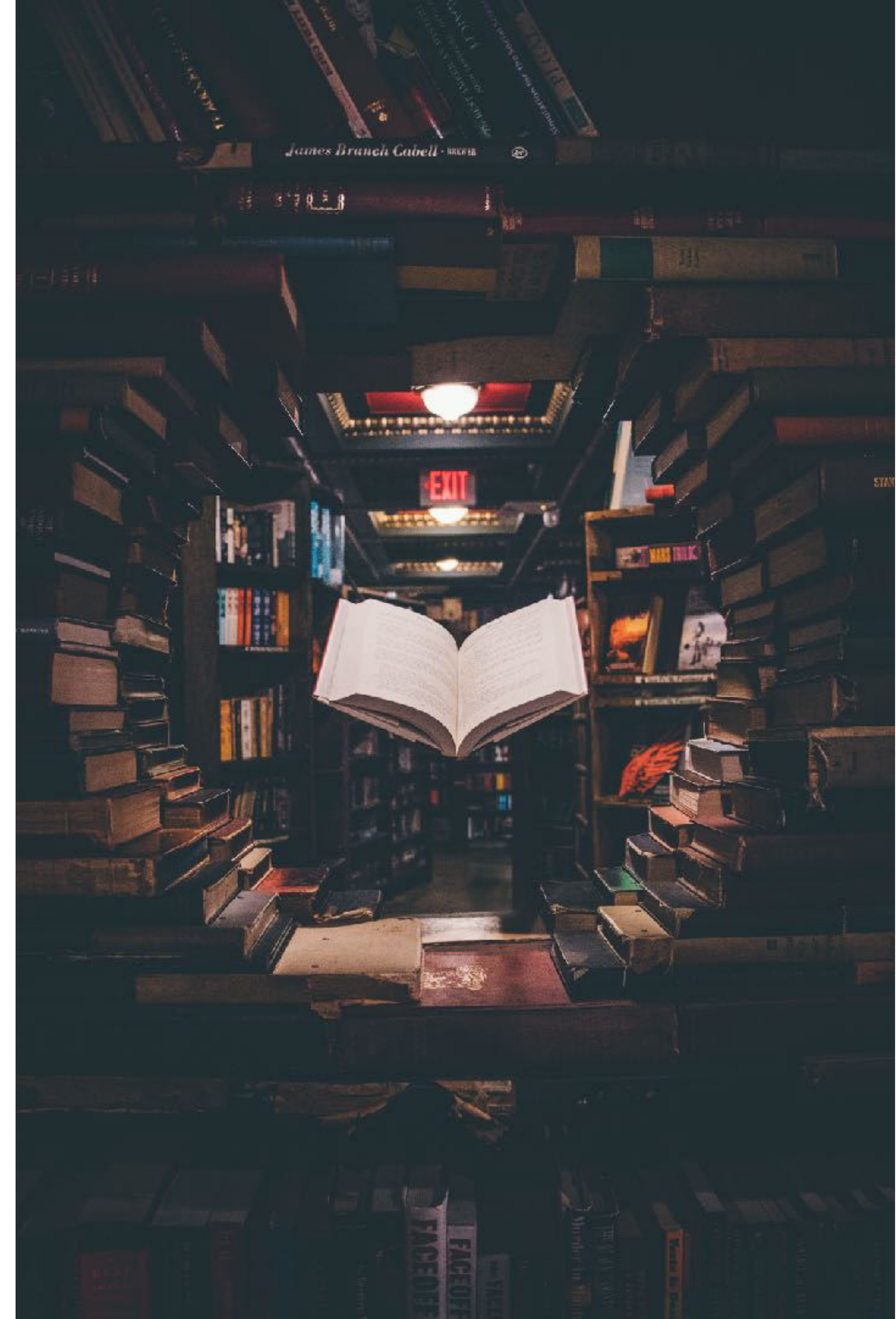
Digitisation



Definition

Digital transformation is the act of radically changing how an organisation works by applying new tools, processes, and ways of working, so that it can survive and thrive in the digital economy

**Organizations don't
have the know-how or
the capabilities in-house**

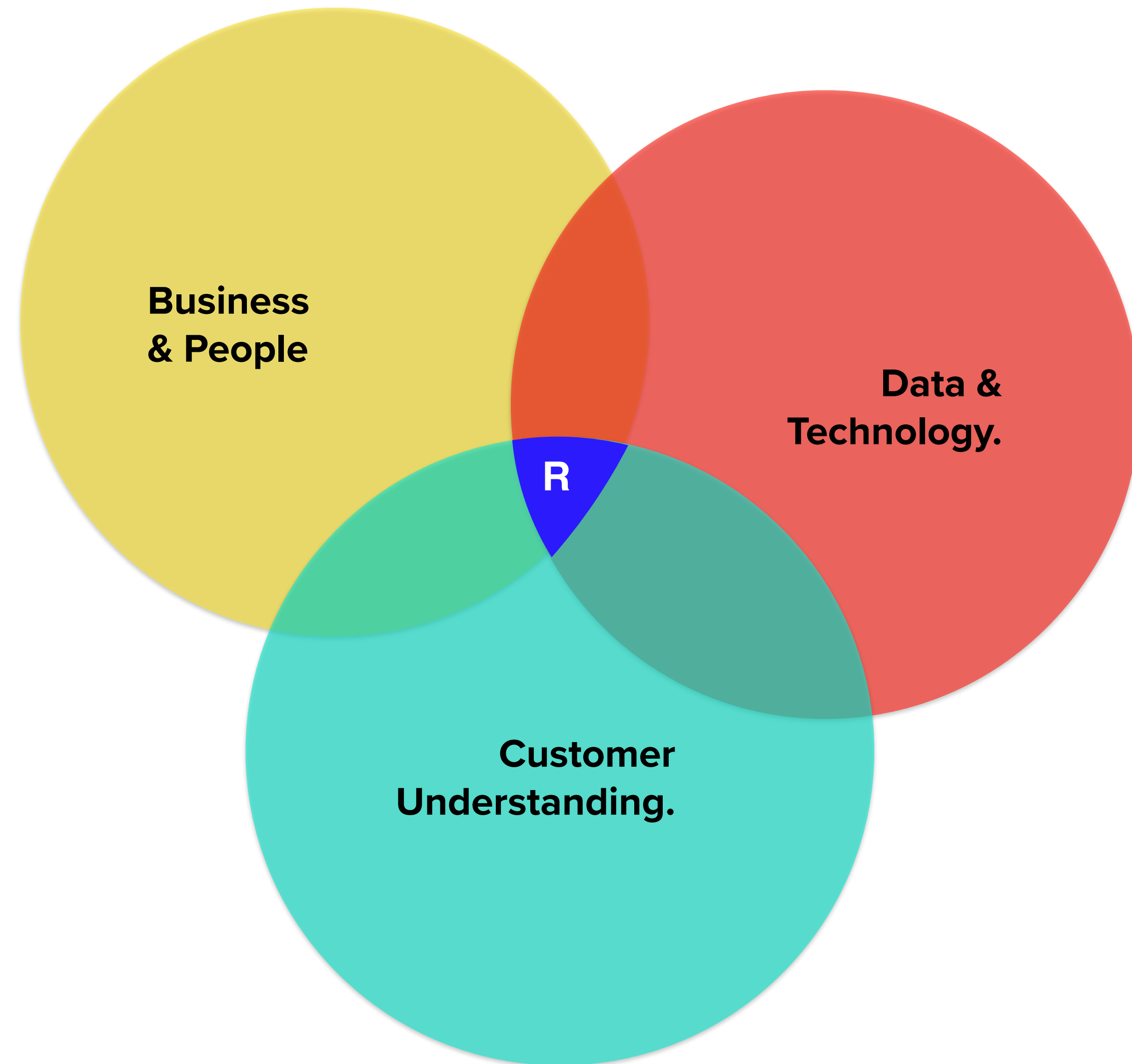




“We’re still early in the story of consulting’s disruption... More likely than not, alarms won’t sound until it’s already too late in the game.”

— Clayton Christensen

**You need a
hybrid mix of
capabilities.**



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COMMON CHARACTERISTICS THAT DIGITALLY MATURE ORGANIZATIONS HAVE

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RAPID EXPERIMENTATION

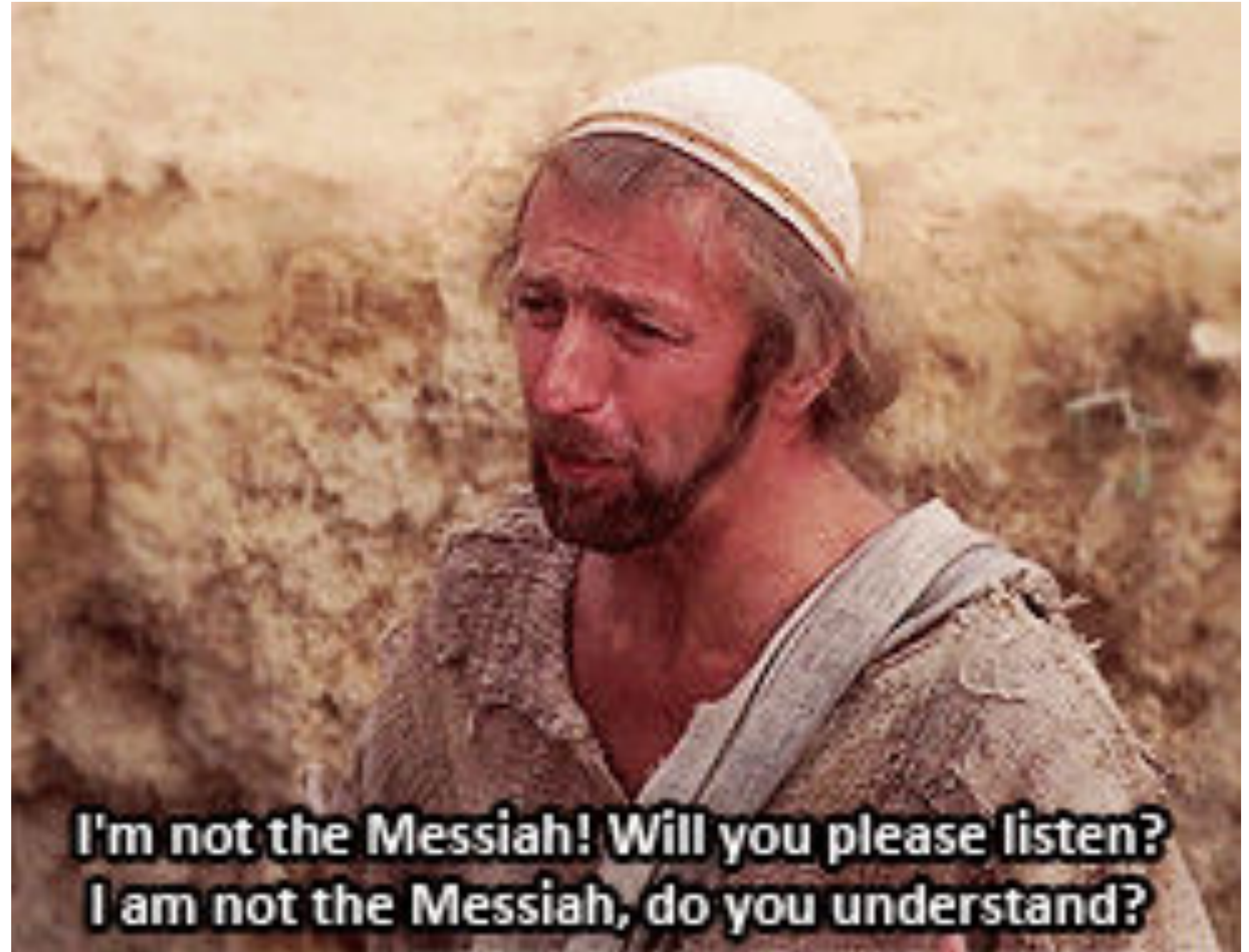


TAKE RISKS 2



3

**INVEST IN
THEIR
OWN
TALENT.**



**VALUE SOFT
SKILLS IN LEADERS
MORE THAN THEY
DO TECHNICAL
PROWESS**

4





Thank you

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