

ROME BUSINESS SCHOOL



# **RBSN INDUSTRY SPOTLIGHT: TRENDS IN DIGITAL TRANSFORMATION PROCESS**

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# To be covered today

## A brief outline

Introduction to Digital Business Transformation

Key Digital Transformation Trends

Questions



# INTRODUCTION TO DIGITAL BUSINESS TRANSFORMATION

## What Digital Transformation is not

**Digital Transformation is NOT digitization**

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## WHAT IS DIGITAL TRANSFORMATION?

Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation - Salesforce

Digital Business Transformation is not just about technology, its about a strategic business journey. You need to have an inspiring business vision, a digital culture, an agile and interactive process and digital technologies.

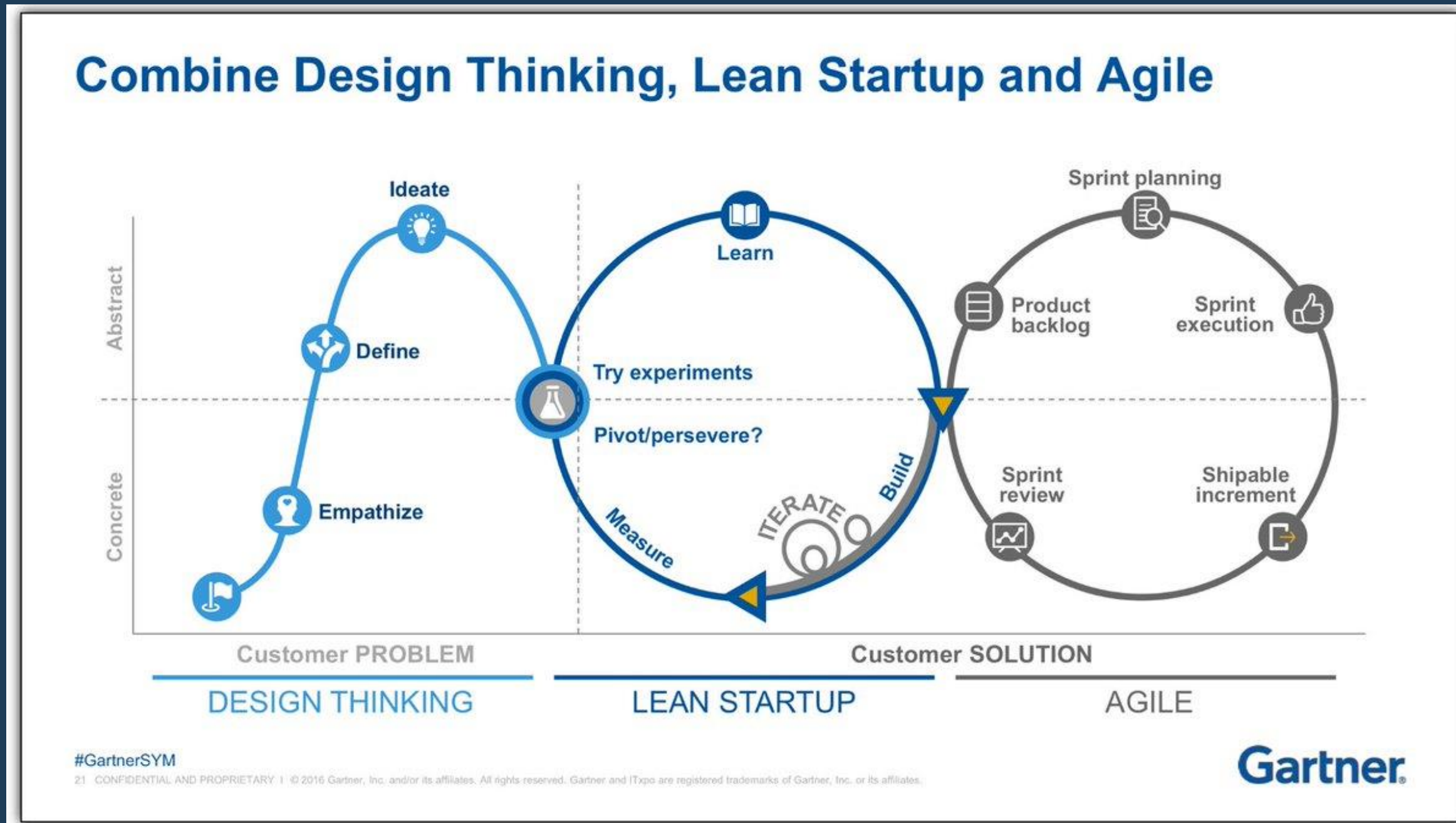
Technology is an enabler. It gives you power but it doesn't tell you what to do with the power. Your business vision determines how much you can tap from the power technology makes available to you.



# KEY TRENDS IN DIGITAL TRANSFORMATION

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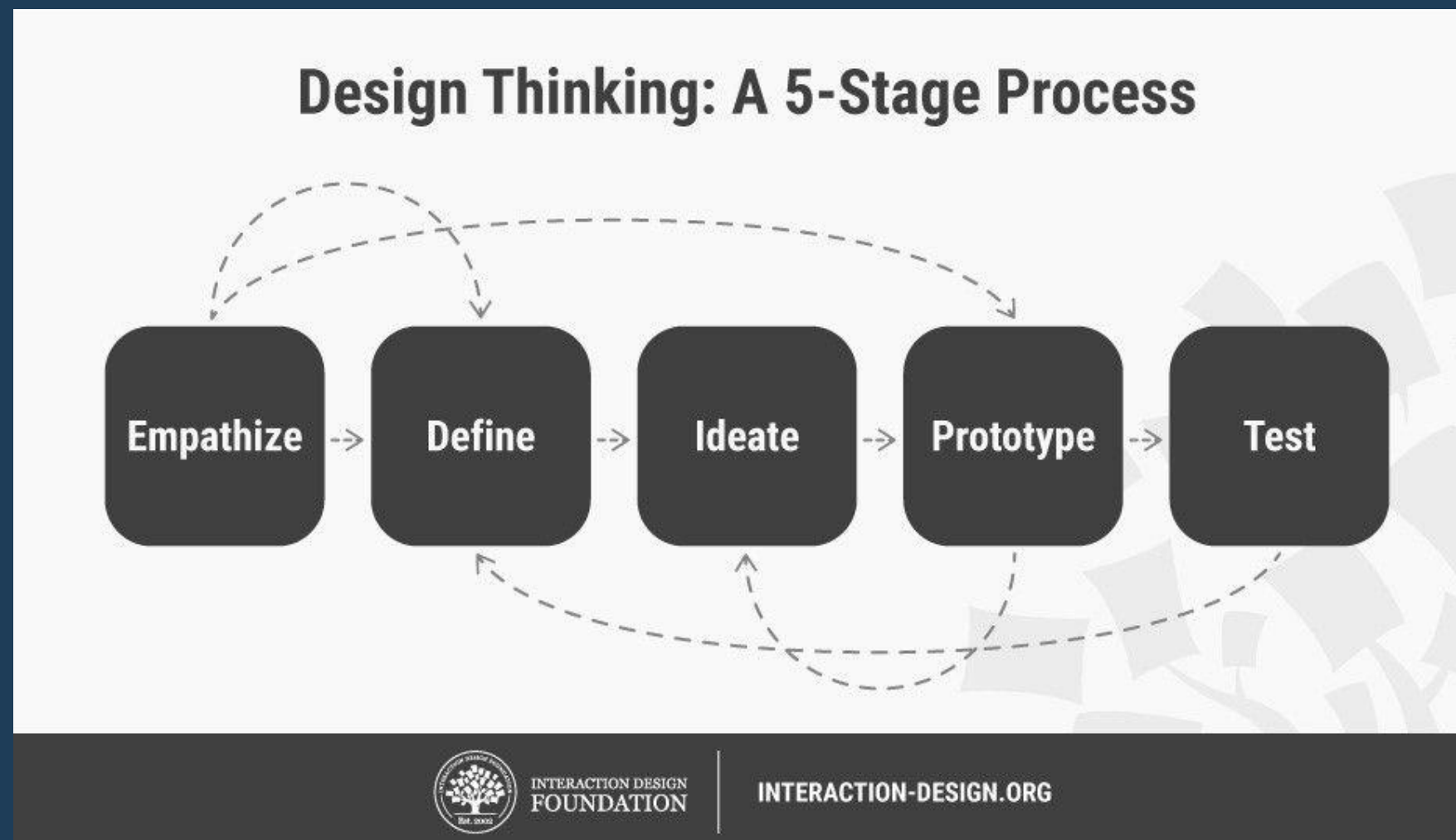
- DESIGN THINKING
- AGILE METHODOLOGY
- LEAN START-UP



# KEY TRENDS IN DIGITAL TRANSFORMATION

## DESIGN THINKING

Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods..





# KEY TRENDS IN DIGITAL TRANSFORMATION

## AGILE METHODOLOGY

Agile methodology is typically focused on software development. It builds on the lean principles of eliminating waste and optimizing for the whole. It favors an incremental, iterative approach over in-depth planning at the beginning of the project.

For example, you may upgrade your ERP system and find that complications in development turn a three-month project into a nine-month exercise in futility. The project budget blows out and is still a failure. The Agile methodology is about prioritising high value functions and testing this with users throughout the development process. This prototyping identifies and corrects errors early on.

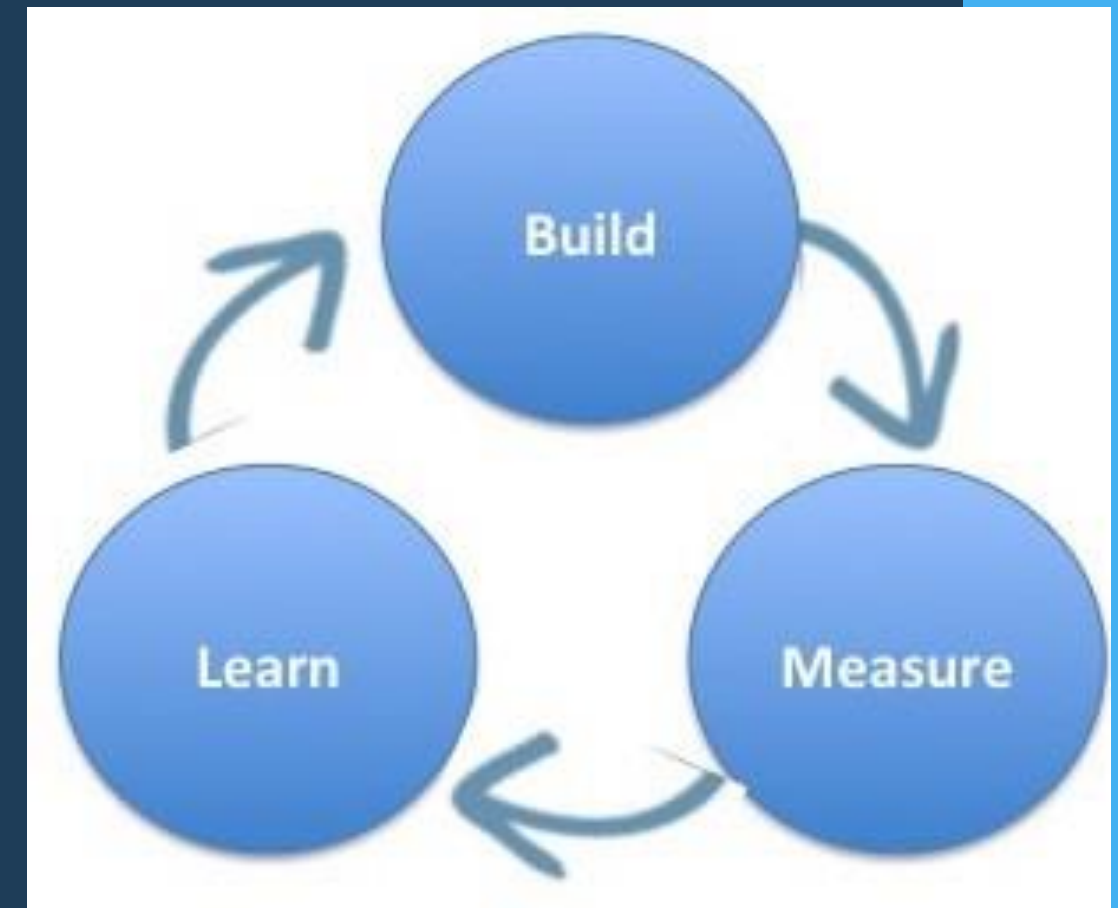
# KEY TRENDS IN DIGITAL TRANSFORMATION

## LEAN START-UP

The problem with the notion of shipping a product and then seeing what happens is that you are guaranteed to succeed — at seeing what happens. But then what? — Eric Ries

Lean Startup tries to solve these problems with a validated learning approach that helps us develop a solid business model. Lean Startup follows the principles of measuring results as you go and changing requirements as necessary using the Build, Measure, Learn loop.

While Agile is focused on optimizing product development — the “build” part of the Lean Startup, it does not adequately address the “Measure” and “Learn” parts of Lean Startup, which are critical factors to a new startup’s (or product’s) success.



## COMBINING AGILE AND LEAN STARTUP (AND DESIGN THINKING)

Using a holistic Lean Startup + Agile approach, you can test your initial assumptions using actual customers. In doing so, you can quickly iterate toward product-market fit.

Startups (and established organizations) that want to innovate and introduce new products into market should use the Lean Startup approach. Ideally, it would follow the above diagram: Identify customer problems and run experiments (Design Thinking), define assumptions/hypothesis and clearly defined measurables to achieve validated learning from a customer segment (Lean Startup), and rapidly develop these solutions in an iterative and flexible manner (Agile).

Repeat until you achieve product-market fit... or pivot.



QUESTIONS??