



# Digital transformation

Digital Transformation (DX) is the integration of digital technology into an organisation. It has applications across all industries and functional areas and offers a new approach to solving traditional business challenges via the use of technology. **Here's our view on how to approach any digital transformation project:**

1

## Begin with the business objectives

Review what you want your DX to achieve and ensure the technical solution follows business needs.

2

## Rome wasn't built in a day

Plan your DX in a series of stages. This allows you to celebrate wins, keep people enthused and adapt as needed.

3

## Think outside your organisation

A lot of Digital transformation has focused on increasing internal efficiencies. Consider how you can use DX to maximise customer experience, create new products / services and improve supplier collaboration.

4

## People are more important than technology

DX requires new ways of working and is likely to involve culture change. If your people aren't onboard from the start the chances of failure are high – no matter how sophisticated the technology.

5

## Consider design / user experience & improve your processes

Make systems easier and quicker to use and examine how digitalisation can improve the way you work.

6

## Don't be blinded by science

DX needn't be over complicated and expensive. At its core, it's merely a fashionable label for something we've all been engaged in for years.

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## Be data driven

Data is at the heart of DX. Set KPIs, measure, analyse, derive insights – and ensure the widest possible audience can take advantage of those insights.

At The Information Factory our data driven solutions are focused on putting your data to work, refining raw, disconnected data and turning it into something that is actionable – giving you the power to know what to do.