

the **inform** team 

Digital transformation vs IT transformation

David Lynam from Wired4Innovation Ltd

Welcome

About us

- The Inform Team
- Your presenters
- Housekeeping
- Ask us questions!

*If you ask a question in chat participants will be able to see your name.

the inform team



David Lynam

- David is a veteran with over 30 years' experience in the British Army.
- He specialised in capability planning and acquisition, taking part in several major MOD transformation programmes and providing the thought leadership for the early attempts at digital transformation of the battlefield.



Natasha Bradley

- Worked in the IT industry for over 12 years
- Understands technology and how it can be used to overcome business challenges
- Before joining Inform, Natasha ran a sales and marketing business for five years, delivering services to a range of Microsoft partners in the UK.

Agenda

- The three ages of digital
- Fundamental differences
- Same same
- Key elements of digital transformation
- What's changed?
- Customer profile
- Challenges
- The 3 P's and a C
- Questions



The three ages of digital

1



Digitisation

Analogue upgrade to digital



2

Digitalisation

Established ways of working simply and more efficiently



3

Digital transformation

Changing the way business gets done and in some cases creating entirely new value

Fundamental differences

IT transformation

- CIO and IT department led – Business Champion (CFO)
- New tools – process improvements
- Cost reduction in IT

Productivity + waste removal



Digital transformation

- Business and workforce led
- Data technology (AI and ML)
- New value creation

Reimagine strategy and operation using technology to unlock new value

Same same

Digital transformation is not just about technology...

- Process
- Governance
- Culture
- People



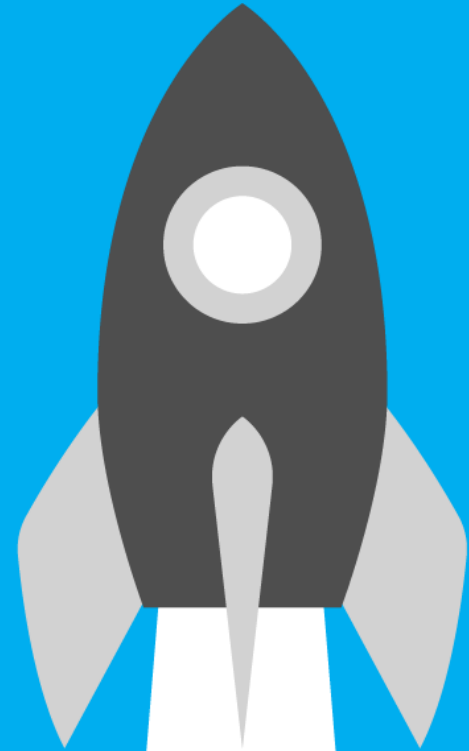
Key elements of digital transformation

- Customer centric – internal and external
- Value driven
- Acting fast – at the speed of relevance

Data is your most valuable commodity



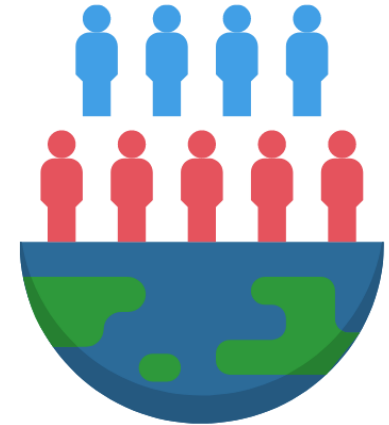
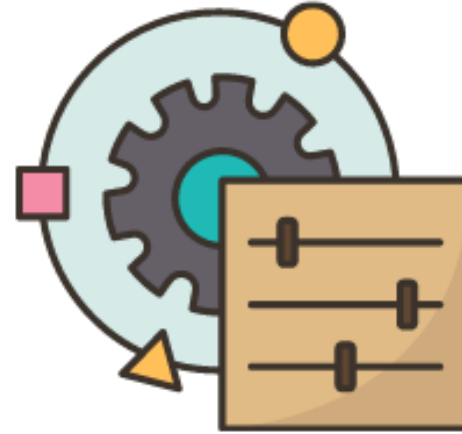
People are your most valuable asset



What's changed?

What's changed that makes this important?

- Technology is ubiquitous and ever evolving
- Generational demography
- Pandemic



Customer profile

Customer approach to purchase

- No brand loyalty
- Find it easy to change supplier
- Base on experience
- Often gets referrals through social media
- Repeat order/roll over is NOT the first option



Customer wants

- Easy experience
- Connected processes including “clicks to mortar”
- Great customer service
- Prepared to interact with AI but only if it adds value if NOT...

Must be able to go to an empowered human

Challenges

- Starting!
- Technology
- Data
- Governance
- Cyber
- Skills
- Processes
- Culture



The 3 P's and a C

1

People – your customers



2

People – your workforce



3

People – you and leadership



COMMUNICATION

Questions

Wired4Innovation Ltd



Next steps

Free of charge envisioning session with one of our change experts



To book contact
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