

Six Powerful Strategies for Digital Transformation

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Businesses need good strategies to stay ahead of their competitors and digital transformation is no exception. Strategic planning is a must to deliver best digital solutions. Developing a roadmap for short-term and long-term digital transformation is the basic need for the formation of digital transformation strategies.

Let's examine in detail some of the prime strategies for an effective digital transformation initiative of your company.

Leverage people-first digital technology:

Invest and adopt digital technologies that are people centric. This will effectively bring your brand closer to your audiences. However, finding the right digital technology is important to draw the attention of potential customers who are willing to accept those technologies. Most importantly, you've to build strategies to empower these technologies. This means you should understand the uses, functions, and impact of these technologies and make the most of the big data collated. Consequently, this will boost productivity and quality of your products and services.

Who formulates the strategies?

The most overlooked aspect of building strategies for digital transformation is who should be driving it. The digital transformation requires an effective leadership mindset and guidance. When a strategy combined with the right leadership, increases the effectiveness of digital transformation initiatives. Often a visionary leadership, leads a better, cost-effective, and time-effective plan that transforms while keeping the business' North Star in mind. North Star of a company defines the purpose, product, and potential clients for its business.

Use of data analytics to improve business value:

The discipline of data analytics extracts patterns, trends, and insights from big data collated in the system. These data when analyzed using a powerful algorithm (with automated learning capability) help the businesses to find answers to many of their everyday queries like 'which products are customers buying? What do they prefer? What are they talking about? Where is the real gap? These answers enable them to develop plans and strategies to effectively address the gaps.

Conduct competitive analysis and market research:

Conducting a competitive analysis will help in better understanding the strength, weaknesses, opportunities, and threats with respect to its competitors. Most importantly, a competitive analysis will help in understanding the market, target customers, customer acquisition, competitor products, and market potential. Similarly, doing a thorough research will give you an understanding of how they do their business, what is the latest trends that your business is experiencing, what are the customer's need, and how can you facilitate strategic planning and stay ahead of the competition.

Set a budget:

A digital transformation is an expensive process. Once you know your purpose of transformation and outline your plan, immediately set an appropriate budget. This budget should address forthcoming expenses you'll encounter through the entire phases of digital transformation. It could be for covering costs such as development & deployment of digital solutions, tools, change management, process optimization, employee training, hiring of skilled labor, any unexpected events so on. The ever-changing process of digital transformation can create unexpected expenses at any stage.

Digital transformation through right technologies and tools:

Identifying the right technologies is one of the most important steps while drafting an effective digital transformation strategy. Some new age technologies that should be embedded in your digital transformation strategy are

- Cloud computing
- Artificial intelligence
- Internet of things
- Location-adaptable technology
- Machine learning

Also, implementing the right digital tools in your digital transformation strategy can help you meet your goal. These include but not limited to:

- Instant messaging
- Application tools
- Sales management tools
- Standard operating procedure
- Customer relationship management software
- Video chat software

Above all, it is important to implement your strategy through a proper digital transformation roadmap communicated clearly to all stakeholders.

