

YOUR TACTICAL GUIDE TO

# Digital Transformation

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# Your Tactical Guide to Digital Transformation

In today's ever-evolving digital world, businesses must stay ahead of the curve in order to remain competitive.

**Digital transformation** is a key component for success, and it is essential for companies to understand the **benefits**, **challenges**, and **potential solutions** associated with this process.

This comprehensive guide will explore the role of digital transformation in business, its impact on various industries, and how to complete a successful digital transformation by putting the right teams and talent in place.

## What is Digital Transformation?

Digital transformation is the process of integrating digital technologies into a business in order to **increase efficiency, drive growth, and create new opportunities**.

It does **not** necessarily have to mean a complete digital overhaul of the entire organization and rather can start with **smaller, targeted initiatives** that can have a lasting impact.

However, it is an **essential component for success** in today's ever-evolving technology landscape, and can be applied across many industries, including manufacturing, healthcare, finance, retail, entertainment and more.

Digital transformation is **not just about implementing new technologies**, but also requires businesses to examine their organizational structure, culture, workforce, and processes in order to successfully adapt to a rapidly changing environment.

# Benefits of Digital Transformation

## ✓ Increased efficiency

Access and utilize data and automate tasks with ease.

## ✓ Driving growth

Reach more customers, develop new products & services, & explore new markets.

## ✓ Creating new opportunities

Explore new ways of doing things that can help you stay ahead of the competition.

## ✓ Improved operational performance

Improve customer service & optimize your operations.

## ✓ Remaining competitive

Stay up-to-date on customer demands and expectations to deliver competitive products.

## ✓ Cost savings

Reduce costs by automating processes & streamlining operations.

## ✓ Increase customer satisfaction

Better understand customer needs and provide more personalized services.

## ✓ Better data analysis capabilities

Make better decisions by providing access to more data and insights.

## ✓ Improved agility

Stay agile and quickly adapt to changing customer needs.

## ✓ Utilizing the latest technologies

Take advantage of the latest technologies and stay ahead of the competition.

# Examples of Digital Transformation Across Industries

Digital transformation is impacting various different industries from manufacturing and healthcare to finance and retail. There is no industry that doesn't stand to benefit from **some level of digitization**.



## Manufacturing

Digital transformation processes can enable manufacturers to automate processes with robotics or artificial intelligence (AI) technology which can reduce waste as well as improve product quality control.



## Healthcare

Digitalization is already being used for medical records management & automated patient scheduling systems that are improving patient care outcomes.



## Banking

The banking industry has seen a shift towards mobile banking services where customers have access 24/7 from their phones or tablets.



## Retail

Retailers are able to track consumer trends through big data analysis which allows them to better predict customer demand while offering personalized experiences that keep customers engaged with their brand.



## Entertainment

The entertainment industry has been transformed through streaming services and virtual reality, making it easier for people to access their favorite films and shows.



# Need-To-Know Digital Transformation Statistics



of organizations either have a digital transformation strategy or are currently working on one.



of companies are prioritizing digital transformation worldwide as of 2021.



By 2023, Global spending on digital transformation is expected to reach



of business leaders think that digital transformation will disrupt their industry.



Adopting a digital model improves operational efficiency by **40%**



Digital models allow for faster time to market by **36%**



Ability to meet customer expectations improves by **35%**



**56%** of CEOs said that their digital improvements have already improved profits

*\*Provided by Zippia*

# Companies That Have Undergone Successful Digital Transformation

## IKEA

### DIGITAL TRANSFORMATIONS:

#### TaskRabbit Acquisition

Enables customers to connect with people who can assist with furniture assembly and delivery, making it easier for those who need help to utilize the company's services.

#### Smart Home Project

Includes intelligent kitchen equipment and lighting.

#### Augmented Reality

A feature in the IKEA Place app to simplify furniture selection and allow customers to virtually preview items in their homes before making purchases in-store.



### RESULTS

**Cost optimization & improved customer experience and retention.**

# Companies That Have Undergone Successful Digital Transformation

## AUDI

### DIGITAL TRANSFORMATIONS:

#### Audi City Showroom

An innovative micro-showroom concept in city centers that provide a comprehensive view of the brand's entire catalog of car models without the need for physical models in the space.

#### Interactive Experience

Using screens in Audi City showrooms, customers can configure their cars & even hear the real sound of the engine.



### RESULTS

Only four cars are permanently exhibited, cost savings, Audi City saw a

60%

increase in sales compared to traditional showrooms



# Companies That Have Undergone Successful Digital Transformation

## DISNEY

### DIGITAL TRANSFORMATIONS:

#### MagicBand System

Allows visitors to make payments, manage reservations, and access hotel rooms, while personalized interactive screens enhance their individual experiences.

#### Disney+ Streaming Platform

Offers access to the latest productions from Pixar, Marvel, and the Star Wars franchise, making it a formidable competitor to services such as Netflix, Amazon Prime, and HBO GO.

### RESULTS

Improved customer experience, cost optimization,

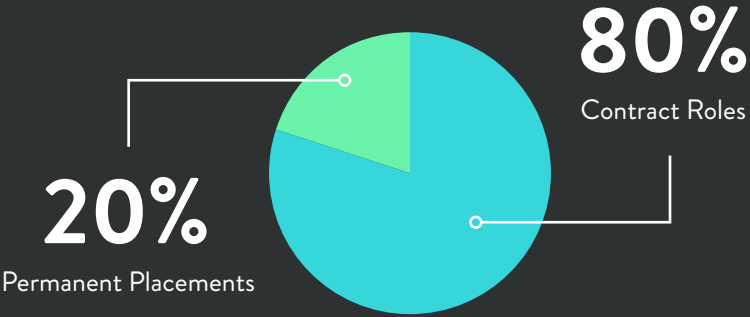
**10,000,000**

new users on the day of Disney+ launch.



# Top 10 In-Demand Roles For Digital Transformation

Every year Mondo National Staffing places over **2,000 candidates** in jobs across **tech**, **digital marketing**, and **creative**. The roles below reflect the last 6 months of job data and the most in-demand roles Mondo has placed with companies undergoing various phases of digital transformation.



## 1. IT Support/IT Techs

IT support and IT techs are an integral part of any digital transformation project because they are responsible for troubleshooting and maintaining the technology that runs the project both during and after implementation.



## 2. Project Managers

Project managers are responsible for overseeing the entire digital transformation process. This includes creating timelines, tracking progress, and ensuring that all stakeholders stay informed throughout the duration of the project.



## 3. Data Scientists/Analysts

Data scientists and analysts are responsible for collecting, analyzing, and interpreting large amounts of data in order to gain insights into customer behavior, trends, and market performance to provide valuable insight into which initiatives should be prioritized.

# Top Most 10 In-Demand Roles For Digital Transformation ctd.



## 4. Graphic / Visual Designers

Graphic and visual designers are tasked with developing compelling visuals that will help enhance the customer's overall digital experience, including everything from UX/UI visual design, social media, branding, and more.



## 5. Content / Copy Writers / Editors

These roles are responsible for crafting engaging content that will attract and retain customers during and after the digital transformation process, while editors ensure accuracy and quality to ensure that customers continue to have positive experiences with your brand.



## 6. Software Developers

Software developers are responsible for developing the actual product, from coding to design and testing. They are essential to ensure that all digital transformation initiatives launch as planned and are up to industry standards.



## 7. Software Engineers

Software engineers focus on the development of software applications while ensuring the performance, reliability, scalability, and security of those systems. They work with other teams and stakeholders to ensure that all digital transformation initiatives are successful.

# Top 10 Most In-Demand Roles For Digital Transformation ctd.



## 8. UX/UI Designers/Specialists

These roles are responsible for designing the user experience of a digital product or service. They work closely with developers, project managers, and stakeholders to create an intuitive, user-friendly interface that will help improve the customer's overall digital experience.



## 9. Product Managers

Product managers are responsible for leading the development and execution of a product's vision, ensuring that all digital initiatives remain aligned with the long-term business objectives.

They also help identify areas of improvement to ensure a successful digital transformation.



## 10. Business Analysts

Business analysts are responsible for analyzing data from various sources to help inform digital transformation initiatives. They also create detailed reports and insights that provide valuable information about customer behavior, trends, market performance, and more.

Curious about salary ranges for each of these roles? Check out our

**SALARY CALCULATOR**

for roles across Tech, Digital Marketing, and Creative.

OR

For a list of all of the most up-to-date salary ranges across Tech, Digital Marketing, and Creative Roles, download our 2023

**SALARY GUIDE**

# Challenges of Implementing Digital Transformation

Like making any major shift within your organization, implementing **digitalization** will present its challenges. But with the right awareness around these obstacles you can take a more **proactive approach** to your digital transformation strategy.



## SPEED AND URGENCY

Some find it difficult to adapt quickly enough to keep up with the rapidly changing environment and stay ahead of competitors who may also be transforming digitally.



## COMPANY CULTURE SHIFTS

Cultural shifts within organizations when introducing new technologies could potentially lead to employees feeling overwhelmed/uncertain about their roles within the company.



## SOURCING THE RIGHT TALENT

Finding the right talent with the necessary skillsets can be a difficult task and requires proper planning and strategy to ensure success.



## DIFFICULTY MEASURING ROI

It can be difficult to measure the ROI of digital transformation initiatives, which can make it challenging for business owners and employers to justify the costs and resources required.

# Solutions For Overcoming Challenges

Each challenge is a unique opportunity for an innovative solution and when it comes to digitizing certain functions of a business, there are some **evergreen solutions** that can be applied no matter the circumstances.



## AGILITY AND ADAPTABILITY

The most important solution for overcoming these challenges is having a mindful and adaptive strategy in place that takes into account all areas of a business including its people, processes, and technology needs.



## CHANGE MANAGEMENT

Change management must also be considered before implementing any changes so that everyone involved understands exactly what needs to happen throughout each step of the process until completion.



## ONGOING TRAINING

Investing in training programs for current employees & new hires helps ensure everyone is comfortable working with new technologies before launching into production environments so mistakes are minimized or avoided altogether.



## GETTING THE RIGHT PEOPLE IN PLACE

Recruiting the right talent should be a priority so that businesses have the necessary experts in place to help them ideate, implement, and manage digital transformation initiatives.



## ASKING FOR HELP WHEN YOU NEED IT

Sometimes, asking for outside guidance or working with those with experience in digital transformation, like change management consultants or staffing agencies, can help prevent costly mistakes or missteps in the process.



# Tactical Guide To Digital Transformation



## 1. Define your goals

The first step in any digital transformation process is to define your goals and objectives.



## 2. Assess your current state

Once you have a clear understanding of what you want to achieve, it's important to assess the current capabilities of your organization in order to determine where improvements can be made.



## 3. Develop a roadmap

Creating a roadmap is vital in order to map out the steps required to reach your goals. This will also help keep everyone on the same page throughout each phase of implementation.



## 4. Secure executive buy-in

Having the support of executive management is crucial to ensure that all initiatives are successfully implemented.



## 5. Invest in technology

Investing in the right technology is essential to ensure that all digital transformation efforts are successful.

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## 6. Build the right team

Train and upskill current employees and recruit new talent as needed to build the right team that can effectively handle each stage of the process.



## 7. Foster a culture of innovation

Creating a culture of innovation within the organization is essential to ensure that any transformation efforts are embraced and integrated successfully into daily operations.



## 8. Communicate and train

It's important to keep all stakeholders informed throughout the transformation process and to provide adequate training so everyone is comfortable with any changes made.



## 9. Monitor and measure progress

Continuously monitor and measure progress throughout the duration of the project in order to identify areas of improvement.



## 10. Adapt and evolve

Digital transformation is an ongoing process and requires organizations to continuously adapt and evolve with the changing digital landscape.

# Digital Transformation Discovery Exercise

Use this exercise to help you determine what your digital transformation needs will be and next steps to accomplish your transition.



## Question 1

What is the end goal of the digital transformation in my organization?  
(Ex: streamlining internal record keeping & customer data, digitizing your sales process, overhauling cybersecurity throughout the organization, etc.)

Answer:

## Question 2

What departments within my organization will be impacted by this transformation? (Just my team? Other teams?)

Answer:

# Digital Transformation Discovery Exercise ctd.

## Question 3

What new technology will we be bringing to our organization and do we currently have any team members or resources in place that understand this technology?

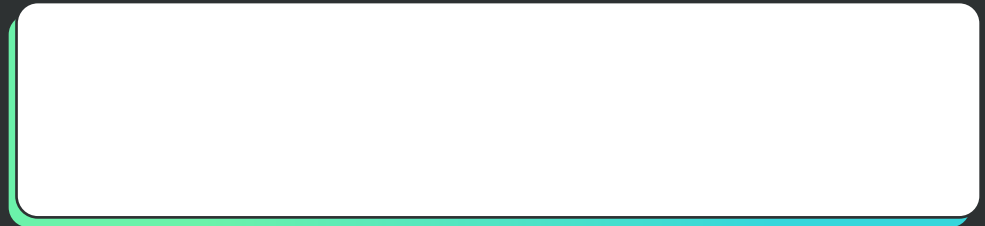
Answer:

A large, empty white rectangular box with rounded corners and a thin black border, intended for the user's answer to Question 3.

## Question 4

Do I expect internal growth in terms of additional head count in my team or other teams to accommodate the transition?

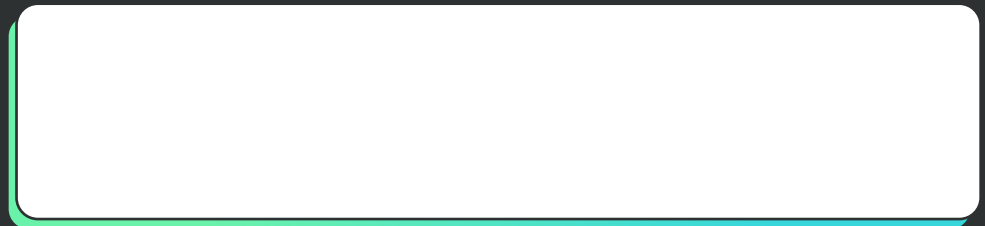
Answer:

A large, empty white rectangular box with rounded corners and a thin black border, intended for the user's answer to Question 4.

## Question 5

What training resources and requirements might be necessary for me and my teams during this transition?

Answer:

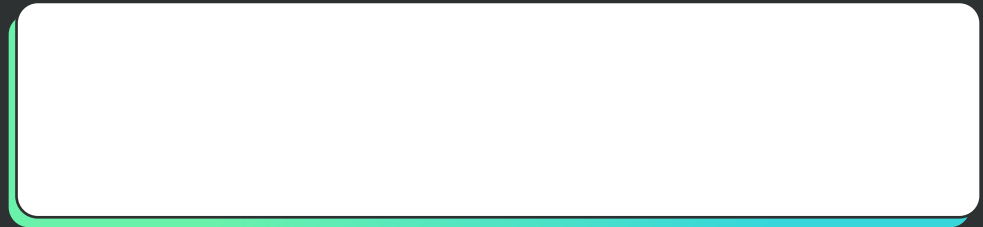
A large, empty white rectangular box with rounded corners and a thin black border, intended for the user's answer to Question 5.

# Digital Transformation Discovery Exercise ctd.

## Question 6

Do I have the resources in place to hire, onboard, and train the resources necessary to grow and scale?

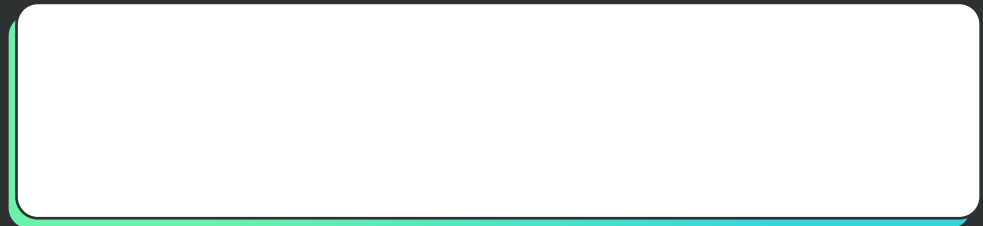
Answer:



## Question 7

What is my timeline and what is my budget for this?

Answer:



## *Not sure where to go from here?*

If you're like most people, you know that undergoing **digital transformation** is the best way for your company to scale and remain competitive in the market — but that doesn't mean you're not overwhelmed by the undertaking.

If you're looking to work with a team with extensive **industry knowledge and experience** in working with other companies through successful digital transformation, consider contacting **Mondo** for **customized solutions** based on your unique goals and needs.

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