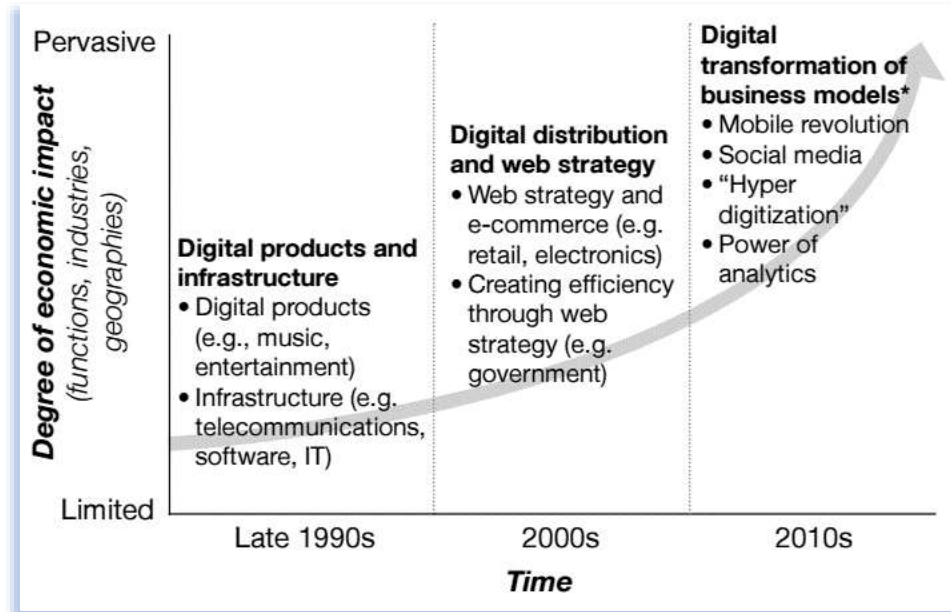


Digital Transformation

An Overview

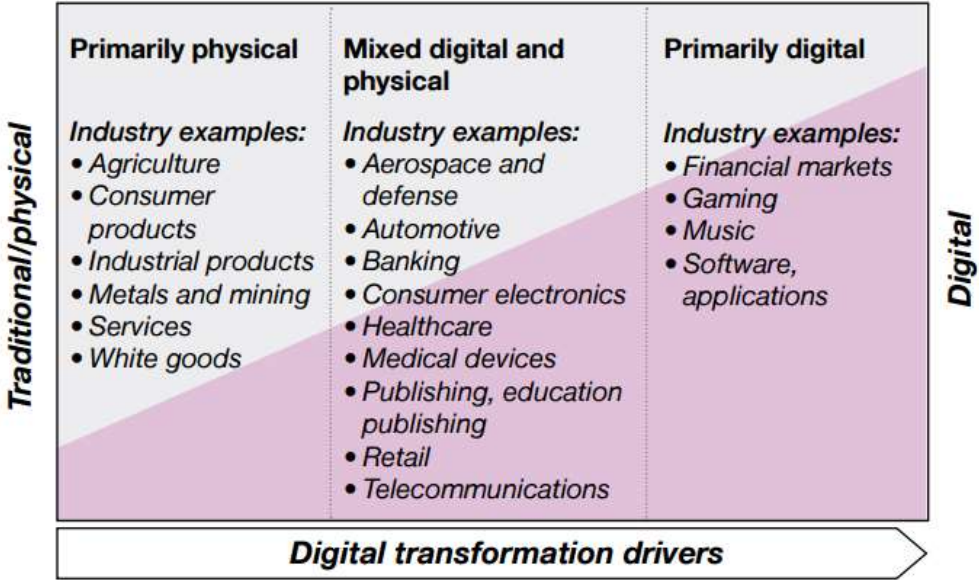
Evolution of Digital Transformation

Digital transformation is becoming pervasive across functions, industries and geographies.



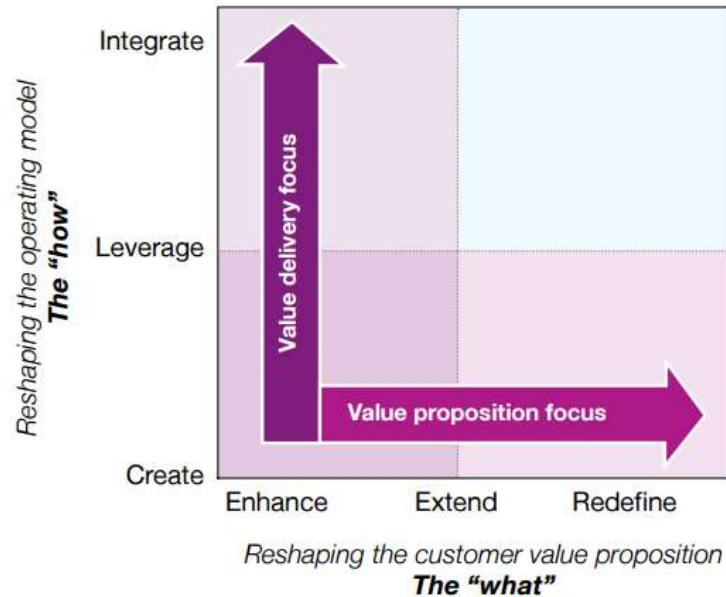
Degree of Product and Service Digitization

Digital transformation drivers are pushing industries along the physical-digital continuum.



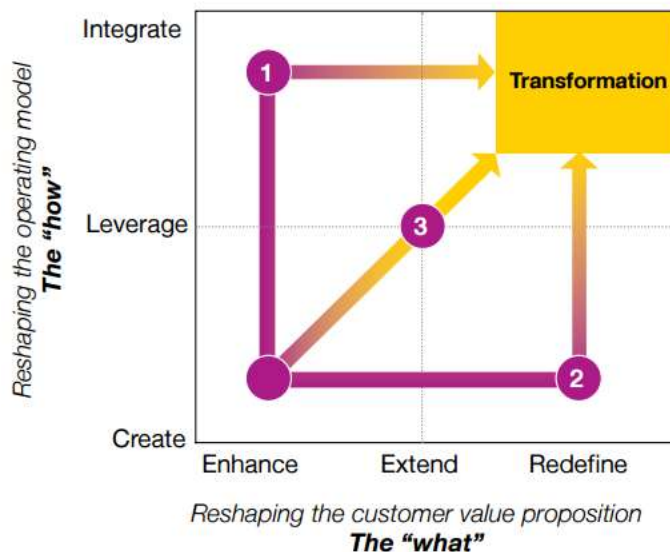
Elements of Digital Transformation

Most companies focus on either creating digital value propositions or operating models.



Paths to Digital Transformation

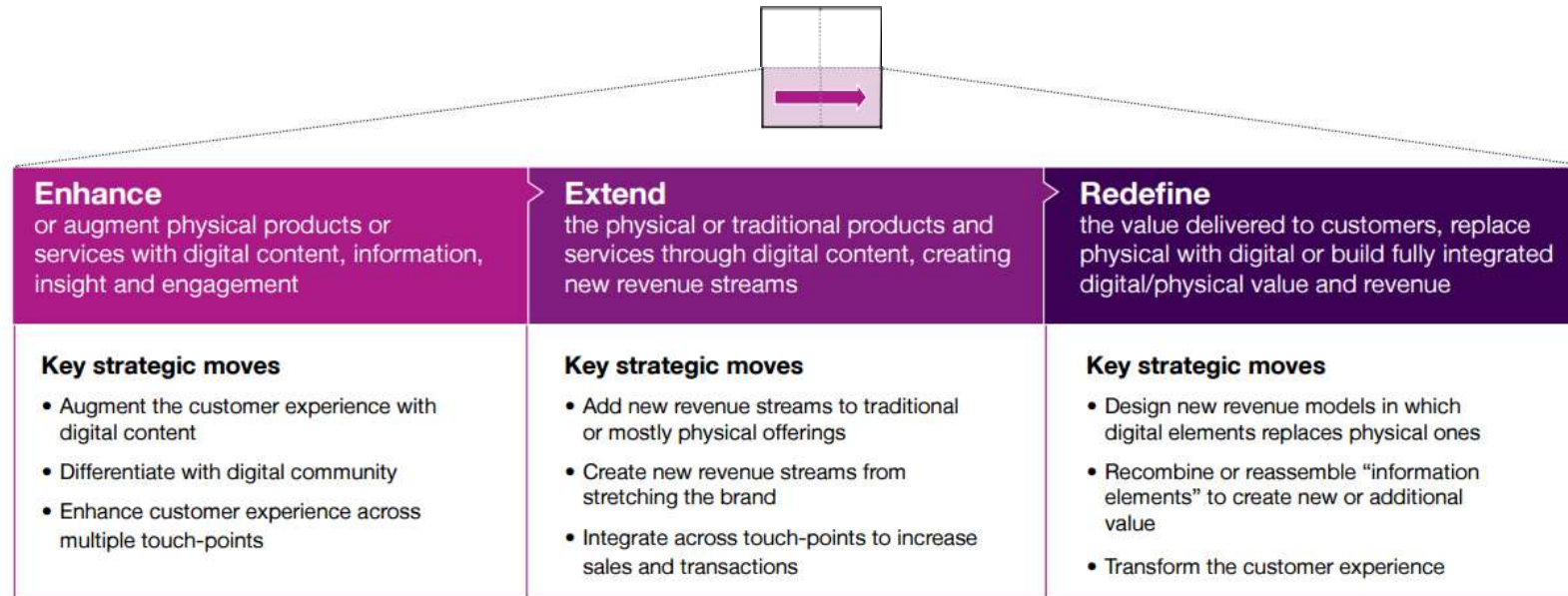
Digital transformation requires strategic development of the value proposition and the operating model.



- 1 Path 1**
Create and integrate digital operations first. Then address the customer value proposition to achieve full transformation.
- 2 Path 2**
Enhance, extend or reshape the customer value proposition with digital content, insight and engagement. Then focus on integrating digital operations.
- 3 Path 3**
Build a new set of capabilities around the transformed customer value proposition and operating model in lock-step.

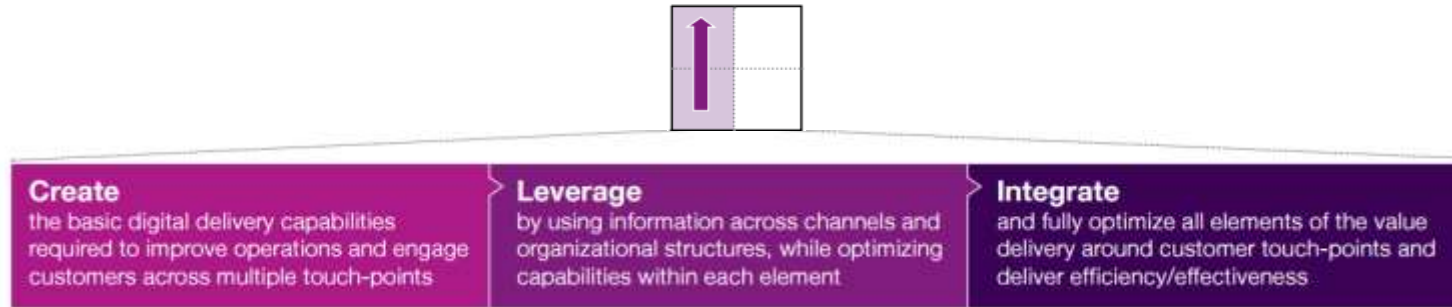
Reshaping the Customer Value Proposition

Three stages in reshaping the customer value proposition.



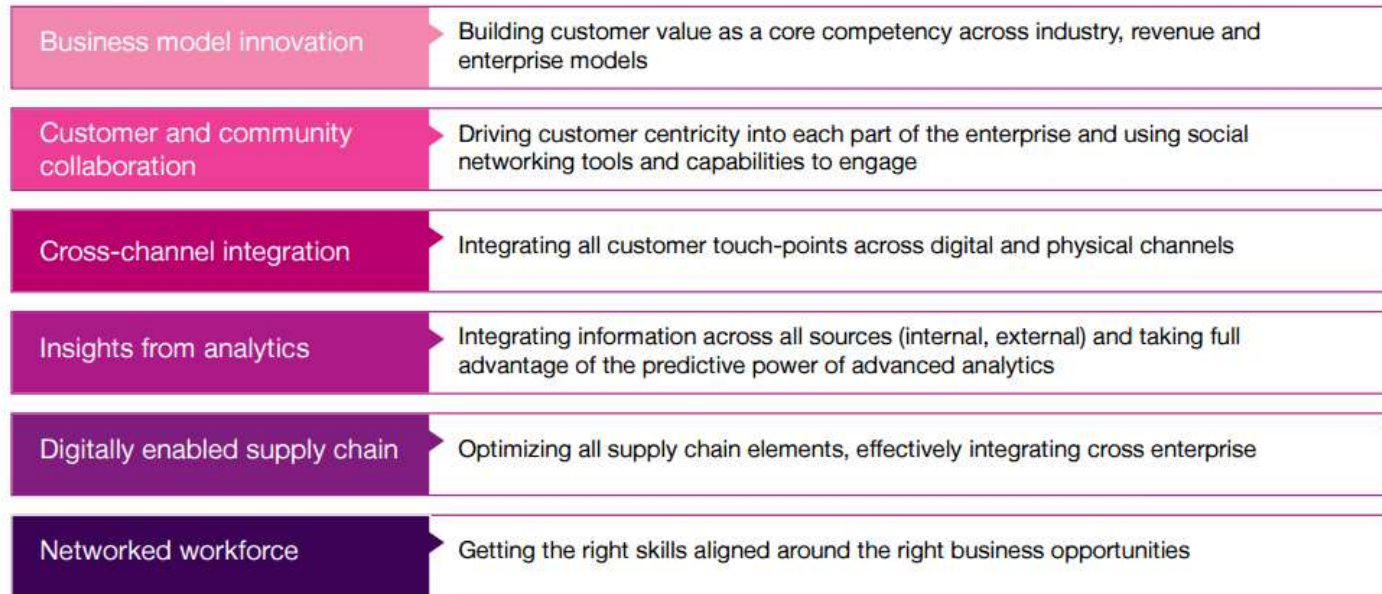
Reshaping the Operating Model

Three stages in reconfiguring the operating model.



Digital Transformation Capabilities

Reshaping the business and operating model requires a new set of capabilities.



How to Get Started

How do companies determine the best strategy for digital transformation?

- Identify transformation opportunities based on a thorough understanding of digital transformation in the industry
- Redefine the value proposition based on what existing and prospective customers are likely to pay for going forward
- Design the optimized operating model that combines organizational capabilities and technology requirements
- To execute the strategy, redefine the operating model as needed to support the new value proposition
- Continuously evolve using customer insight and advanced analytics

Digital Transformation Case Studies

India

- <https://www.microsoft.com/en-in/about/DigitalTransformation/>
- <https://www.microsoft.com/en-in/about/perspective/>

Global

- <https://www.linkedin.com/pulse/digital-transformation-case-study-microsoft-enables-jabil-moretti>
- <https://news.microsoft.com/features/satya-nadella-how-digital-transformation-is-changing-the-face-of-manufacturing/>