

A Roadmap For A Digital Transformation Mckinsey Company

This report discusses policies and approaches to spur sustainable and inclusive digital transformation in the LAC region across seven action areas: enhancing access to digital technologies; strengthening their effective use; enabling digital innovation; ensuring quality jobs for all; promoting an inclusive digital society; strengthening trust; and fostering market openness. The report also aims to contribute to the preparation of an action plan that will support the region's efforts to reap the benefits of the digital transformation. This publication was prepared to support the discussions of the OECD Latin America and the Caribbean Regional Programme's Third Ministerial Summit on Productivity "Harnessing the Digital Transformation to Boost Productivity in Latin America and the Caribbean". It draws on OECD work on carried out in the context of the Going Digital project, as well as a range of work specific to the LAC region, such as the OECD-IDB report Broadband Policies for Latin America and the Caribbean, the OECD Reviews of Telecommunication Policies in Mexico and Colombia, and the OECD Going Digital Reviews of Colombia and Brazil.

This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an

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overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies – Bulgari, Deutsche Bahn, Henkel, Lanxess, L’Oréal, Unilever, Thales and others – explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing. A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and

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requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to:

- Articulate an inspiring vision and goals for your product
- Prioritize ruthlessly and scientifically
- Protect against pursuing seemingly good ideas without evaluation and prioritization
- Ensure alignment with stakeholders
- Inspire loyalty and over-delivery from your team
- Get your sales team working with you instead of against you
- Bring a user and buyer-centric approach to planning and decision-making
- Anticipate opportunities and stay ahead of the game
- Publish a comprehensive roadmap without overcommitting

An unbiased approach to the latest digital marketing models, offering students and practitioners a range of tools to implement in their digital marketing planning and strategy. Covering all aspects of digital marketing planning, and the latest digital marketing models, the book aims to provide a roadmap for a digital marketing journey. As such, its structure maps against the development of a digital marketing plan and concludes with a ready-made digital marketing plan template to download and adapt. In addition to this, the content is supported by case examples from real-world organizations, and a number of features throughout the chapters: Smartphone sixty seconds features in every chapter, to evaluate influencers in relation to the topic

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covered. Digital tool boxes introduce professional tools (for example how Google shares its aggregate data to inform marketers about shopping insights, trends and benchmarks Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing. The book is complemented by online resources for both instructors and students, these include PowerPoint slides, an instructor's guide, exercises and activities relating to each chapter, digital marketing planning documents, digital marketing model templates, quizzes, annotated recommended video links, links to free online tools and SAGE journal article recommendations. Suitable for digital and e-marketing courses on marketing and advertising degrees as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing. Building on his decades of experience as a consultant and project manager in the automotive industry, the author develops comprehensive and pragmatic recommendations for action regarding the digital transformation of the automotive and supplier industries. At the heart is the transition from a vehicle-focused to a mobility-oriented business model. Based on the catalysts of the digital change, four digitisation fields are structured, and a roadmap for their transformation is presented. The topics of comprehensive change in corporate culture and an agile and efficient information technology are covered in detail as vital success factors. Selected practical examples of innovative digitisation projects provide additional ideas and impulses. An outlook on the automotive industry in the year 2040 completes the discourse.

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Imagine if your process manufacturing plants were running so well that your production, safety, environmental, and profitability targets were being met so that your subject matter experts could focus on data-driven business improvements. Through proper use and analysis of your existing operations data, your company can become an industry leader and reward your stakeholders. Written in an engaging and easily understandable manner, this book demonstrates a step-by-step process of how an organization can effectively utilize technology and make the necessary culture changes to achieve operational excellence. You will see how several industry-leading companies have used an effective real-time data infrastructure for mission-critical business use cases. The book also addresses challenges involved, such as effectively integrating operational (OT) data with business (IT) systems to enable a more proactive, predictive management model for a fleet of process plants. Some of the things you will take away: Learn how a real-time data infrastructure enables transformation of raw sensor data into contextualized information for operational insights and business process improvement. Understand how reusing the same operational data for multiple use cases significantly impacts fleet management, profitability, and asset stewardship. See how a simple digital unit template representing production flows can be repeatedly used to identify critical inefficiencies in plant operations. Discover best practices of deploying real-time situational awareness alerts and predictive analytics. Realize how to transform your organization into a data-driven culture for continuous sustainable improvement.

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Find out how leading companies integrate operations data with business intelligence and predictive analytics tools in a corporate on-premises or cloud-enabled environment. Learn how industry-leading companies have imaginatively used a real-time data infrastructure to improve yields, reduce cycle times, and slash operating costs. This book is targeted for process industries production and operations leadership, senior engineers, IT management, CIOs, and service providers to those industries. Academics will benefit from latest data analysis strategies. This book guides readers to use the best, results-proven approaches to ensure operational excellence.

This book is a festschrift in honour of Mike Papazoglou's 65th birthday and retirement. It includes 20 contributions from leading researchers who have worked with Mike in his more than 40 years of academic research. Topics are as varied as Mike's and include service engineering, service management, services and human, IoT, and data-driven services.

Whether you are a CEO, CFO, board member, or an IT executive, *From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members* lays out a practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day

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basis. Filled with actionable advice you can use immediately, the authors introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

Digital Transformation for the Process Industries A Roadmap CRC Press

In 2018, '77 Building Blocks of Digital Transformation: The Digital Capability Model' was published to help 'digital practitioners' working in the digital space. Since then, quite a few readers have suggested writing a book about digital transformation for 'the general public' interested in learning more than basics of digital transformation. That is how the book '77 Building Blocks of Digital Transformation: Simply Explained' has been created. This book is intended to deliver the key messages of 'the 77 Building Blocks' to the general public. It aims to help the general public understand 'actual practices' in the digital space. This is not a theory book that discusses the academical ideas and concepts of digital transformation, but a 'practical' field book that describes the proven digital capabilities as the building blocks of digital transformation. This book does however not fully cover the technical detail of the Maturity Model described in '77 Building Blocks of Digital transformation: The Digital Capability Model' that aims to help digital practitioners with measuring digital maturity. Instead, this book provides examples of higher maturity indicators as an introduction to the Maturity Model. If you are looking for a deep dive into the Maturity Model, refer to '77 Building Blocks of Digital

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transformation: The Digital Capability Model'. This book covers:

1. Digital Customer Experience Management -Digital Customer Journey Management -User Research -Usability Analysis -User Experience Designing -User Experience Testing
2. Social Interaction -Social Listening -Social Media Marketing -Social Media Servicing -Online Community Management -Rating & Review Management -Content Moderation -Social Crisis Management
3. Digital Marketing -Digital Brand Marketing -Search Engine Optimization -Paid Search -Content Targeting -Affiliate Marketing -Online Advertising -Digital Campaign Management -Lead Management -Marketing Offer Management -Email Marketing -Mobile Marketing -Marketing Automation -Conversion Rate Optimization
4. Digital Commerce -Online Merchandising -Shopping Cart & Checkout -Payments & Reconciliation -Order Management & Fulfillment -Account Management & Self-Service
5. Digital Channel Management -Channel Mix & Optimization -Cross-Business Integration -Cross-Channel Integration -Multi-Device Presentation
6. Knowledge & Content Management -Knowledge Collaboration -Knowledge Base Management -Content Lifecycle Management -Digital Asset Management -Content Aggregation & Syndication -Web Content Management
7. Customization & Personalization -Customer Preference Management -Customer Communication Management -Social Behaviour Management -Interaction Tracking & Management -Customer Loyalty Management -Digital Customer Services
8. Digital Intelligence -Product Similarity Analytics -Customer Insights -Customer Segmentation -Conversion Analytics -Digital Marketing Effectiveness -Big Data Analytics -Web Analytics -Reporting & Dashboard
9. Digital Data Management -Non-relational Data Management -Distributed Data Store Management -Enterprise Search -Master Data Management -Data Quality Management -Digital Data Policy Management
10. Digital

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Infrastructure Management -On-Demand Provisioning -User Interaction Services -Process Integration Services -Parallel Processing Services -Federated Access Management -Digital Continuity Management
11. Digital Alignment -Digital Innovation -Digital Planning -Digital Governance -Cross-Boundary Collaboration -Digital Journey Readiness
12. Digital Development & Operations -Digital Program & Project Management -Digital Design Authority -Digital Capability Development -Digital Capability Introduction -Digital Service Operations -Digital Quality Management

Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, *The Digital Transformation Playbook* shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but *The Digital*

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Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

Create a winning game plan for your digital products with *Strategize: Product Strategy and Product Roadmap Practices for the Digital Age*. Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products. Written in an engaging and no-nonsense style, *Strategize* offers practical advice and valuable examples so that you can apply the practices directly to your products. Comprehensive and insightful, the book will enable you to make the right strategic decisions in today's dynamic digital age. Praise for "Strategize": ""Strategize" offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products. Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. "Strategize" is essential reading for everyone in charge of products: product executives, product managers, and product owners." Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced practitioner, "Strategize" is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. It's an essential addition to every product manager's reading list." Marc Abraham, Senior Product Manager at Notonthehighstreet.com. "Roman Pichler's latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend it." Mike Cohn, Author of "Succeeding with Agile," "Agile Estimating and Planning,"

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and "User Stories Applied"

Measuring the Digital Transformation: A Roadmap for the Future provides new insights into the state of the digital transformation by mapping indicators across a range of areas - from education and innovation, to trade and economic and social outcomes - against current digital policy issues, as presented in *Going Digital: Shaping Policies, Improving Lives*. In so doing, it identifies gaps in the current measurement framework, assesses progress made towards filling these gaps and sets-out a forward-looking measurement roadmap. The goal is to expand the evidence base, as a means to lay the ground for more robust policies for growth and well-being in the digital era.

This book presents how Digital Transformation is a requirement to upgrade Latin American universities to a next level in management, lecturing and learning processes and strategies. The book starts with a thorough introduction of the Latin American context addressing the three main topics in the book: Digital Transformation, Higher Education and Artificial Intelligence & Industry 4.0. They will be depicted by region, with a clear distribution between Central America & Mexico, Comunidad Andina (Perú, Colombia, Chile, Ecuador, Bolivia), Mercosur (Argentina, Brasil, Paraguay and Uruguay), and other countries. The book also shows how online learning is a key part of the transformation, with a clear focus on learning management systems, innovation and learning analytics. Further, personalised services for every single profile at the university (students, lecturers, academic managers) are presented to guarantee inclusive education service aggregation for networked campuses. Following, the book addresses strategy and overall services that concentrate on sustainability and revenue models integrated with a strategic planning. Finally a set of chapters will show specific

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experiences and case studies of direct application of Artificial Intelligence and Technology 4.0, where the readers can learn from and transfer directly into their educational contexts.

A Roadmap for Digital Banking Transformation. WHEN TECH MEETS FINANCE will save time, annoyances, and money for executives in the financial sector who find themselves immersed in digital transformation.

Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly

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Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the "Discover More" and "Play Video" icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center (www.dmresourcecenter.org). "Play Video" icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for aspiring leaders – executives, instructors, owners, entrepreneurs, managers, students – at all stages of digital literacy. To request access to the resources in the Digital Marketing Resources Center, please contact Ira Kaufman at ira@entwinedigital.com.

Great is no longer good enough. Beyond Great delivers a powerful new playbook of 9 core strategies to thrive in a post-COVID world where all the rules of the game are being re-written. Beyond Great answers to two fundamental questions which face business leaders today in a world shaped by daunting and disruptive technological, economic, and social change. First, what is outstanding performance in this new volatile era? Second, how do we build competitive advantage in a world with new and often uncertain rules? Supported by years of research and hands-on consulting practice, this book presents a comprehensive framework for building a high performing, resilient, adaptive, and socially responsible global company. The book begins by taking an incisive look at these disruptive forces transforming globalization, including economic nationalism; the boom in data flows and digital commerce; the rise of China; heightened public concerns about capitalism and the environment; and the emergence of

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borderless communities of digitally connected consumers. Distilled from the study of hundreds of companies and interviews with dozens of business leaders, the authors have distilled nine core strategies – the new winning playbook of the 21st century. Beyond Great argues that business leaders today must lead with a new kind of openness, flexibility and light-footedness, constantly layering in new strategies and operational norms atop existing ones to allow for "always-on" transformation. Leaders must master a whole new set of rules about what it takes to be "global," becoming shapeshifters adept at handling contradiction, multiplicity, and nuance. This book will show them how.

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Former Procter & Gamble Vice President for IT and Shared Services, Tony Saldanha gives you the keys to a successful digital transformation: a proven five-stage model and a disciplined process for executing it. Digital transformation is more important than ever now that we're in the Fourth Industrial Revolution, where the lines between the physical, digital, and biological worlds are becoming ever more blurred. But fully 70 percent of digital transformations fail. Why? Tony Saldanha, a globally awarded

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industry thought-leader who led operations around the world and major digital changes at Procter & Gamble, discovered it's not due to innovation or technological problems. Rather, the devil is in the details: a lack of clear goals and a disciplined process for achieving them. In this book, Saldanha lays out a five-stage process for moving from digitally automating processes here and there to making digital technology the very backbone of your company. For each of these five stages, Saldanha describes two associated disciplines vital to the success of that stage and a checklist of questions to keep you on track. You want to disrupt before you are disrupted—be the next Netflix, not the next Blockbuster. Using dozens of case studies and his own considerable experience, Saldanha shows how digital transformation can be made routinely successful, and instead of representing an existential threat, it will become the opportunity of a lifetime.

The proven, effective strategy for reinventing your business in the age of ever-present disruption Disruption by digital technologies? That's not a new story. But what is new is the "wise pivot," a replicable strategy for harnessing disruption to survive, grow, and be relevant to the future. It's a strategy for perpetual reinvention across the old, now, and new elements of any business. Rapid recent advances in technology are forcing leaders in every business to rethink long-held beliefs about how to adapt to emerging technologies and new markets. What has become abundantly clear: in the digital age, conventional wisdom about business transformation no longer works, if it ever did.

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Based on Accenture's own experience of reinventing itself in the face of disruption, the company's real world client work, and a rigorous two-year study of thousands of businesses across 30 industries, *Pivot to the Future* reveals methodical and bold moves for finding and releasing new sources of trapped value-unlocked by bridging the gap between what is technologically possible and how technologies are being used. The freed value enables companies to simultaneously reinvent their legacy, and current and new businesses. *Pivot to the Future* is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth, with the courage to understand that a wise pivot strategy is not a one-time event, but a commitment to a future of perpetual reinvention, where one pivot is followed by the next and the next. This book is a reference guide for healthcare executives and technology providers involved in the ongoing digital transformation of the healthcare sector. The book focuses specifically on the challenges and opportunities for health systems in their journey toward a digital future. It draws from proprietary research and public information, along with interviews with over one hundred and fifty executives in leading health systems such as Cleveland Clinic, Partners, Mayo, Kaiser, and Intermountain as well as numerous technology and retail providers. The authors explore the important role of technology and that of EHR systems, digital health innovators, and big tech firms in the ongoing digital transformation of healthcare. Importantly, the book draws on the accelerated learnings of the healthcare sector during the COVID-19 pandemic in their

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digital transformation efforts to adopt telehealth and virtual care models. Features of this book: Provides an understanding of the current state of digital transformation and the factors influencing the ongoing transformation of the healthcare sector. Includes interviews with executives from leading health systems. Describes the important role of emerging technologies; EHR systems, digital health innovators, and more. Includes case studies from innovative health organizations. Provides a set of templates and frameworks for developing and implementing a digital roadmap. Based on best practices from real-life examples, the book is a guidebook that provides a set of templates and frameworks for digital transformation practitioners in healthcare.

A modern guide to computational models and constructive simulation for personalized patient care using the Digital Patient The healthcare industry's emphasis is shifting from merely reacting to disease to preventing disease and promoting wellness.

Addressing one of the more hopeful Big Data undertakings, *The Digital Patient: Advancing Healthcare, Research, and Education* presents a timely resource on the construction and deployment of the Digital Patient and its effects on healthcare, research, and education. The Digital Patient will not be constructed based solely on new information from all the "omics" fields; it also includes systems analysis, Big Data, and the various efforts to model the human physiome and represent it virtually. The Digital Patient will be realized through the purposeful collaboration of patients as well as scientific, clinical, and policy researchers. *The Digital Patient: Advancing Healthcare,*

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Research, and Education addresses the international research efforts that are leading to the development of the Digital Patient, the wealth of ongoing research in systems biology and multiscale simulation, and the imminent applications within the domain of personalized healthcare. Chapter coverage includes: The visible human The physiological human The virtual human Research in systems biology Multi-scale modeling Personalized medicine Self-quantification Visualization Computational modeling Interdisciplinary collaboration The Digital Patient: Advancing Healthcare, Research, and Education is a useful reference for simulation professionals such as clinicians, medical directors, managers, simulation technologists, faculty members, and educators involved in research and development in the life sciences, physical sciences, and engineering. The book is also an ideal supplement for graduate-level courses related to human modeling, simulation, and visualization.

This book provides a comprehensive guide to Industry 4.0 applications, not only introducing implementation aspects but also proposing a conceptual framework with respect to the design principles. In addition, it discusses the effects of Industry 4.0, which are reflected in new business models and workforce transformation. The book then examines the key technological advances that form the pillars of Industry 4.0 and explores their potential technical and economic benefits using examples of real-world applications. The changing dynamics of global production, such as more complex and automated processes, high-level competitiveness and emerging technologies, have

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paved the way for a new generation of goods, products and services. Moreover, manufacturers are increasingly realizing the value of the data that their processes and products generate. Such trends are transforming manufacturing industry to the next generation, namely Industry 4.0, which is based on the integration of information and communication technologies and industrial technology. The book provides a conceptual framework and roadmap for decision-makers for this transformation

Is your business ready to win in the digital future—or destined to be disrupted?

Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The Digital Matrix will help you understand the three types of players that are shaping the new business landscape; the three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With The Digital Matrix, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the

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bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, The Digital Matrix shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

The Digital revolution promises trillions of dollars in created value by 2030. Consultants and researchers are projecting massive and disruptive disruption in entire industrial sectors. As a results, PwC reports in their DigitallQ report that 73% of executives say that they are investing in internet of things (IoT) and 54% in artificial intelligence. ABB predicts that 33 billion things or objects will be connected to the internet by 2020. So we are experiencing a deluge of digital investments, programs, and large-scale transformations. Yet, and despite this tsunami of activities, in 2017, Cisco reported that 60% of IoT Initiatives stall in the Proof of Concept phase and that only 26% of companies have had an IoT initiative that they consider a success. In 2017, Siemens also revealed that less than a fifth (18%) of surveyed companies analyze more than 60% of production data they collect. Finally, Simon-Kucher & Partners (SKP) reports that 3 out of 4 firms that invested in digitalization in the past 3 years fail in their efforts due to the

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lack of monetization strategies, the focus on the wrong priorities, the lack of customer intimacy, and the neglect of digital pricing best practices. In fact, only 18% of these firms are true digital heroes. Despite the high level of interest and investments, the reality is that most companies are just getting started. The digital champions are not yet reaping the fruit of their investments. Most companies tend to struggle with the process of designing digital business models, with the development of truly differentiated offers, and with the monetization and pricing of their data-based offers. This book focuses on the topics of data monetization and of the value-based pricing of data-driven offers. The authors introduces a newly-developed practical data monetization roadmap that can be used by digital project teams, incubators, and digital factories to better frame their offers and to apply the principles of value-based pricing. They present options in digital pricing models and practical guidelines on how to deploy them. Readers will learn:

- The various monetization and value creation models for data-enabled offers
- The 8 steps of the data monetization framework
- The best practices in designing differentiated data-enabled offers
- The value-based pricing of data and options in digital pricing models
- Business model implications of switching from ownership to consumption model

This book examines the massive changes currently taking place in the business

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world and commonly known under the label “digitalization.” In addition, it describes the significant impacts of technological innovations on processes, products, services and business models. The digital transformation resulting from these developments leads to disruption for many enterprises and industries. While for many years, IT departments mainly concentrated on fulfilling the requirements of business departments effectively and efficiently by means of high-quality IT services and operations, today’s IT departments are increasingly expected to actively co-design and co-create the enterprise. This book describes how information technology enables innovation for businesses, and how IT departments can proactively and in a timely manner collaborate with the business departments of their corporation to leverage these innovations. It also delineates the implications of digitalization for the structures, processes and people in today’s IT departments. IT leaders and managers who are responsible for corporate IT, as well as practice-oriented researchers, will find valuable inspirations and guidance in this book, the central mission of which is to encourage and enable a more proactive role for IT in the digital transformation processes. "This book demonstrates the impact of digital transformation on IT organizations and their management. It also presents potential risks for technology availability, security and data protection. The authors develop a vision

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of what IT management should look like in ten years if it is to continue playing an important role in the company. The book seeks to motivate IT executives and managers with IT responsibility to actively adapt their thinking and their IT organizations before they are forced to react to external pressure. Definitely worth reading!" Sven Kreimendahl, Director Business Technology Services, Campana & Schott

Is digitalization a value-added approach? Global leaders believe so, and this book reveals how to digitally transform your business model and compete in today's economy. It presents a roadmap consisting of five phases; Digital Reality, Digital Ambition, Digital Potential, Digital Fit, and Digital Implementation, each with step-by-step instructions as well as innovative activities and tools. This is a timely book offering professionals a concise, tried-and-trusted guide to the digital transformation of business models.

DIGITAL CITIES ROADMAP This book details applications of technology to efficient digital city infrastructure and its planning, including smart buildings. Rapid urbanization, demographic changes, environmental changes, and new technologies are changing the views of urban leaders on sustainability, as well as creating and providing public services to tackle these new dynamics. Sustainable development is an objective by which the processes of planning, implementing

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projects, and development is aimed at meeting the needs of modern communities without compromising the potential of future generations. The advent of Smart Cities is the answer to these problems. Digital Cities Roadmap provides an in-depth analysis of design technologies that lay a solid foundation for sustainable buildings. The book also highlights smart automation technologies that help save energy, as well as various performance indicators needed to make construction easier. The book aims to create a strong research community, to have a deep understanding and the latest knowledge in the field of energy and comfort, to offer solid ideas in the nearby future for sustainable and resilient buildings. These buildings will help the city grow as a smart city. The smart city has also a focus on low energy consumption, renewable energy, and a small carbon footprint.

Audience The information provided in this book will be of value to researchers, academicians and industry professionals interested in IoT-based architecture and sustainable buildings, energy efficiency and various tools and methods used to develop green technologies for construction in smart cities.

This book is intended for leaders in any industry who want to explore a new way of thinking about digital transformation to enable companies to stay competitive and appease the digital customer. If you are stuck in the pre-digital age with 1980s, 1990s, or 2000s business strategies trying to figure out what has

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happened in recent years that has left you behind, this book is for you. It tells you about emerging technologies: Big Data, Artificial Intelligence, Blockchain, Cybersecurity, Cloud Computing, and Robotics. If the thought of changing your company from an "old fashioned" business model to a digital business model keeps you up at night, this informative book will ease your concerns, bring you up to speed, and give you resources on how to become a digital business leader in the digital age. You'll learn about what has changed and how to prepare for what's here now digitally and what's coming ahead digitally-in simplified language.

Create a winning game plan for your digital products with *Strategize: Product Strategy and Product Roadmap Practices for the Digital Age*. Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products. Written in an engaging and no-nonsense style, *Strategize* offers practical advice and valuable examples so that you can apply the practices directly to your products. Comprehensive and insightful, the book will enable you to make the right strategic decisions in today's dynamic digital age. Praise for *Strategize*: "Strategize offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products.

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Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. Strategize is essential reading for everyone in charge of products: product executives, product managers, and product owners." Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced practitioner, Strategize is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. It's an essential addition to every product manager's reading list." Marc Abraham, Senior Product Manager at Notonthehighstreet.com. "Roman Pichler's latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend it." Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied

Become a Digital Master—No Matter What Business You're In If you think the phrase "going digital" is only relevant for industries like tech, media, and entertainment—think again. In fact, mobile, analytics, social media, sensors, and cloud computing have already fundamentally changed the entire business landscape as we know it—including your industry. The problem is that most accounts of digital in business focus on Silicon Valley stars and tech start-ups.

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But what about the other 90-plus percent of the economy? In *Leading Digital*, authors George Westerman, Didier Bonnet, and Andrew McAfee highlight how large companies in traditional industries—from finance to manufacturing to pharmaceuticals—are using digital to gain strategic advantage. They illuminate the principles and practices that lead to successful digital transformation. Based on a study of more than four hundred global firms, including Asian Paints, Burberry, Caesars Entertainment, Codelco, Lloyds Banking Group, Nike, and Pernod Ricard, the book shows what it takes to become a Digital Master. It explains successful transformation in a clear, two-part framework: where to invest in digital capabilities, and how to lead the transformation. Within these parts, you'll learn:

- How to engage better with your customers
- How to digitally enhance operations
- How to create a digital vision
- How to govern your digital activities

The book also includes an extensive step-by-step transformation playbook for leaders to follow. *Leading Digital* is the must-have guide to help your organization survive and thrive in the new, digitally powered, global economy.

This report identifies seven policy dimensions that allow governments – together with citizens, firms and stakeholders – to shape digital transformation to improve lives. It also highlights key opportunities, challenges and policies related to each dimension, offers new insights, evidence and analysis, and provides

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recommendations for better policies in the digital age.

The Digital Age is having a broad and profound impact on companies and entire industries. Rather than simply automate or embed digital technology into existing offerings, your business needs to rethink everything. In this practical book, three ThoughtWorks professionals provide a game plan to help your business through this transformation, along with technical concepts that you need to know to be an effective leader in a modern digital business. Chock-full of practical advice and case studies that show how businesses have transitioned, this book reveals lessons learned in guiding companies through digital transformation. While there's no silver bullet available, you'll discover effective ways to create lasting change at your organization. With this book, you'll discover how to: Realign the business and operating architecture to focus on customer value Build a more responsive and agile organization to deal with speed and ambiguity Build next generation technology capability as a core differentiator

Roadmap to Successful National Digital Health Ecosystems: A Global Perspective presents evidence-based solutions found on adopting open platforms, standard information models, technology neutral data repositories and computable clinical data and knowledge (ontologies, terminologies, content models, process models, and guidelines), resulting in improved patient,

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organizational and global health outcomes. The book helps engaging countries and stakeholders take action and commit to a digital health strategy, create a global environment and processes that will facilitate and induce collaboration, develop processes for monitoring and evaluation national digital health strategies and enable learnings to be shared in support of WHO's global strategy for digital health. The book explains different perspectives and local environments for digital health implementation, including data/information and technology governance, secondary data use, need for effective data interpretation, costly adverse events, models of care, HR management, workforce planning, system connectivity, data sharing and linking, small and big data, change management and future vision. All proposed solutions are based on real world, scientific, social and political evidence. Provides a roadmap, based on examples already in place, to develop and implement digital health systems on a large-scale that are easily reproducible in different environments Addresses World Health Organization (WHO) identified research gaps associated with feasibility and effectiveness of various digital health interventions Helps readers improve future decision-making within a digital environment by detailing insights of the health system's complexity Presents evidence from real-world case studies from multiple countries to discuss new skills that suit new paradigms

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Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth

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case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

The internet was supposed to connect us to endless possibilities. So why do we keep ending up browsing the same old sites and best-seller lists? When sellers don't offer potential customers a compelling digital experience, consumers miss out on great products—and businesses miss a vital opportunity to grow. Raj K. De Datta, the founder of a company that powers digital-commerce experiences for many of the world's biggest brands, offers an actionable playbook for companies looking to deliver better digital experiences. His key insight is that exceptional digital experiences are much more than marketplaces. They don't just serve customers' transactional needs but rather address the deeper problems for which they seek solutions. They are built on a digital-experience platform that provides agile, personalized, scalable performance. And they are created by product-centric digital teams, not traditional organizations. The Digital Seeker distills key lessons from the compelling stories of innovative businesses: not just tech companies but companies spanning a wide range of industries, including amusement parks, fashion, sports, health care, distribution, and the public sector. De Datta defines and explains the power of the seeker-centric philosophy—translating it into a core operational playbook for digital teams to

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achieve transformative results. Importantly, this book also offers crucial insights into the impact of the COVID-19 pandemic on our digital lives and the long-term effects it will have on digital experiences of the future.

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