

# Successful Digital Transformation

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The top 5 determining factors for a successful digital transformation initiative

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# Jed Cawthorne CIP MBA



- Yorkshireman transplanted to Canada, lives in Mississauga
- 20+ Years in Information and Knowledge Management, intranets, digital workplace & enterprise search
- 20+ years as a member of AIIM, CIP and member of the college of Fellows



- Most of the that time on the “buy side” working in a big university, on an ESA space mission (Mars Express), in retail, banking and as a consultant with insurance companies, provincial and federal government agencies (CDN & US) and the United Nations Secretariat
- History nerd, who studies and teaches Historical European Martial Arts (HEMA) aka sword fighting, and is a 14<sup>th</sup> Century reenactor





# Agenda

- What is digital transformation
- Why undertake transformation initiatives
- What makes transformation successful



# We live in an increasingly digital world

Digital transformation is the process of using digital technologies to improve the overall processes, culture, services, and customer experiences

Organizations are incorporating technology into almost all aspects of their internal and external operations, impacting their processes and operations significantly.



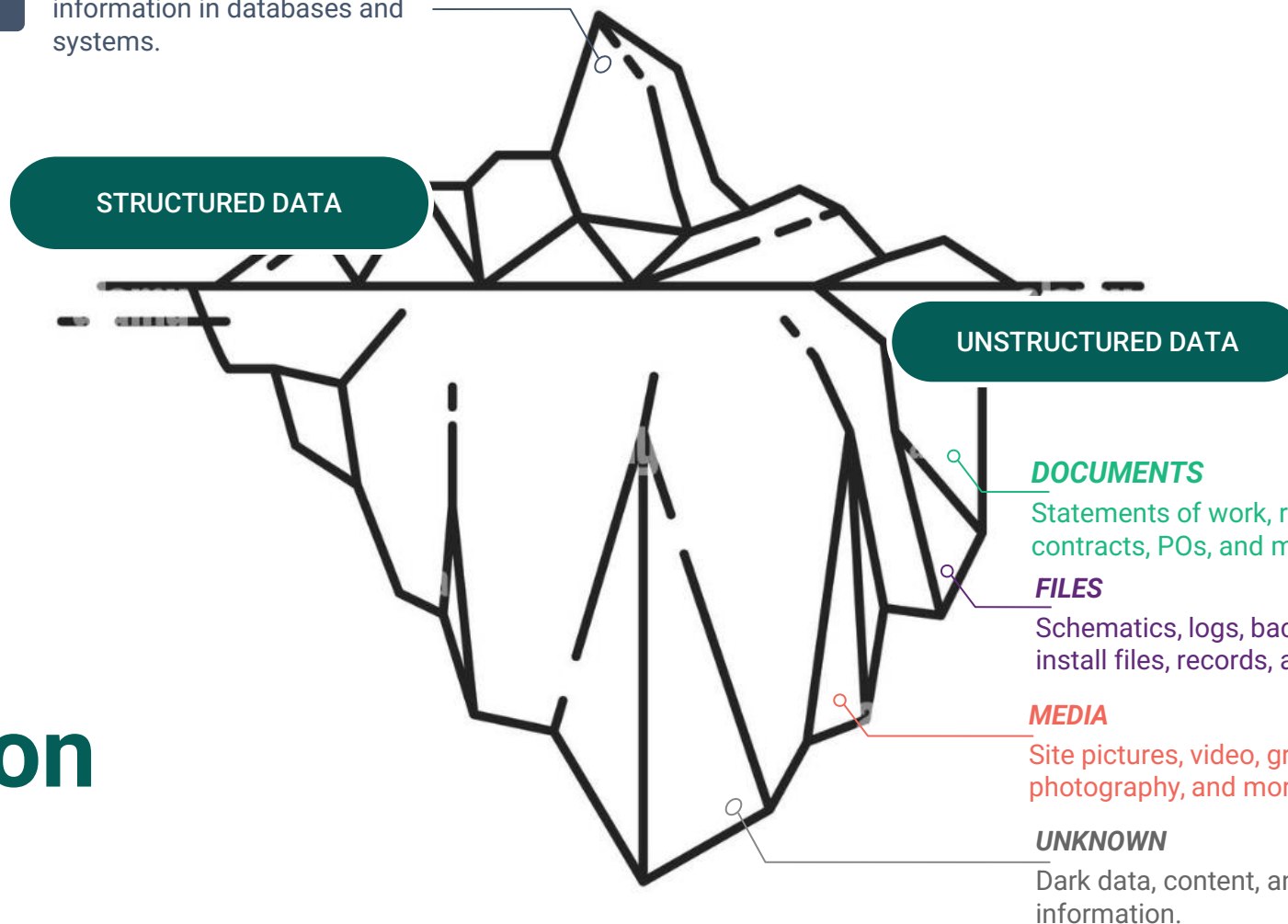
The main benefits of digital transformation are:

- Modernizing & optimizing processes
- Improving workflow efficiency
- Strengthening security and reducing risk
- Increasing business agility & profitability



### KNOWN DATA SOURCES

Numbers, values, and information in databases and systems.



# How big are your icebergs?

# Will transformation melt them?



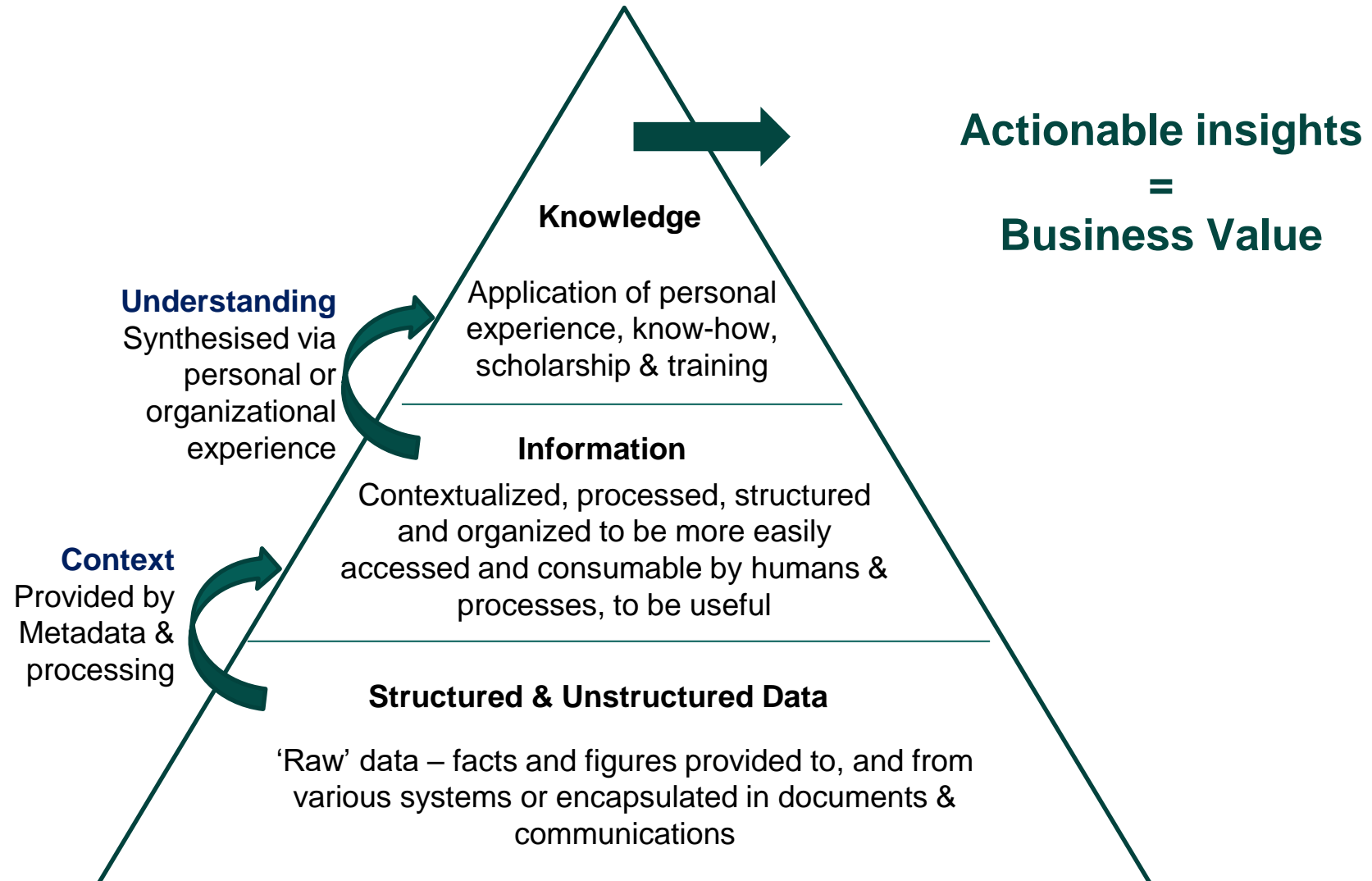


# Top challenges?

- Alignment to organizational strategy
- Lack of expertise
- Change Management
- Continuous evolution of customer needs
- Cyber security & Privacy
- Budget constraints



## No 'Digital' transformation without considering data and information!



# Understanding our data & information

To prepare for transformation, understand the current state:

- Who much of it?
- Where is it all?
- Who uses it, and what for?
- Is it secure?
- Is it well managed?





# The benefits

Your digital transformation strategy must include clearly defined benefits for the organization!



# Driving Digital Transformation

Key success factors according to BCG:

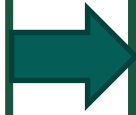
1. Craft a clear integrated strategy
2. Commit to leadership
3. Put the best people in the right places
4. Adopt an agile governance mindset
5. Monitor and measure your progress
6. Create a business led tech and data platform

[Link to the BCG page with videos for each of the success factors](#)



# Driving digital transformation

- Clear Strategy
- Leadership
- Talent
- Agile
- Monitor & Measure
- Business focused tech

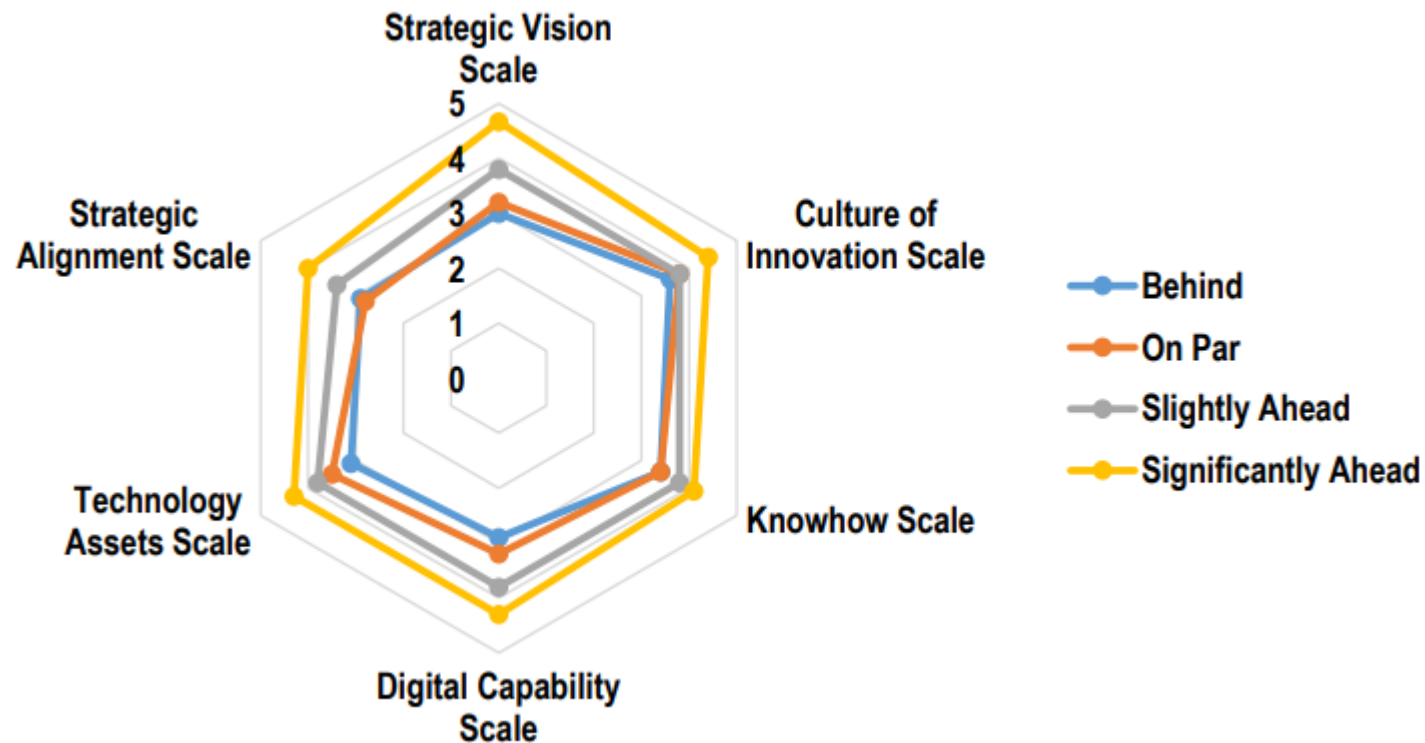


- Data/IM Strategy
- CIO / CDO
- IM / IG Teams
- Culture & Processes
- Tools & Processes
- Business alignment





# Check your readiness



# The tactical considerations for IM & IG

Nothing you have not heard before:

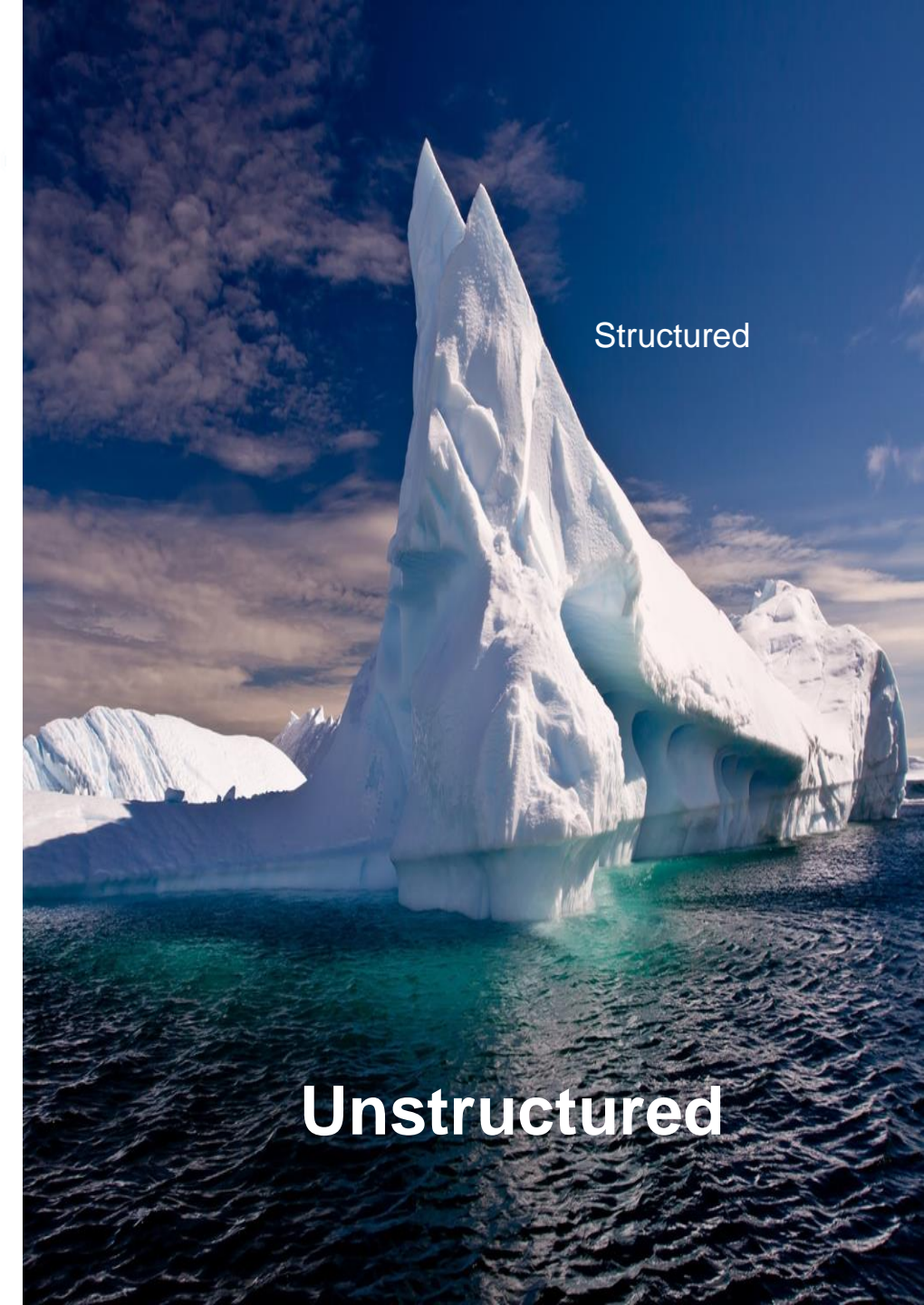
- ECM / IM / IG is a “strategy” not a platform
- People – Process - Technology
- Project Management is important, but Change Management is key!
- If you cannot be truly transformational, you can still make highly beneficial incremental improvements





# Summary

- Digital Transformation is a business strategy
- The 'digital' element involves us as Data & Information Management professionals
- There are many resources to highlight pitfalls, and provide advice on the best approaches
- Organizational culture is key, suggested approaches must fit into your organizations way of doing things
- Take a leading role!







# Thank you

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