

DEMYSTIFY TRANSFORMATION

Move beyond
the digital frontier

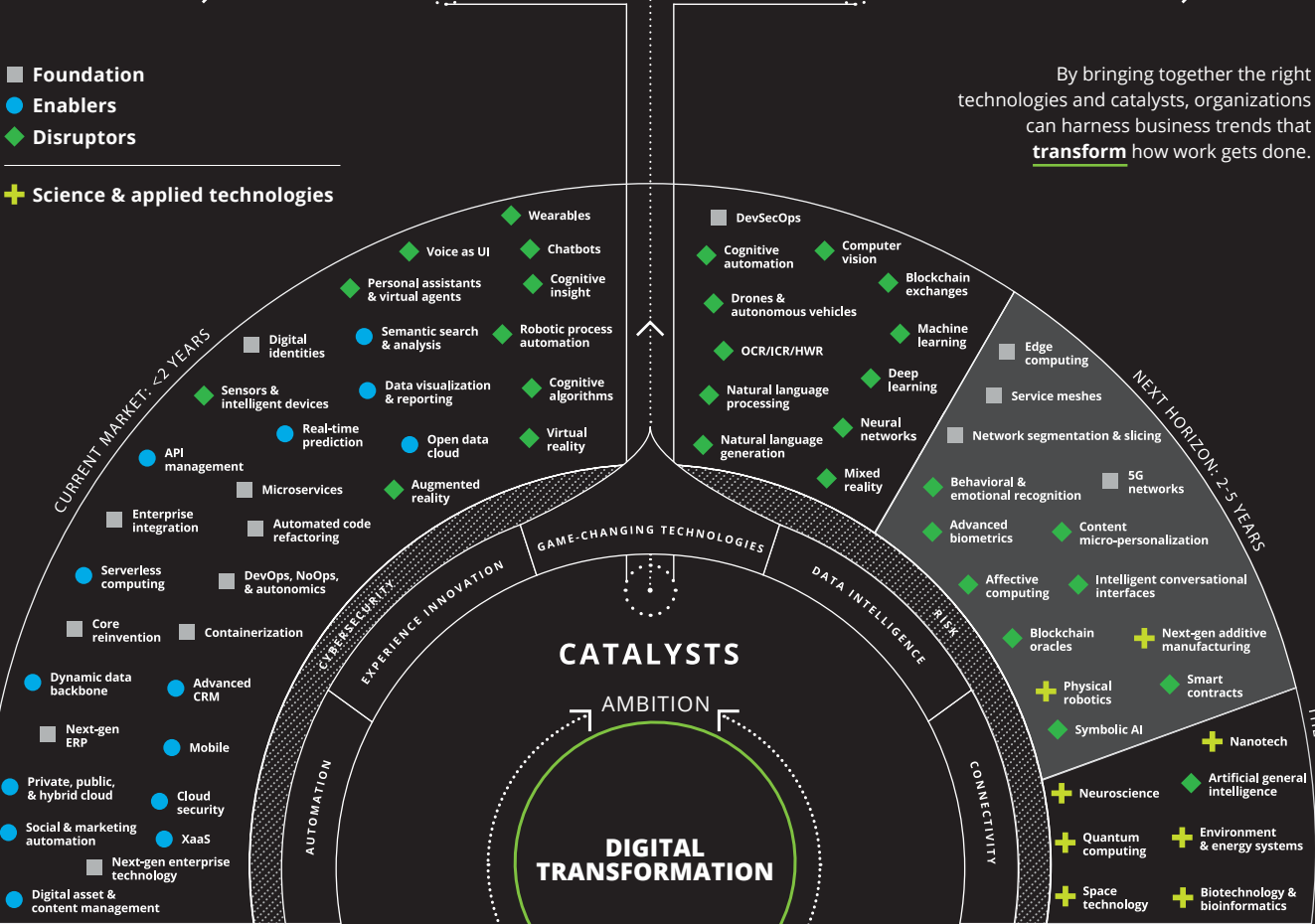


The world is changing. From digital supply networks and data-driven personalized medicine; to anticipatory, seamless customer engagement, technology advances are giving rise to unprecedented opportunities for innovation and growth. But for some organizations these opportunities represent an existential threat of disruption. Today, only 10 percent of organizations have the digital strategy and the technology credibility required to deliver the business growth and transformation increasingly driven by digital capabilities. How can you better prepare your company to harness digital change? Any strategy must balance what may seem like contradictory missions. First, be bold in your ambitions, inspired by what's possible and what's coming next rather than allowing yourself to be paralyzed by institutional inertia. Second, don't be distracted by the passing parade of shiny objects that promise far more than they deliver. Learn how and when to confidently invest in digital innovation with true transformative potential. Future-proofing this way won't be easy, but with a road map that's not only aspirational, but attainable, you can imagine, deliver, and run an organization that is not just ready for tomorrow, but can also *shape* tomorrow.

Catalysts For Change

TECHNOLOGIES > > > TRENDS

- Foundation
- Enablers
- ◆ Disruptors
- + Science & applied technologies



AUTOMATION

The line separating tasks performed exclusively by humans and those accomplished by machines is blurring. Organizations are reimagining how work gets done by using technology to augment and elevate human performance, while at the same time automating rote, repetitive tasks. This leads to several important questions: What roles and skills will be needed in a digitally transformed world? How does the existing workforce transition to that future? And what does that mean for the workplace and company culture? Your answers to these questions can drive foundational transformation in the future of work at your company.



EXPERIENCE INNOVATION

Currently, we live in a mostly one-size-fits-all world, but as organizations transform themselves digitally, the ways workers interact with everyday things will change. We see changes already with algorithm-driven personalization of entertainment and social media services. Expect entire industries to embrace human-centered design, which can transform how workers,



CYBERSECURITY

Today, cybersecurity goes beyond defensive postures of protection and after-the-fact policy-based compliance. For sure, intellectual property and customer and employee information must be protected. But what about setting up mechanisms for vigilance to detect threats and making changes to risk profiles? Or embedding cyber techniques throughout the development cycle? If handled correctly, new cybersecurity measures can help advance an organization's digital goals. The more new assets are developed (or legacy ones are repurposed), the more important developing resilient responses becomes.



GAME-CHANGING TECHNOLOGIES

Digital transformation doesn't happen overnight. Organizations must create a road map for how they plan to use game-changing technologies to transform their business. Sensing nascent technologies and recognizing their potential become critical priorities, as does looking strategically across today's possibilities, those coming soon, and those further on the horizon. Game-changing technologies can formatively shape an organization's digital transformation. But ambitions fully realized will require eliminating today's divides between information technology, operations technology, and product technology.

"Today, every company is a technology company and every employee is a technologist. There could not be a more opportune time to leave your mark on the world of possibility that awaits beyond the digital frontier."

BILL BRIGGS
CTO, DELOITTE CONSULTING LLP



CONNECTIVITY

To thrive in a time of rapid digital transformation, organizations should consider looking at the innovation landscape as a holistic network in which emerging and established players can all come together. In this view, evolving ecosystems replace static vendor/contractor relationships, potentially recasting competitors and market dynamics. Explore concepts of *borderless* and *boundaryless* — how new combinations of actors across industry, sector, government agencies, functions, and departments could create value through sophisticated models of collaboration and competition.



REAL-TIME DATA INTELLIGENCE

In an age when everything from street lamps to shopping aisles generate data, the ability to sift through reams of ones and zeroes and find valuable insights has become increasingly important. Patterns, trends, and overlooked behaviors are unearthed from transactional data, but also from images, video, audio, sensors, and biometrics. Using real-time data intelligence, organizations can uncover

insights from divergent data sources, then deploy them quickly across the entire organization. Moreover, they may be able to monetize these insights by sharing them with partners and the broader market. Advanced organizations are moving beyond simply visualizing and understanding their data; they're looking to predict, prescribe, and take action.

**DELOITTE
BRAND AD HERE**