

## **EVOLVING**

past digital projects  
to an agile, innovative  
and transformative  
foundation.

# **DIGITAL. TRANSFORMED.**

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# THE SIX STAGES OF DIGITAL TRANSFORMATION

## STAGE 1

Business  
as usual

## STAGE 2

Experimental

## STAGE 3

Formalized

## STAGE 4

Strategic

## STAGE 5

Systematic

## STAGE 6

Integrated

The six stages of digital transformation range from doing nothing (business as usual) to being fully integrated into an organization that eats, drinks and sleeps transformation.

The answers you provided, tell us if you're in the early stages or close to total transformation.

**(Did you miss our quiz? Take it to find out how you score.)**

# DEEP IN YOUR JOURNEY

Congratulations! You are well on your way to a fully transformed organization.

Ideally, we all want to get to the last stage: Integrated. That's when digital has transformed the DNA of your organization. It is no longer a project. It's a mindset. It's how you approach everything.

You're standing strong on the scale to digital maturity.

You've got leadership on your side. You've got a customer-centric digital transformation framework with teams collaborating across departments on intentional and strategic projects. Business strategy and digital transformation are aligned.

## THE SIX STAGES OF DIGITAL TRANSFORMATION

**STAGE 1**  
Business  
as usual

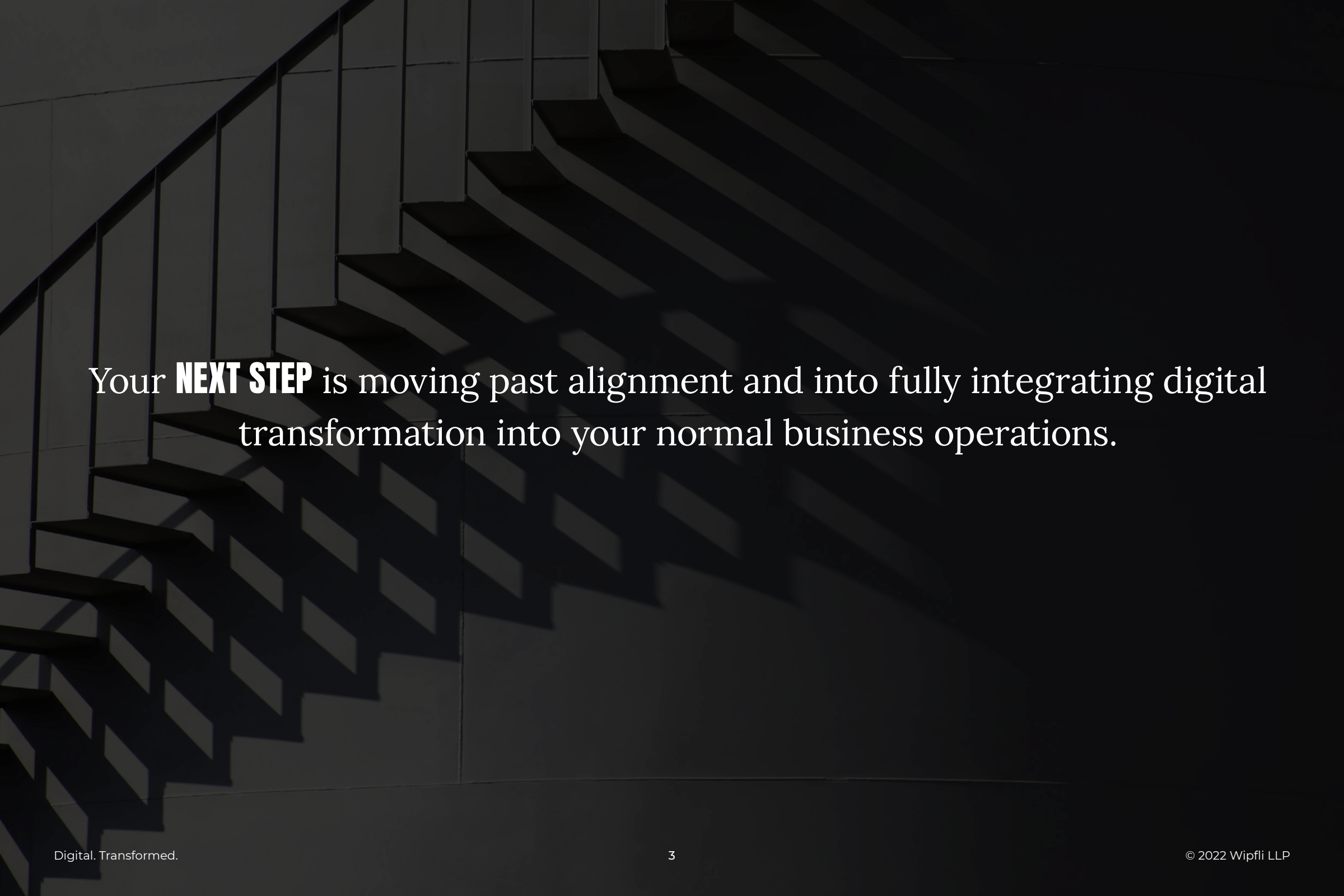
**STAGE 2**  
Experimental

**STAGE 3**  
Formalized

**STAGE 4**  
Strategic

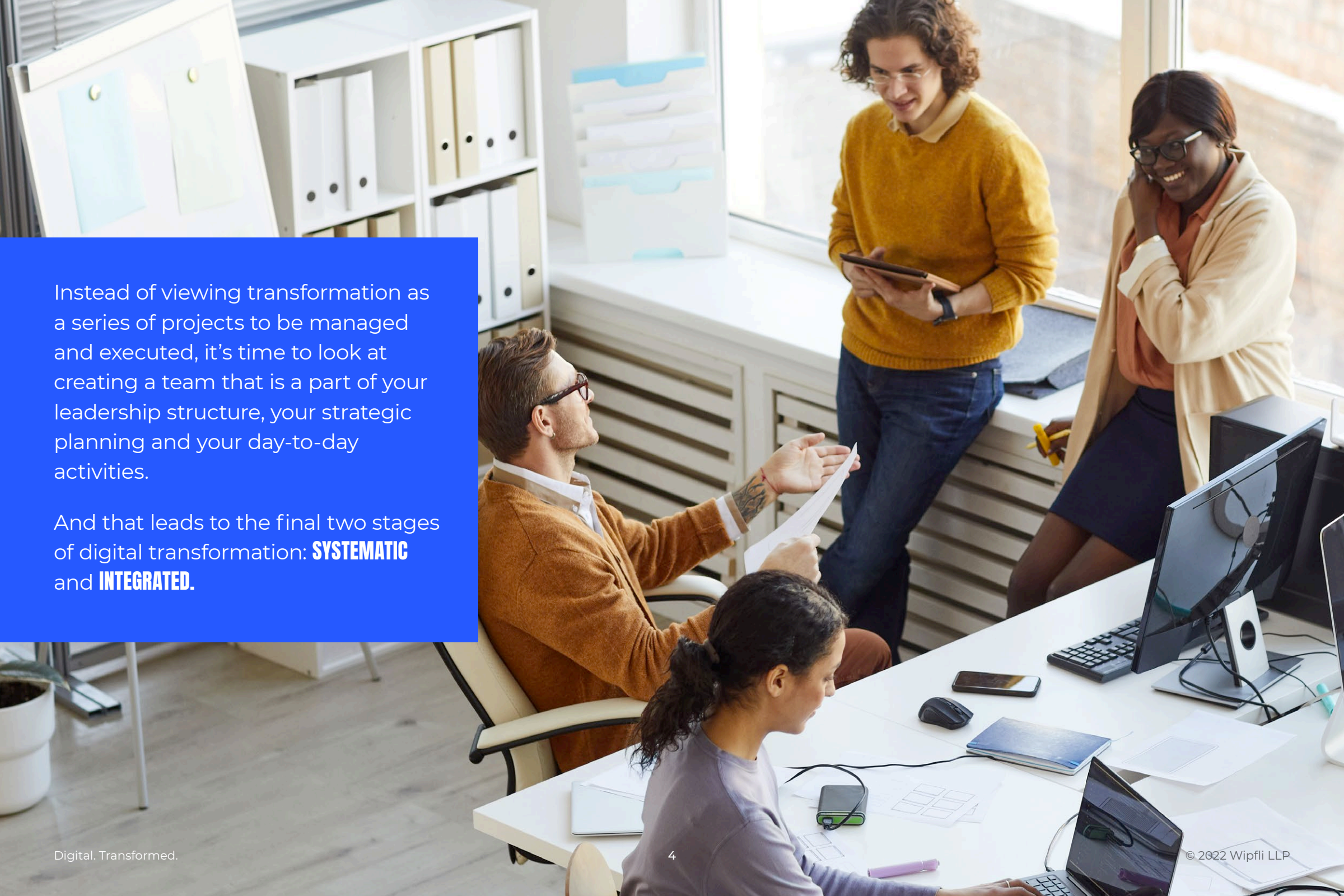
**STAGE 5**  
Systematic

**STAGE 6**  
Integrated



Your **NEXT STEP** is moving past alignment and into fully integrating digital transformation into your normal business operations.





Instead of viewing transformation as a series of projects to be managed and executed, it's time to look at creating a team that is a part of your leadership structure, your strategic planning and your day-to-day activities.

And that leads to the final two stages of digital transformation: **SYSTEMATIC** and **INTEGRATED.**



A woman with curly hair and glasses is looking down at a tablet device. She is wearing a white shirt and a dark blazer. The background is dark with some blurred lights, suggesting an office or laboratory setting at night. The word "SYSTEMATIC" is overlaid in large white letters across the middle of the image.

# SYSTEMATIC

To ensure transformation is **DEEPLY INGRAINED** in your organization, start by developing a digital transformation team to guide your operations, in addition to your strategy.





This team should be responsible for delving deeper into customer journeys and technology to further blend digital and traditional strategies. They should reconceive traditional sales funnels into more sophisticated, dynamic and less-linear flows.

Who makes up this team? Ideally, it's a hybrid of external experts and internal leaders who can act as change agents and innovators. Leadership should include chief digital experience executives who are empowered to identify, research and act on digital trends and innovations.



# ACHIEVING LASTING CHANGE

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Your digital transformation team should touch each part of your organization. Transformation cannot happen when people and departments are left behind. Digital transformation needs to become a part of your very culture. It's way of thinking and acting on a day-to-day basis — not just implementing the building blocks of your transformation but also **CONTINUALLY ASSESSING** your organization's needs and evolving your goals, strategy and processes under the overarching direction of your digital transformation team.

In this way, digital transformation achieves real and **LASTING RESULTS**. Your legacy processes and workflows get revamped to use digital tools to their fullest potential. Redundancies get eliminated. Efficiencies achieved.

Your technology platforms don't get upgraded and then forgotten. You finances include constant tech research, upgrades and enhancements.

Under this team, you're able to create new infrastructure. To shape everything from roles to processes to systems to solidify your transformation into your culture. To ensure you can continue building on it to better serve customers and **STAY AHEAD** of your competition.

Once you achieve the systematic stage of digital transformation, you are ready to integrate and start reaping the rewards.



Only  
**30%**

of digital transformation  
efforts succeed.





Earnings growth for digital leaders is **1.8 TIMES HIGHER** than their less mature counterparts.







# INTEGRATED



You've reached the **FINAL STAGE**. Digital has now transformed the DNA of your organization.

Because transformation isn't just about sales or production, no part of your organization is untouched. You've answered questions and developed a digital strategy

How you  
serve  
customers

How you  
measure  
success

How you  
hire

Who you  
hire

How you  
work

Where you  
work





Your entire organization **HAS EMBRACED** a culture of transformation by adopting an agile mindset.

This mindset helps deliver radical new approaches to old problems. But sometimes the deep work needed for innovation gets left behind in the sprints. **MAKING ROOM FOR INNOVATION** — even if that means upstaging your own products — is the sure way to stay ahead of the competition.



# THE BENEFITS OF A SUCCESSFUL DIGITAL TRANSFORMATION

In this last stage of digital transformation, your leadership begins to see the fruits of digital transformation and truly understand that change is constant, so transformation is continual. With digital transformation and business intelligence as integral parts of your business, you're able to identify market trends, new opportunities and potential challenges, and then act on them.

Ultimately, you're positioned to continue adapting to the ever-changing business world, in a far less arduous and time-consuming fashion than you were before you embarked on this journey. You're able to greatly improve the customer experience, retaining current customers and gaining market share. Your competitors have taken notice, but digital transformation has you solidly in the lead and with the knowledge and ability to stay there.

Executives list their **TOP BENEFITS** of digital transformation:

**40%**  
Improved operational efficiency

**36%**  
Faster time to market

**35%**  
The ability to meet customer expectations

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## CONTINUE YOUR JOURNEY

Read the other two books  
on our digital transformation  
ebook series.



### Decoding digital transformation

How to get started in digital transformation by focusing on strategy, execution and technology.

[DOWNLOAD](#)



### Is your transformation stuck?

Move from isolated projects and disconnected priorities to a formalized and strategic digital transformation with cross-departmental teams.

[DOWNLOAD](#)



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# LET'S TAKE ON WHAT'S NEXT TOGETHER

OUR TEAM IS READY TO HELP YOU  
EMBRACE THE FUTURE.

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**Digital strategy**

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