


Digital Business Transformation Strategy: Digital Transformation Trends to Watch Out for

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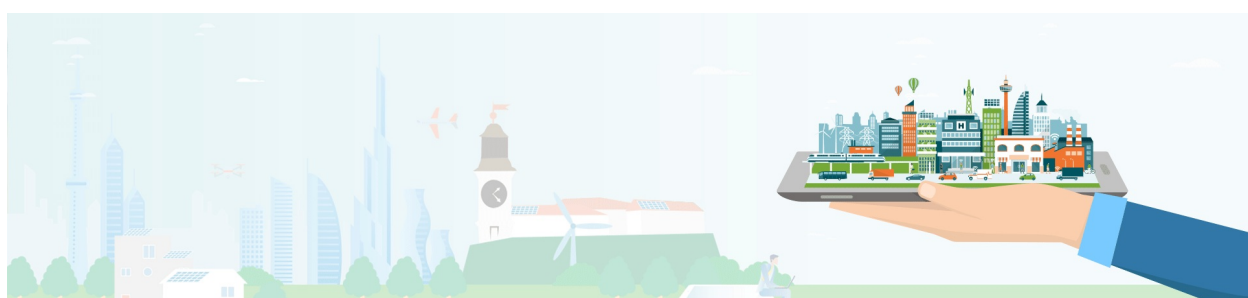
Digital Business Transformation Strategy: Digital Transformation Trends to Watch Out for (92%) Votes



Digital transformation—one term that has been thrown around a lot, but we are still struggling to meet the expectations of this aggressive disruptor. 😎

Businesses often consider this ‘phenomena’ as an overhaul, where they need to turn their business upside down. To successfully work on both the sides of the great divide that is the ‘digital-traditional’ divide, digital entrepreneurs shouldn’t overlook their existing assets or assume that digital disruptors hold all the cards for disrupting the market.

We often misunderstand one of the elements of digital transformation that is that it is a Trojan horse for a broader sense of business transformation, an instance where we need to review multiple aspects of the business, such as the structure of the organization, operation model, services, products, and more. Some of these are difficult changes to make, while some are easier such as culture or language.



However, when we look at it closely, culture truly is the hardest change to make. Changing technology platform, finding better talent, right strategy, and more can be doable, definitely not easy, but yes doable. The toughest is the cultural transformation, which is deeply set.

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Every process has to start with awareness, awareness with even the minutest change being made in the organization. Therefore, while the leadership focuses on working on the easier changes, we need to look at some of the trends that are making their way into the market.



1. Adaptability

Change is inevitable, and there is no escaping it. Take cloud computing for instance, ever since its introduction, it has undergone a massive makeover. Today, the success route for every business is incorporating upcoming technologies into their work environment and adapting to their industry. But, let us not step ahead, digital transformation cannot be termed as only 'technology', but technology as a culture, that successfully holds the business together.

2. User experience

Another important goal for digital transformation—customer experience. Customers are aware than before, they will no longer give a second glance to the brand that does not offer personalization. The only way to impress your customers is by providing them a flawless user experience. Pitch more for customer interaction and be informed if it's adding any value.

3. Innovation

One of the best methods to stay ahead in competition is proactive innovation. When it comes to new technology, it has become necessary to increase the speed to testing, analyzing, and judging that technology. Businesses are no longer in the state to spend leisure time on tools that bring no value. So it's simple, the quicker your business can move from an idea to implementation, the opportunities will flow your way. Also, another aspect playing an important role is adaptability. The faster your business adapts newer technologies or acknowledges it; your business is on its way to success.

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4. Remote work

Let's be realistic, every professional today is looking for work flexibility. With Internet and mobile technology, businesses can stay connected with anyone in the world. Many employees prefer to work as freelancers. Businesses benefit by recruiting people available in any time zone. This makes it easier to find talented people worldwide.

5. Virtual reality and augmented reality

The global success of Pokémon Go augmented reality speaks for itself. This is a big nudge to all the businesses around that don't pay heed to virtual reality and augmented reality. Once upon a time, these technologies had limited access to the gaming realm, but today they are easier to implement anywhere. Virtual reality and augmented reality have become new means of interactions with customers. Moreover, lots of experts are also predicting that virtual and augmented reality will make way for workplace gamification. Soon it is expected to be a crucial business strategy.

We believe that digital transformation is not an option, but a business necessary change.

Adapt this technology to thrive more. 😊