

# Digital transformation - Let's talk about the evolution along with the revolution



The digital revolution is in full swing, but is technology your friend or foe? As a business owner, are you maximizing its full potential or are you unable to use it to your advantage yet?

Technology, no matter how advanced, is powerless without you driving it in the right direction of your goals and objectives. In that sense therefore, a digital revolution is only as good as your own evolution.

## What does that mean?

- It means how well you are able to keep pace with the changes around you.
- It implies an evolution of your vision to spot just the innovations and adaptations that will solve your problems and take your business to new heights.
- It also refers to your strategic prowess in formulating successful rollouts and plans that execute your vision in the way you want.

## How does one go about it?

### You have to want it badly.

It may sound obvious, but you have to be absolutely convinced of the transformative role of digitalisation. You have to make technology the lens through which you view every aspect of your business. Would machine learning in your organisation's data analysis perhaps add more value? Could an AI-based customer service approach deliver a more empathetic customer experience? How can you use technology to yield better outcomes?

### But not just for the sake of it.

Finding the right balance between taking risks and proceeding with caution is of paramount importance. The world is on the brink of entering a digital era where each innovation is more phenomenal than the last. It

is tempting to latch on to the bandwagon and invest in emerging trends. However, in your bid to change, don't throw out the baby with the bathwater. Sometimes, reimagining existing legacy infrastructure that has served you well, and then scaling up by including new technology is the way to go.

### Know where you are at.

Be honest with yourself through your journey of digital transformation. Identify what stage you are at. Are you just testing the waters and first putting together a robust IT infrastructure in place? Have you taken the plunge and now want to dive into advanced innovations like Internet of Things, Blockchain and 5G? Awareness and introspection help you take the right decisions every step of the way towards fulfilling your digitalisation goals.

#### VIS Office

Level 7,10 Queen Road Melbourne VIC 3004  
+61 475 230 884  
enquiry@visglobal.com.au

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