

Digital Transformation Framework!

Digital Transformation is more than "investing in technology"

Exploit the potential of new technologies

In order to fully exploit the potential of new digital technologies for a company, it is not enough to implement

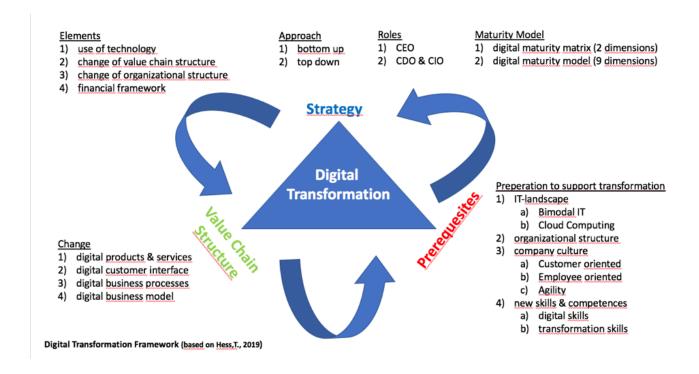
- a new business-model
- new products/services
- new processes.

For a comprehensive digital transformation process in particular, certain prerequisites must be created upfront, such as the preparation of

- the IT landscape
- the creation of a supporting **organizational structure**,
- the development of **new skills**,
- but above all a digital corporate culture

So that means, as one important basis you have to establish and sustainably live values of a digital culture.

Mainly these are: customer-centric, employee-oriented, commercially focused, visionary, technology-literacy, open and transparent, flexible and adaptive, agile and responsive, exploring and curious, entrepreneurial and innovative, collaborative and learning from failure, willing to change, courage to take risk.



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