

# DIGITALIZATION CONTENT MODULE

Digitalization represents a major challenge for many organizations. It requires a new way of thinking, a new way of leading, and a new way of doing business. At Denison, we've researched this topic for several years, and have now developed a model and set of measures to help our clients assess and track their progress. **Our model has six components:**



STRATEGIC  
ALIGNMENT



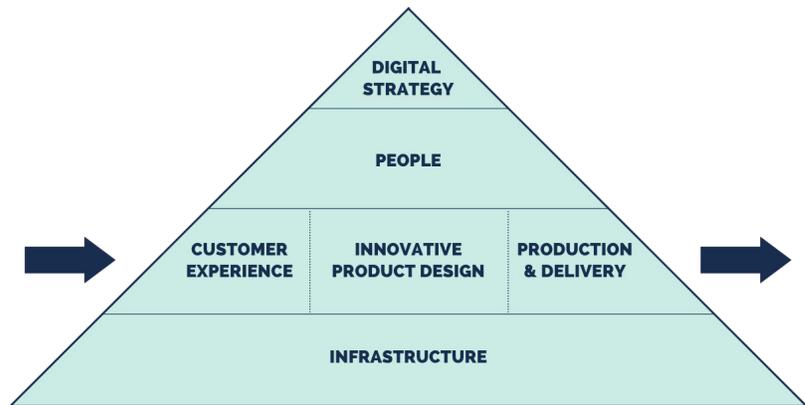
MERGER &  
ACQUISITION



TRANSFORMATION  
& TURNAROUND



TALENT  
MANAGEMENT



## Digital Strategy

Guiding an organization through a digital transformation requires a clear strategic plan to be in place. Leadership need to be aligned, and the strategy should be widely communicated, well understood, and clearly visible in day-to-day decisions.

1. Our leaders have clearly communicated our vision for our digital transformation
2. Our digital transformation strategy is visible in our day-to-day decisions
3. We have a comprehensive strategy to collect, process, and analyze data from all available informat

## People

A change of this magnitude always requires a culture change. This always means that changes are required in people's mindset, talent, and leadership skills. One key element of this transformation is building the deep digital talent – the data science, software development, and AI expertise required to succeed.

4. Our digital talent creates a clear advantage over our competitors
5. We have the skills and capabilities necessary to implement our digital transformation strategy
6. We are aggressively recruiting the digital talent that we need for the future

## Customer Experience

The value chain in the digital world begins with the customer. The customer experience drives innovative product design and the production and delivery process. This whole process must be built around a real-time understanding of the customer experience.

7. Our digital capabilities allow us to deliver easy, effective and emotional customer experiences
8. Our digital strategy allows us to better meet the needs of our customers
9. We are able to use real-time data and analytics to deliver a tailored customer experience

## Innovative Products

Innovative products are designed and redesigned around customer needs. This process is informed by a continuous process of monitoring the customer experience through real-time analytics.

10. Our new product design is informed by real-time data on the customer experience
11. We continuously monitor our products and customers to deliver more value
12. Our product design takes full advantage of our data and analytic capabilities

## Production & Delivery

The process of producing and delivering products is also enhanced by a firm's digital capabilities. The production system is enhanced by digital capabilities, and predictive analytics are used to anticipate customer support needs.

13. Our digital capabilities allow us to have an agile production system
14. We use predictive analytics to help anticipate customer support needs
15. We use our digital capabilities to automate and streamline our production capabilities

## Infrastructure

A company's digital platform is the foundation for all of these innovations and is one of a digital company's most important assets.

16. Our digital infrastructure creates a solid platform to support all of our innovations
17. Our digital capabilities allow us to develop innovative new business models that help us compete
18. Business users have continuous access to up-to-date data and metrics that help us compete