



Successful digital transformation.

How to make it happen

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Introduction: Successful digital transformation - how to make it happen

Innovating your systems to create your signature dish

Why do companies need digital transformation? Well, to meet your clients' – constantly changing – needs and wishes, to stay ahead in an uninterruptedly changing world, and to become more scalable, effective, and cost-efficient. Don't become a Blockbuster, a Kodak, or a Nokia – be agile, innovate and add value. But first things first. Let's dive a little deeper into this definition. What is digital transformation, and how can you utilize this as a fast-growing organization?

After that, it is important to recognize when your organization needs transformation. This can be hard to determine, so we have added the most important questions you need to ask yourself.

Are you convinced you need to transform, then focus on the most important ingredients for success? We gathered the ingredients we think are indispensable when it comes to digital transformation. And of course, you can read about the results.

So now you know how to make a successful digital transformation happen, right? Not quite yet, you don't want to forget the most important ingredient; the team.

How does a team that completes a successful digital transformation look like? Read all about the different project roles and responsibilities.

After this, you're all set to transform your own organization with success!

Enjoy reading!

Chapter 1: What is digital transformation, what do you need to make it happen, and what will it bring?

We like to keep the definition short and clear when working with our clients. To be on the same page together we define digital transformation as :

Digital transformation is outlining your business' goals and processes, mapping your company's vision for the future and ensuring your systems carry you through and towards all of the above.





Digital Transformation occurs on various levels

Organization-wide, within one department, or in certain processes or workflows run by multiple divisions. It will bring scalability, effectiveness and cost-efficiency, and you need four things to realize it:

- **the right mindset;**
- **the right people;**
- **the right tools(s);**
- **and the right partner to guide you.**

Also important: in which cases should digital transformation be very high on your agenda? When is it most efficient, and can you reap the benefits? in other words:

Chapter 2: How can you recognize your need for digital transformation?

Also important: in which cases should digital transformation be very high on your agenda? When is it most efficient, and can you reap the benefits? In other words:

Digital transformation is vital when you recognize yourself or your organization in one (or more) of the situations below.

Is your organization cost-efficient?

Are the total costs of your (digital) systems, software, and applications, including underlying processes and maintenance, still in sync with the benefits?.

Understanding the TCO (total cost of ownership) is essential: ask yourself whether your workflows and processes can be better and more cost-efficient.

Are daily tasks still handled on paper?

And are critical processes run on outdated software, such as Excel??

Can you take advantage of innovations pro-actively?

Or are you limited by current systems when you want to integrate (the best) functionalities for your customers? Is the world changing faster than your organization can react to and do you feel like you're stuck in second gear?

Are you using your systems to their full potential?

Or only using 10% while paying for 100%? Tailoring your systems to your business' needs may seem expensive – but is it, really?

Are your systems, applications, and portals supporting your business goals?

Do processes go rogue due to limitations in current systems? When current systems control and even change your processes, rather than support your ideal way of working, digital transformation is the answer.

Is your organization still depending on ancient coding language?

And/or people who can write it for you?

Do your current systems resemble a plate of spaghetti?

Where various applications are linked provisionally to make things work 'for now'? Digital transformation leads to working with streamlined, compatible systems that reinforce each other.

Are data flows inaccurate?

Or isn't your organization able to manage data properly?

Does any of this sound familiar? Transform! It is, truly, essential to survive!

We'll give you the information you need to build towards successful digital transformation, to create your own signature dish. The signature dish where everything comes together on one plate and amazes the people eating and wanting to come back for more. That brings and preserves your business' right to exist, keeps you up to speed, and results in leaving competitors who fail to digitally transform in your wake.

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Chapter 3: How do you realize a successful digital transformation?

Which ingredients do you need to create your signature dish? And, more importantly, in which order? Let's elaborate!

1. Mindset

The right mindset is crucial – that's where it all starts. You need to get energized by the thought of new opportunities and possibilities and look forward to change. You need agility in all teams, systems, processes and the company as a whole. Better and more cost-efficient.

2. People

Once the mindset-box is ticked, it's important to gather the right people. You need a Management Team that recognizes the need for innovation, creates momentum for a new IT strategy and is willing to implement it. The next step of the journey is to let Process Analysts (external analysts who take a close look at your organization and identify bottlenecks) and Solution Architects (external problem solvers who craft a solution based on the analysis) do their job.

'Get energized by the thought of new opportunities and possibilities'

3. Technology solution

Once the right solution for your business has been composed, you need to build it with the right platform, technology and people. And to ensure a smooth overall process, you need agile Project Managers and Change Managers who prepare the business for the change to come – and roll it out when ready. This does not have to be expensive and complicated; by looking closely at the organization and including people, you can create a team of dedicated people to realize your digital transformation.

4. Expertise

Finally, in order to make a digital transformation fun rather than overwhelming, you need the right expertise. When you don't have it within your organization. You need a partner you can trust, who loves innovation and strives for change. A partner who is independent and impartial, because digital systems and applications are the lubricating oil of a business – and all organizations require a unique recipe. To us, it doesn't matter which system, application, or platform would be your best match. But we will find it for you. We can help you create your signature dish.

'We can help you create your signature dish'



Chapter 4: What results will digital transformation bring?

One of the most important things digital transformation brings is [scalability](#). With a set of digital systems and applications tailored to your company's needs, you will achieve (and keep achieving) important business goals. You ensure your organization meets the clients' wishes, which leads to growth. And, bonus: you will always be one step ahead in a competitive landscape.

In addition to that, transforming digitally will boost the [effectiveness of workflows](#) across the board. How? It enables employees to complete tasks without being held back by limited or unfitting systems. It creates the freedom for all employees to be creative, to experiment, and to think big.

And last, but definitely not least: having your ideal digital systems in place is [cost-efficient](#). Legacy systems may seem cheaper, but you often end up using only a tenth of what you're paying for. Digital transformation is an investment right now, but it will be cost-efficient in the long run. Want to know more? Get in touch with fizar.

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**Who do you need on
your team for successful
digital transformation?**

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Chapter 5 : Digital transformation needs a human touch

Even though technology is at the core of every digital transformation, it cannot be implemented without the right people. Every organization needs a digital strategy, a culture that encourages employees to think big and experiment, leaders who act as pioneers for the transformation to come, and a team that consists of dedicated business professionals, developers and external partners

Let's start at the very beginning:

What do you need to realize digital transformation?

In an ideal world, you have the right digital savvy leaders in place who:

- 1. Create the optimal (leadership) culture**
- 2. Empower people to work in new ways**
- 3. Prioritize and make transformation tangible and visible**
- 4. Communicate clearly and celebrate successes**
- 5. Hire and attract the right people and make a great team**
- 6. Are not afraid to ask for help when needed.**

Without these leaders , your digital transformation will flop

Let's look at these six aspects of leadership in more detail.

Creating the optimal culture

In a company where the culture is 'just right', employees will trust each other as well as their leaders. They will feel confident to think big, to experiment, to make mistakes (and learn from them), to support and encourage change and optimization and to celebrate success. In every single company in the world, leaders are responsible for creating a culture like this. It's a lifestyle not just a project.

Empowering the people

Another important aspect is to give employees a say in where digitization could and should be adopted. When employees are encouraged to share their ideas about where digital transformation might support the business, success rates of implementation are considerably higher. After all, your employees are the people who face the daily challenges and speak to your customers the most. Eyes and ears for your organization.

A great example to illustrate the why and how of this, is the Dutch insurance company Univé. They have set up an Innovation Lab and are continuously focused on digital transformation and innovation. Providing both employees and customers with the tech and tools that solves their problems - yet always with a human touch.



Prioritizing and making digital transformation tangible

By making digital transformation a priority in your organization - looking at the (possible) impact - you create momentum to make it happen. Look at short term and long term benefits and sketch plausible results.

Prioritize. Share hypotheses across the board, so your people can read about what you're working on long before the new systems are put into use.

Seeing a step-by-step process and possible outcomes makes digital transformation a tangible event for all employees, doubling the likelihood of it being successful.



Communicating clearly and celebrating successes

One of the key contributing factors to a successful digital transformation is communication. Frankly, it can make or break it. Keeping the whole company in the loop of developments - while they are happening - is vital. Make it simple, provide a timeline and verbalize clear targets, enabling the business to work towards achieving KPI's. And, here comes an important one, always celebrate successes. Even when they're small. Communication and celebration increase involvement and result in a great support base across all departments, making implementation of your digital transformation successful

Attracting and hiring the right people

Digital transformation needs a human touch. After all, there will always be ways in which humans are better than digital alternatives. When you're creating a company culture in which people can develop themselves, experiment and contribute to successes, you will attract the right people. Get HR involved and browse the market for people who don't just have the talents you're looking for, but also the mindset you need your people to have in your continuously (digitally) transforming organization. Business people, solution architects, developers, change managers: the team you need is out there. And with them on board, transforming will be easier, faster and more fun.

Asking for help

Hiring and attracting the right people is a long term proces, so in the meantime, be agile and ask for external help. Leaders who consult experts on what their business needs and accept help from others will succeed in supporting people with (the right) technology, software, systems and processes.

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With leaders who can realize all of the above, the best possible team builds itself. The organization will move from an ad hoc and technology-driven approach to a more systematic integrated approach - to digital transformation.

It allows your company to serve your own signature dish that brings and preserves your right to exist and keeps you up to speed

Chapter 6: Building the team

With the “what you need to realize digital transformation” in place and with a leadership team embracing the transformation lifestyle, it’s time to zoom in on the who within teams.

Organizations aiming for digital transformation need the right agile people to make it happen. This team changes along with the project or case.

We often see it consists of a project sponsor, (external) analysts and problem solvers, a bunch of skilled developers and a few project and change managers. Together, these people are committed to make your business’ digital transformation a success.

Let’s meet the team:



Project sponsor

The key player on the team is somebody from senior management who will act as project sponsor - one of the digital-savvy leaders we've discussed earlier. They strengthen the foundation by spending time on adopting the platform. They can initiate the idea, secure resources, manage the progress and ensure adaptation and use throughout the business. When digital transformation is pioneered by one of the senior managers (rather than by mid-level leaders), it will gain more traction and will be adopted enthusiastically.

Solution Architects

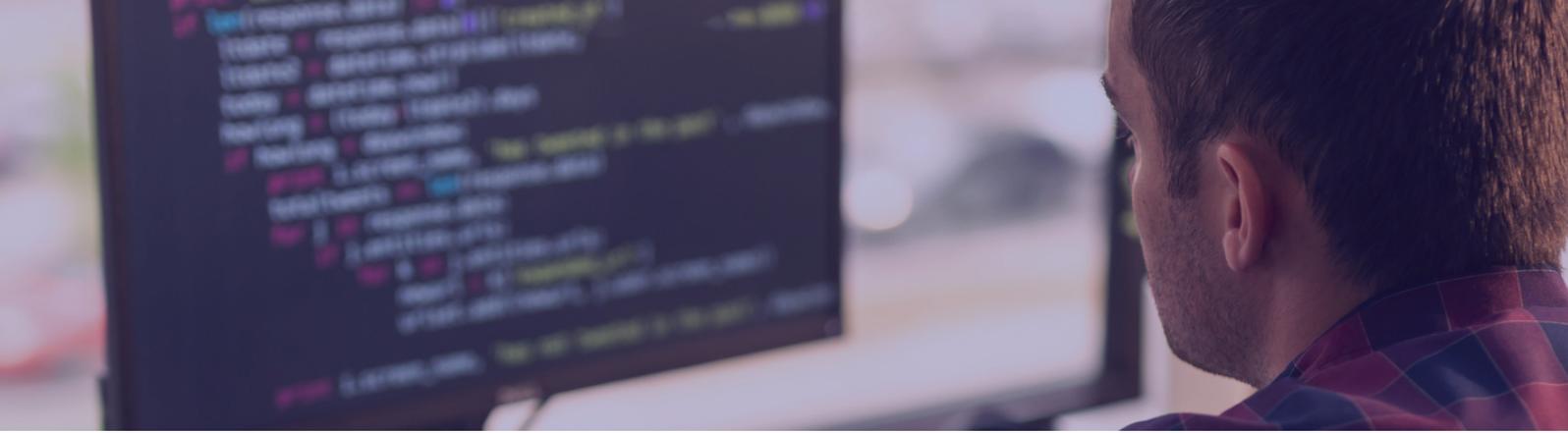
Based on the analysis of the Process Analysts, Solution Architects will craft an ideal solution, tailored to your organization's needs. They outline business processes, and map the entire IT infrastructure. Based on that, they will craft the best solution out there. Solution Architects make your business run more smoothly. Would you like to present a challenge to one of our architects? No problem. They love to help.

Process Analysts

In order to create the ideal recipe for digital transformation, it's essential to have experts take a look at your current and desired way of working. Do you have (an) internal Process Analyst(s) in your organization? Let them join the team. Would you prefer to have it looked at by a second set of eyes? Consider involving an external Process Analyst, who looks attentively at your business and identifies bottlenecks.

Developers

The developing team usually consists of 3-6 people. Depending on the chosen governance structure (centralized, decentralized, federated) and the expertise available it can also be smaller or bigger. Don't make it bigger than necessary. If you want your life and digital transformation to be agile, not too hard and tangible for everyone on your team, consider using a low-code or no-code platform.



A bit of business on the team

Transformation is a company-wide process. IT and business units melt together, so it's crucial to have business experts and developers on your team who contribute to your transformation based on the (IT-)strategy you have in mind. That way, your business will stay ahead and add value to the industry.

Team up with the experts in your organization who work in the processes that you're transforming and know internal and external users as well as your customers: sales, account management, finance, marketing and product development.

Teamwork makes the dream work

Together, your team can implement digital transformation for the whole business, for a few processes or for just one workflow. Whatever floats your boat. And if your team works together according to your governance structure, code guidelines, security measures, guard the solid architecture of the platform and properly implement APIs, it will help your organization operate at an excellent level, focusing on maximum results.

'Focusing on maximum results'

Where do you find them?

We often hear that we are lucky to have such great developers on board ourselves. A good developer is not easy to find nowadays. Not being able to be proactive often is the result of not having enough or the right developers to build with the speed that you want too.

This is one of the reasons for the rise of Citizen Development where tech savvy employees, when supported in the right manner, develop themselves without the pro-coding knowledge needed.

O and hey, we are here if you need us

Are you looking for a reliable partner that can offer you the best digital solution(s) for your organization? Or look into Citizen development together? No, not somebody who just compares tools and takes work off your hands, but a partner who can raise the bar for you. We have the Process Analysts, Solution Architects, Developers and Process and Change Managers you need.

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Conclusion

Digital transformation gives you a headstart in a fast changing world

The world is moving faster and faster and sometimes it is hard to keep up, but necessary to stay relevant. An integrated approach to digital transformation will create the advantage you need in your industry.

But it is not as simple as hiring a developer to change your direction. You need focus, vision, people, mindset, and the right partners.

After helping many companies with their digital transformation, we know exactly how we can help you moving forward. With our team of technical experts, combined with the best business consultants and the drive to learn more and become better every day, we are the partner you need.

Want to know how we can help your business transform successfully?

Don't hesitate! Just reach out to us.

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