Build a Digital Roadmap

Digital transformation's many benefits are alluring to enterprises. However, change can be challenging for any organization, and this process is more complex than traditional system upgrades. A roadmap based on industry best practices enables them to avoid common missteps.

Digital transformation offers corporations the opportunity to retool business processes and become more efficient. The change empowers firms to improve their day-to-day operations and provide value to customers, employees, partners, and shareholders.

Yet for many enterprises, the idea is enticing, but the reality of moving from here to there is intimidating. A clear roadmap provides guidance during their digital transformation.

Preparation is Key to a Successful Transition

Digitalization is a multi-step process, one that requires a clean, well thought out strategy and thorough planning. The emergence of a wide range of technologies empowers companies to dramatically reinvigorate themselves and revamp their business. The first step is a comprehensive self-evaluation. Corporations need to identify their pain points, what technology can do to address them, and then begin outlining the steps to their revitalization.

Ensure Commitment From Senior Members

Digital transformation can be a complex, time consuming project, especially for large and medium Caribbean organizations. Companies must break down traditional silos among departments and enact new streamlined business processes.

To complete the shift requires support from C Level managers. They must be involved early, take a leading role in the transition, help with brainstorming, and provide feedback. Their job is not only strategic but also sales: they must help communicate and sell the digital vision internally to employees as well as externally to partners and customers.

Solicit Input from Experts

No one would put the keys in a car and turn it on without having learned how to drive from someone else. Every skill humans attain requires help from an expert. Digital transformation is no different. Caribbean businesses typically lack a deep understanding about how the technology works and the challenges in implementing it. Therefore, finding a partner that can help fill their knowledge voids is near the top of their To Do lists.

Bring Groups Together

The main benefits of digital transformation are reshaping company business processes. In many organizations, employees spend time on routine record keeping. Digital transformation offers them the opportunity to offload such work to automated processes, so they focus on more important work, like designing new products and better serving customers. Understanding what is possible only occurs if departments share knowledge about how work now flows. Once they understand that, they see what is possible with the new systems.

Establish Clear, Measurable Goals

After a company understands its current state (where they are now) and its goals (where they want to be), they need to track their progress on the roadmap. The implementation typically includes retooling the technology infrastructure and workflow. To understand the process and the company's progress requires establishing a systematic way of tracking activities and establishing clear milestones. The metrics outline how the process is unfolding and enable the business to monitor their progress on the journey.

Implement Changes in Phases

Digital transformation is a complex process, one that typically cannot be deployed in a single, simple stage. The work requires multiple phases. As a result, the implementation plan should be divided into short, clear measurable steps. Starting with an easy objective helps to create momentum for the project. As the firm gains more experience with its new solutions, it scales up and takes on more challenging work.

Appoint Departmental Tech Leaders

Typically, the technology team and Chief Information Officer (CIO) play leading roles in the upgrade process. They ensure that the appropriate technology and skills are available, put management functions in place, and make sure that the change unfolds smoothly.

However, transformation impacts every business unit, so they need to invest in the plan as well. One way to gain buy-in is by appointing digital transformation consultants, individuals who understand technology but more importantly know how work is done in each department. They identify opportunities to improve workflow, solicit support and help from department members, and act as internal marketers. With such input, the firm recognizes opportunities for positive change and improves its likelihood to reach its highest possible digital potential.

Lay the Groundwork for the Future

Many technology upgrades have a brief impact on an organization. Not so with a digital transformation. The repercussions from such initiatives are felt as the company continues to evolve. So, the project management team needs to understand not only what has to be done in the short term but also in the long term. They have to put a foundation in place that can support enhancements because they will be needed to keep pace and ideally stay ahead of competitors.

Recognize the Challenge

Digital transformation is not a simple, one-step process. Instead, It involves a series of stages and many steps, large and small, that evolve through the years. The technology is so rich and functional that companies continually find new ways to leverage it for competitive advantage. Because its potential impact is so great, digital transformation requires significant investments in time, personnel, and effort. Recognizing the significant opportunities and challenges at the start of the project help to ensure it is fully supported, increasing the chances for success as milestones are reached.

Recent technical advances moved companies to the precipice of a dramatic change. Digitalization offers businesses the ability to transform themselves in new ways where they break down legacy business silos, embrace agile technology, streamline business processes, and create a stronger enterprise. However, the process requires careful planning, management commitment, and keeping an eye to the future in order to be successful.

Why Liberty Networks?

At Liberty Networks, we partner with enterprises, carriers and business communities to enable a better future. We provide the technology infrastructure and offer the support they need to streamline their operations and take their business to the next level.

With our expansive network infrastructure, next-generation solutions portfolio and vast datacenter network we provide a solid foundation for business success.