

# DIGITAL TRANSFORMATION FRAMEWORK

A look into how digital transformation impacts your business.

XIMNET

# ABOUT DIGITAL TRANSFORMATION

Digital transformation is the approach by which organizations drive changes in their business models and ecosystem by leveraging digital competencies.

It is extremely crucial in times like these for organizations to embark on this journey for various reasons – such as to stay relevant in the market, find new market opportunities or simply to solve existing problems in the society.

## 1. Introduction

How organizations are accelerating digital transformation to stay relevant.

## 2. What is 3D Transformation Framework?

A digital transformation framework that enables change in your business.

## 3. The Process

How does 3D Transformation Framework work?

## 4. Summary

Recommended best practices for successful digital transformation.

# 1. Introduction

How organizations are accelerating digital transformation to stay relevant.

Digital transformation is changing businesses in every industry by minimizing barriers between people, businesses, and things. By doing so, you are able to create new products and services and find more efficient ways of serving your users.

These innovations are happening across organizations of all types, in every industry for various reasons: create new customer experiences, transform business models, and empower workforce innovation. To do this, companies need a foundation that is outcome driven and enabled by technology.

Whatever your goals are, **3D Transformation Framework** will be a good guide for you throughout the entire implementation of your transformation journey.

Let's take a deeper look into the subject in the next chapter.



**67%**

**of CEOs will have digital transformation at the center of their corporate strategy by the end of 2017.**

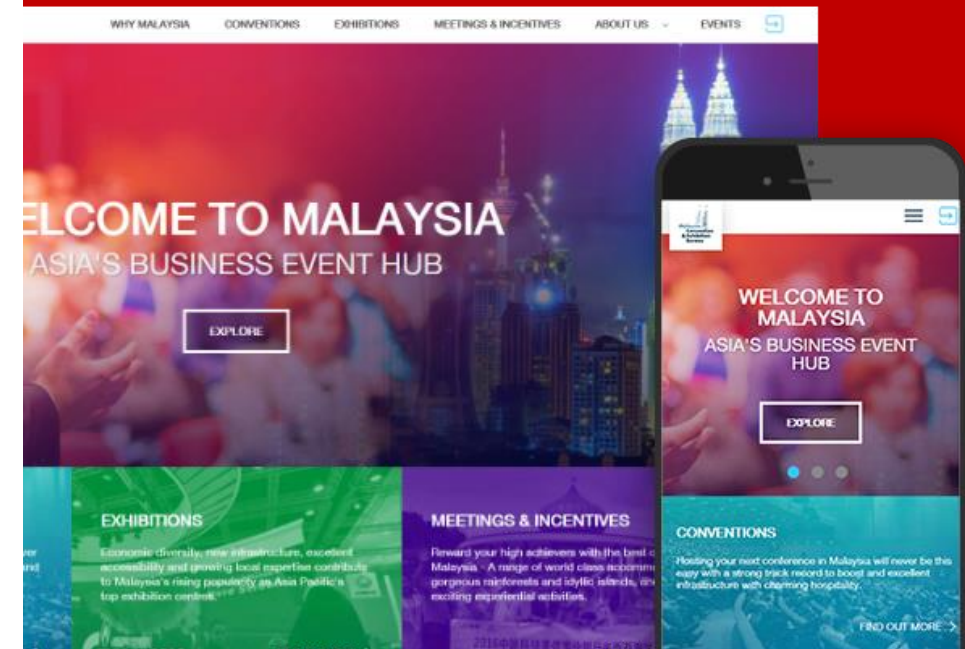
*Source: IDC Survey of 2000 Global Enterprise CEOs*

## World-class Digital User Experience for Greater Engagement

As an initiative to drive more opportunities in hosting global events in Malaysia, Malaysia Convention & Exhibition Bureau (MyCEB) has appointed XIMNET Malaysia as its digital agency to deliver a brand new website.

RESULT:

- **User engagement rate has been increasing consistently with the bounce rate less than 50% and the average sessions of 3 minutes since the new website is launched.**



## 2. What is 3D Transformation Framework?

A digital transformation framework that enables change in your business.

According to Forrester, technology advances in the past five years have created the “Age of the Customer”, in which consumers choose when and how they interact with businesses.

It is up to businesses to use new technological capabilities and organizational change to create experiences that adapt to these changing needs. More and more, exceptional customer experience is a key differentiator in digital business, and the process of digital transformation should be guided by a customer-centric digital strategy.

MIT Sloan Management Review has identified three pillars of the transformation process for companies to focus on: **customer experience, operational processes and business models**. Companies also need to invest in and develop their digital capabilities, as this element enables digital transformation in each of the three main pillars.

To enable the digital transformation, an organization require a solid strategy which connects the gaps between the different entities including people, departments, information, processes and technology.

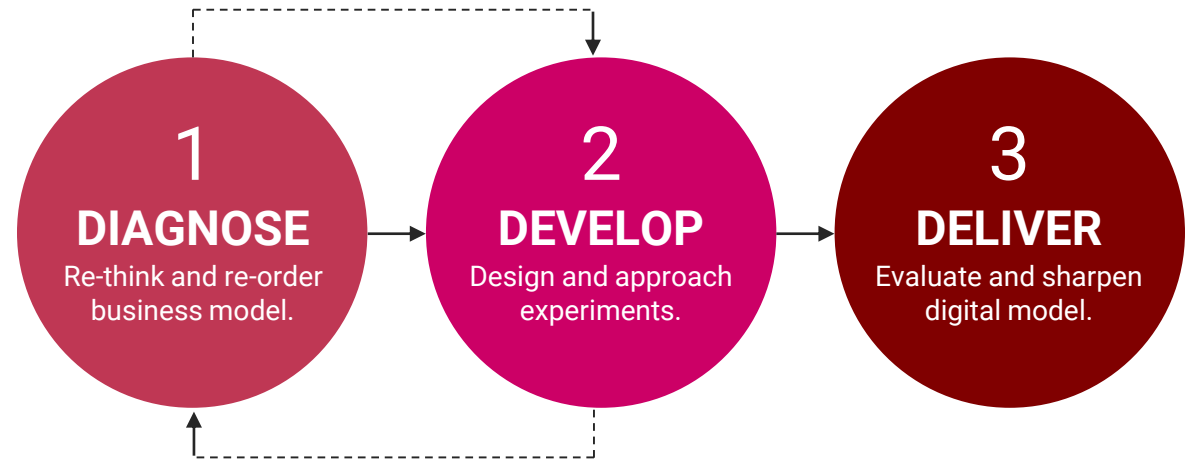


Figure 1.0: The 3D Transformation Framework

# 3. The Process

How does 3D Transformation Framework work?

To stay competitive in digital business, enterprises should look at where they are now and determine what core elements of digital transformation they need to focus on. What's important is that you start somewhere.

Though no one has a comprehensive roadmap for digital transformation, we believe these processes is able to get the initiative started.

**1**  
**DIAGNOSE**  
Re-think and re-order business model.

Organizations need to have a clear understanding of how things are changing in their market. **By observing competitors as well as customers' pain points (if any), one can also determine how to go forward.**

Then, it is time to recognize the changes it can make to make things better. These can include (but not limited to) processes, communications, networking etc.

**2**  
**DEVELOP**  
Design and approach experiments.

In order to start to design a solution, a road map for the identified changes are needed. As this will impact the organization cost, capabilities and resources, multiple rounds of iteration is necessary in order to get support from the people to re-invent themselves for the journey.

**Early communication before rolling-out new processes or applications accelerate true organization-wide adoption.** Without true adoption by people, it is difficult to see the success in the changes implemented.

**3**  
**DELIVER**  
Evaluate and sharpen digital model.

Digital transformation is no doubt a long journey. Hence, it can also be challenging to measure its success as plans may change according to the evolution of technology.

**It is highly recommended to set up cross-functional teams to evaluate the following KPIs:**

- Reduced operational costs
- Increased market share
- Heightened customer engagement
- More flexible and adaptable leadership
- Increased workplace collaboration

# 4. Summary

Recommended best practices for successful digital transformation.

Organizational change at this scale is complex, even with a digital transformation framework. However, the payback is significant.

**An organization that can adapt and respond to the needs of customers, deliver innovative products and services and, disrupt market is one that has longevity.**

All said, this change can only be made possible with strong leadership in organizations. While leadership is born through dramatic periods of change, good leaders do not do it alone. Surrounding them are people with the right mindset and those that are ready to take a digital transformation framework and adapt it to the needs of their organization.

By following the **3D Transformation Framework**, any organization can create a logical and pragmatic approach to drive success in this period of radical change.

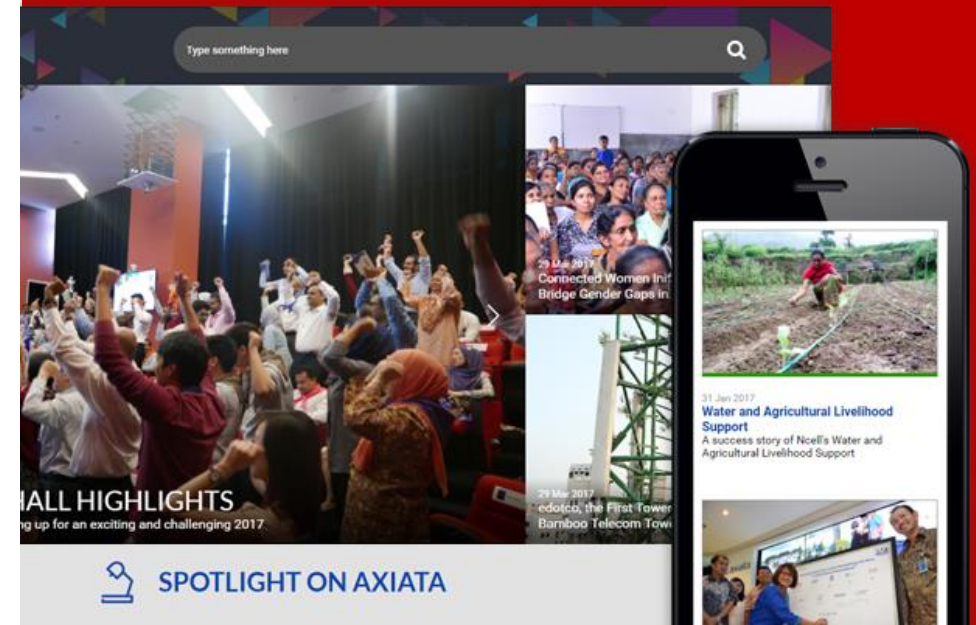
**Is your organization ready for the big change?**

## Reshaping Communication Across The Borders for AXIATA

XIMNET is appointed as the digital agency for AXIATA's Internal Communication Portal Revamp – PRISM in year 2016.

RESULTS:

- **User engagement rate has been increasing consistently. This is now the preferred portal for Internal Communication across the region from Malaysia, Indonesia, Singapore to Bangladesh and Nepal.**
- **The portal also comes with Responsive User Experience with Real-Time RSS Feed Content Display to keep users engaged.**



**RESOURCES:**

<https://expert360.com/blog/perfect-digital-transformation-framework>

<https://www.liferay.com/resources/l?title=digital-transformation>

<https://www.digitaldoughnut.com/articles/2017/may/the-7-step-framework-for-digital-transformation-in>

<https://www.cio.com/article/3130103/analytics/digital-business-transformation-framework.html>

<https://www.linkedin.com/pulse/measuring-success-digital-transformation-scott-r-allen/>