

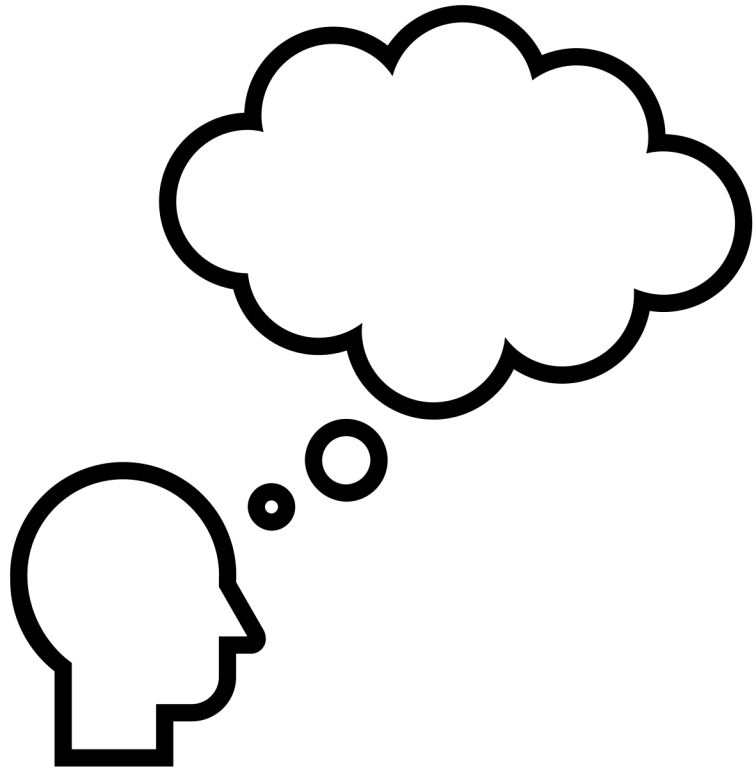


# Digital Transformation Introduction

Atif Abbas

# Agenda

- Introduction
- Methodology and frameworks
- Agile Introduction
- Cloud Technology
- Transformation Charity and public sector
- Case – Study



What is Digital  
Transformation (DX) ?

# Let us start with the definition

- **Digital** - describes electronic technology that generates, stores, and processes data
  - *System of receiving and sending information as a series of the numbers one and zero (Oxford – Dictionary)*
- **Digital** technologies are electronic tools, systems, devices and resources that generate, store or process data
- **Transformation** : a complete change in someone or something The way in which we work has undergone a complete transformation in the past decade (*Oxford – Dictionary*)

# Digital ?



Government Digital Service (GDS) co-founder, Tom Loosemore

# DX - What is it?

*The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touchpoint in the customer experience lifecycle - [Government Digital Service](#)*

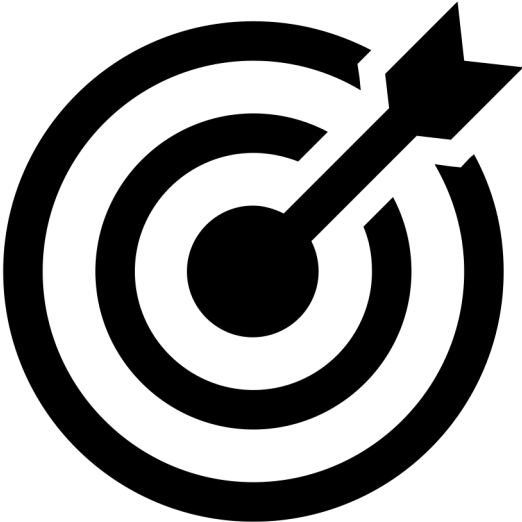
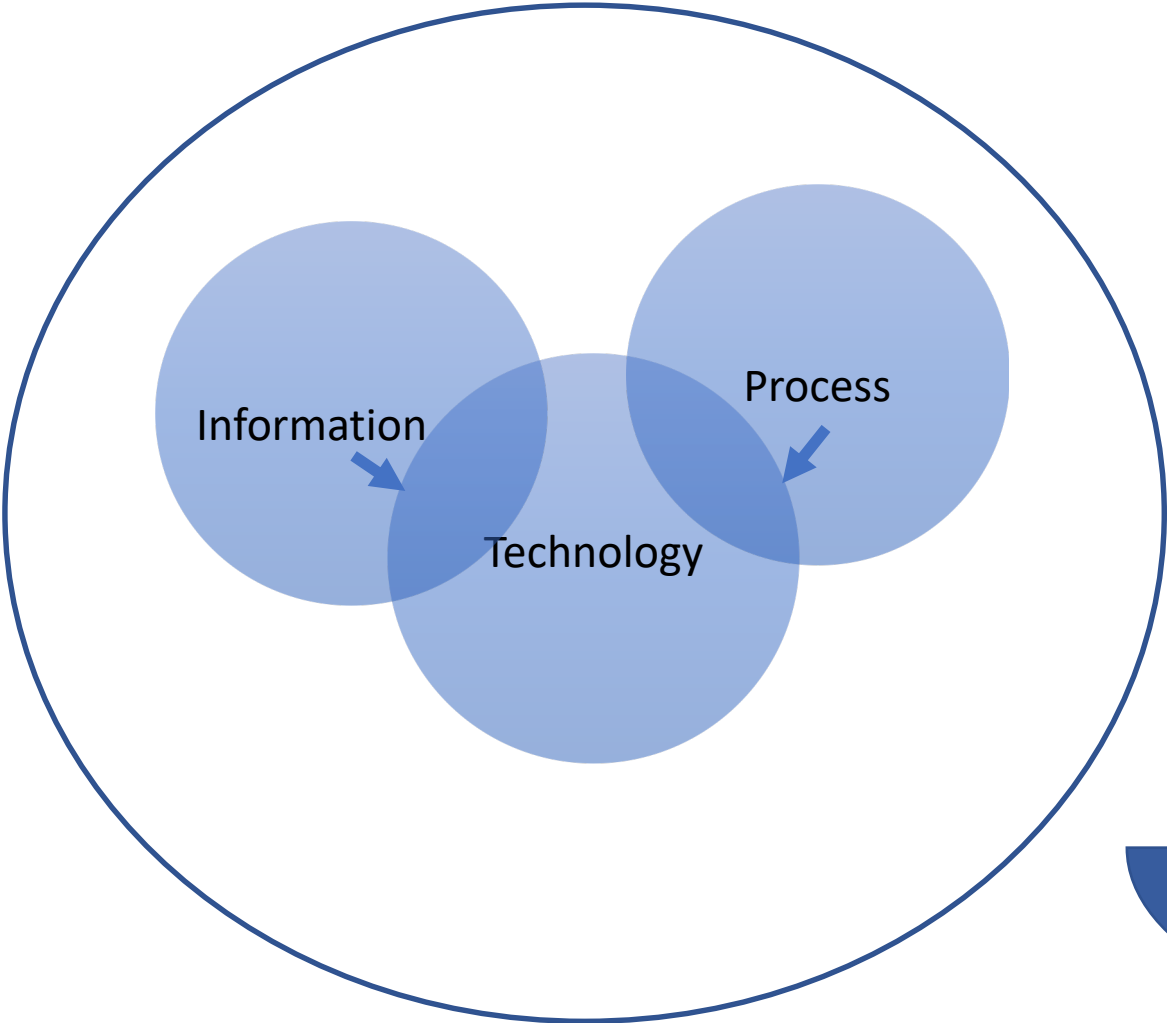
Re-thinking how your organisation uses technology to improve the way people and processes work together

Integrating digital across the organisation to deliver vision, create value, to improve customer/client services and develop a competitive advantage

Changing businesses (operational) process to getting things done in agile and intelligent, usually powered by data and automation

[Watch this : https://www.youtube.com/watch?v=7ao8\\_KE8\\_bM](https://www.youtube.com/watch?v=7ao8_KE8_bM)

# 3 Words



# Enablers



# Exercise

Can you think of a scenario within our origination where you can map examples into each of the of following aspects ?

Information

Process

Technology/Tool

# DX - Why

- 51% of UK charities did not have a digital strategy in place, with the main obstacles to digital transformation for charities being lack of funding and lack of digital skills
- [92% of charities which do have a digital strategy](#) think it will make a measurable difference within the year (tech-trust.org)
- 60% of charities now have a strategy in place for digital, an 11% increase on last year
- 83% of the charities we spoke to had started offering online services
- Over two thirds of charities (67%) now see digital as a prime concern for their organisation, with similar numbers planning investment in digital infrastructure

# Success Story

## Kidney Research UK

**Jemma Frascella**

**Head of Data and Insight**

Pre covid we were already making changes to the way we worked. We had provided all staff and office-based volunteers with a laptop to enable more flexible working, sometimes from home but mainly to maximise a new office layout that included more collaborative working spaces. Little did we know how important that foundation step was to become!

Our plans since then haven't really changed, they've just accelerated enormously. We knew we needed to improve how we were storing information, equip our teams to maximise its use and keep it secure.

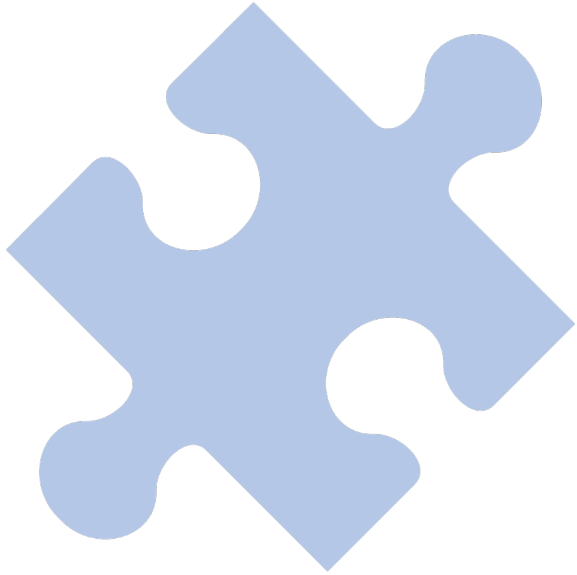
In 2019 we recruited Chris, our first Information Systems Manager, to turn our ideas into action. Part of our plan was to migrate our files to SharePoint but our use of Office365 had been a bit messy up to that point! Chris started the behind the scenes work to get us ready for change. However, as the rumours grew that we would be going into lockdown the pace of our plans needed to change. I remember the conversation as if it were yesterday and it remains one of the best we've ever had. We weighed up the pros and cons of migrating immediately, chickened out a few times and then decided we had to go for it. That afternoon the Exec team agreed to our proposal to migrate everything that weekend.

A week later we went into Lockdown and our whole team was able to work from home straight away. Of course, it wasn't perfect, and we've had to unpick a few things that we would have done differently had time allowed. But our work to keep research going and improve the lives of kidney patients didn't stop for one moment and I'm incredibly proud of the role Chris and I played in enabling that to happen.



Break

# DX – How?



Is not....

- About building something new and shiny
- Start building a solution before understanding the problem (What/Why) ?
- Necessary Expensive
- Big and scary



It is...

- Understand real drivers and behaviors
- Re-usage. Leverage what is already out there
- Continual learning and improving – Iterative
- Inclusive and collaborative & Embedded across an organization



# Three Domains of Digital Transformation

## Digital Organizational Culture



## Digital Service Delivery



## Digital Technology



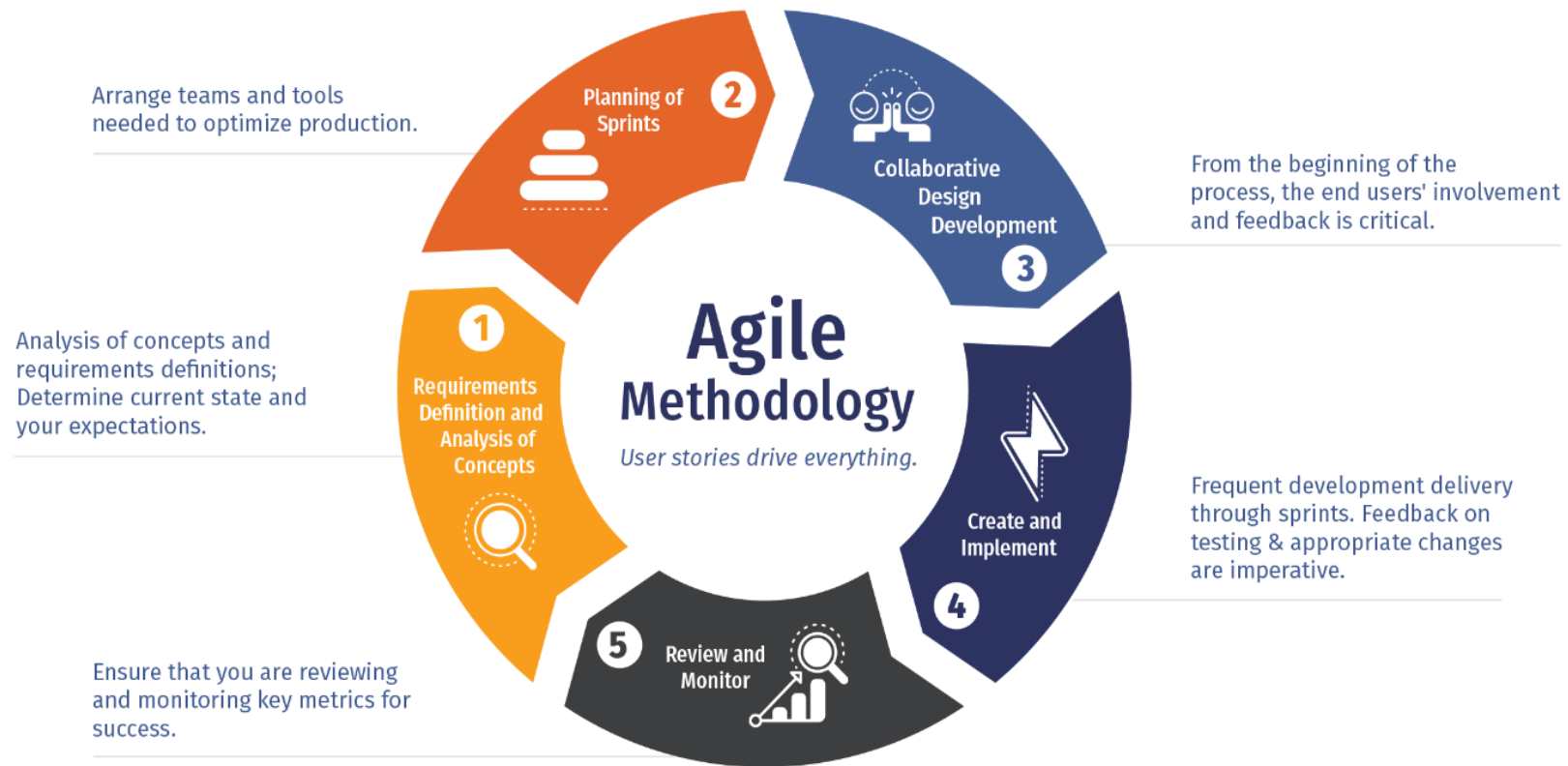
# DX – It's all about People, Process, Technology



# DX - Approach



# DX. - Process (Agile)



# Cloud Computing Service Models

- Service Models
  - What do we make available through the Internet?



# Exercise

- Gmail is one of the most widely known cloud-based applications
- What does it mean that gmail is a cloud solution?
- What are gmail's advantages?
- How easy is it for others to read/intercept your gmail messages?

# The Big 6 Digital Technologies

1. Cloud & Virtualization
2. Big Data & Data Analytics
3. IoT
4. AI, ML, MI
5. 5G & Future Communications
6. Blockchain & DLT



# Case Study 2

# Resources

- Accelerating Digital Transformation - Good practices for developing, driving and accelerating ICT centric innovation ecosystems in Europe (ITU – EU Report)
- Start, Structure, and Scale(mendix.com)
- <https://www.mendix.com/blog/digital-transformation-framework/>