HAS DIGITAL TRANSFORMATION
JUMPED THE SHARK?

It seems that you cannot read an article or marketing collateral for an IT product or service that's not claiming to enable or power digital transformation (DX).

Throwing around the term as a popular catchphrase, however, helps no one understand the real meaning of using emerging technologies and modern software architectures. Is DX so widely overused that it's "Jumped the Shark."

DEFINING DX

In the mid-2000s, Service-Oriented Architecture was thought to be the next big thing; ultimately, SOA became an architectural process for improved design and operational effectiveness. It also jumped the shark. Similarly, digital transformation is a business strategy, not a technology.

> **"** *Digital transformation is a never-ending journey to establishing change itself as a core competency across the organization.*
>
> **JASON BLOOMBERG**
> *Forbes*

3 KEY AREAS FOR TRANSFORMATIONS

CUSTOMER UNDERSTANDING

Businesses are transforming to gain a better understanding of their customers within:

SPECIFIC GEOGRAPHIES
Where are their products/services performing well or needing improvement?

MARKET SEGMENTS
Which market segments are under served and could be expanded into or grown?

LIFESTYLE AND CONSUMER BEHAVIORS
What consumer lifestyle segments or behaviors can be addressed through process digitization?

CUSTOMER TOUCH POINTS

Organizations are providing better means and mechanisms for interacting and communicating with their customers such as:

MULTIPLE COMMUNICATION CHANNELS
Customers are interacting through more than one communication channel (e.g. mobile, web).

INTEGRATION ACROSS INTERNAL AND EXTERNAL PROCESSES
Organizations are creating seamless process flows and transactions to serve their customers through electronically integrating customers and trading partners. This simplifies and standardizes intercommunication to provide scale and efficiency.

INTERACTING WITH CUSTOMERS ON THEIR PREFERRED DEVICE
Customers now have the choice of which device they use (e.g. browser, native mobile application) and how they wish to engage with an organization.

PROCESS DIGITIZATION

Organizations have been digitizing manual processes for decades with everyday use cases that everyone can relate to:

AUTOMATED AND ONLINE BANKING OPERATIONS
(e.g. mobile deposit, bill pay, cash withdrawal).

AIRLINE TRAVEL
(e.g. reservation, ticketing, boarding passes, security).

Process digitization aims at providing seamless transactions across multiple trading partners to deliver holistic experiences that are:

- **MOBILE**
- **SOCIAL**
- **INTERCONNECTED**

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1. well, nicely
Origin: Swahili

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Vizuri is built on proven technologies, but it is our people that set us apart.

Joe Dickman, Founder

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