Competitive Support via Sustainable Digital Transformation

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Abstract
The digital information era has witnessed a significant rise in scientific and technological advancements which have created a society that depends on knowledge and operates with modern technologies. Current technological advancements together with user devices have created new ways for people to communicate which have transformed their daily activities. Digital transformation requires organizations to improve their products and processes and services and business strategies through the implementation of digital technological solutions. Organizations use digital transformation to develop systems that help them meet their increasing customer requirements while showing better performance in a competitive market. The fast pace of technological progress makes it impossible to transform our complete business operations therefore we must watch our surroundings to make necessary updates which will bring us important benefits and narrow the gap between new technologies and their actual use in our systems. This research seeks to demonstrate how small aspects together with a digital transformation approach enable businesses to achieve maximum employee empowerment and customer involvement and operational productivity and product creation in their competitive market environment.

Keyword: -*Digitization, Digital Transformation, Agility.*

I.   Introduction

Organizations use digital technologies to create new business operations while updating their current operational methods and organizational values and customer service. Digital transformation represents the current process which changes how businesses operate in the digital period. Enterprises across all industries face an urgent requirement to implement technological solutions which will enable them to expand their operational capabilities and enhance their business performance. Executives across many sectors are leveraging digital innovations, including analytics, mobility, social media, and smart embedded devices, while also enhancing their utilization of older technology like ERP to transform customer connections, internal processes, value propositions, and more.

Digital transformation requires organizations to implement digital technologies across all their operational areas which results in fundamental changes to their business processes and customer value delivery activities. Digital technology transformation enables organizations to improve their operational workflows while staff members become more involved and the organization creates additional value for its stakeholders. The following section presents the fundamental elements which organizations need to implement for successful digital transformation-

Technologies	Management / Processes	People
IoT's	Business models	Customers
Cloud Services	Operating models	Employees / workforce
Big data	Operational processes	Managers
Mobile devices	Strategies	Executives
Social media	Business activities	Suppliers
Software	Organizational structure	Partners
Analytics	Organizational culture	Stakeholders
Embedded devices	Coordination mechanism	Clients
Artificial intelligence	Products	Consumers
Cyber Security	New services	

Table1: Key Elements Responsible for the Digital Transformation

The introduction of cloud computing and big data analytics has resulted in multiple technological breakthroughs which have created valuable business prospects for both commercial enterprises and entire

industry sectors. Cloud computing enables companies to achieve better operational flexibility because it provides them with faster access to product development than any other solution.

Companies use big data to drive their innovation processes because the technology enables them to study large amounts of both structured and unstructured data which produces immediate analytical results. The Internet of Things allows companies to collect extensive data which they use to gain competitive advantages while operating their businesses from various locations including mobile devices and home networks and wearable technology. The combination of mobile devices with intelligent technology and social platforms has created a new business model which enables companies to engage with customers in a fast and direct and cost-effective way.

Digital technologies will converge in upcoming years to create a new system which enables seamless interlinked intelligent networks. The upcoming digital technology revolution together with advancements in electronics and electrical devices will boost operational productivity throughout different business areas while satisfying all customer needs in a completely different way. The upcoming business trends will center on intelligent enterprises and platform systems and mass customization, which will demonstrate how organizations use advanced digital technologies to handle their operations while interacting with their clients and customers.

II.   Digitization, Digitalization & Digital Transformation

Digitization serves to convert physical information into digital information. The process involves changing a physical object into a digital format that computer systems use to perform automated tasks. Businesses create value through digitization because it enables them to generate value from their data. The process creates a foundation which businesses can use to implement data-driven commercial applications. The process of digitizing a paper document involves scanning the document and saving it as a PDF file on a computer hard drive.
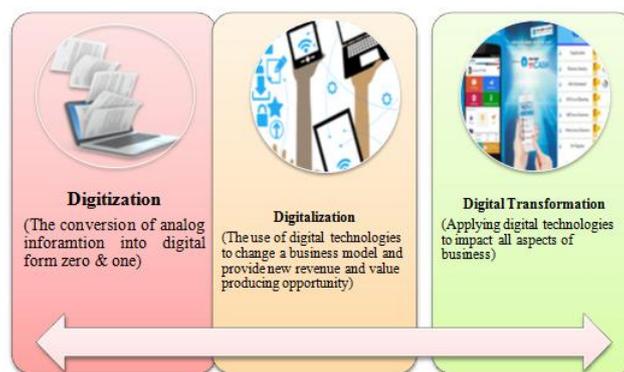
Figure1: Digital Transformation with Digitization and Digitalization

The processes of digitization and digitalization exist in a fundamental connection to one another. Organizations achieve process improvements through the application of digitalization, which depends on the implementation of digitization technologies. The process of digitalization requires organizations to manage their digital resources in an optimized manner. The term describes how businesses use their digital assets to create income streams while they build digital-based operational systems and develop a workplace that values digital assets. The system works to improve operational efficiency, which leads to greater business output and financial success. The process involves two activities which include transferring a PDF document from a computer's hard drive to the cloud and sharing it for data analysis and uploading digital films from CDs or DVDs or disks to online platforms for download or rental.

Digital transformation refers to the complete digitalization of all business operations including their processes and product development and their business model implementation. Organizations aim to achieve three outcomes which include improved operational performance and decreased operational risks and the discovery of new business revenue streams. Digital transformation needs organizations to conduct their operations through modern digital systems. The process involves two tasks which include extracting information from online PDF files and transferring data from Google Sheets into software applications for processing purposes. Our goal is to gather data that will assist us in creating new products and improving our customer service capabilities. The system operates with automatic execution which needs less human involvement.

III.Technological Advancement and their Implementation Rate

The speed of technological progress has reached an extremely high level. We need to monitor all new technological developments while we should adopt these technologies into our business systems to gain early competitive benefits. The graph shows that our technological progress rate has reached an extremely high level, but we are currently adopting new technologies at a slow pace. The business results together with revenue streams will not reach our expected targets.

The personal ability of people to adapt to technological advancements shows their flexible nature but their commercial systems show they face significant challenges. We need to monitor every aspect of our current system because it will provide us with important competitive advantages over our rivals.
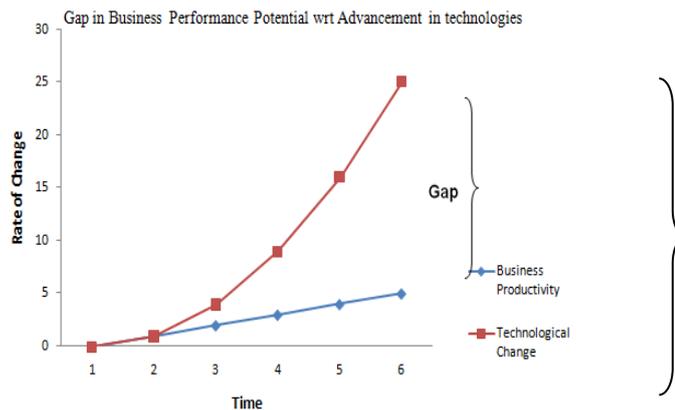

Figure2: Gap in Technology Adaptation Influences Entire Business

IV.Digital Transformation Framework

Digital transformation frameworks become essential for organizations that need to adapt to continuous rapid changes in their operational environment. Organizations use the digital transformation framework as their official planning tool which defines all system changes and operational improvements they will execute at various time points. The transition period requires complete focus on all business elements which the system guarantees. The framework provides organizations with operational support through its strategic roadmap which helps them succeed in current market conditions because their business needs develop. The organization needs to change its existing system across all areas which include organizational structure and product development and process implementation and customer interactions to realize the major advantages shown in the following section.
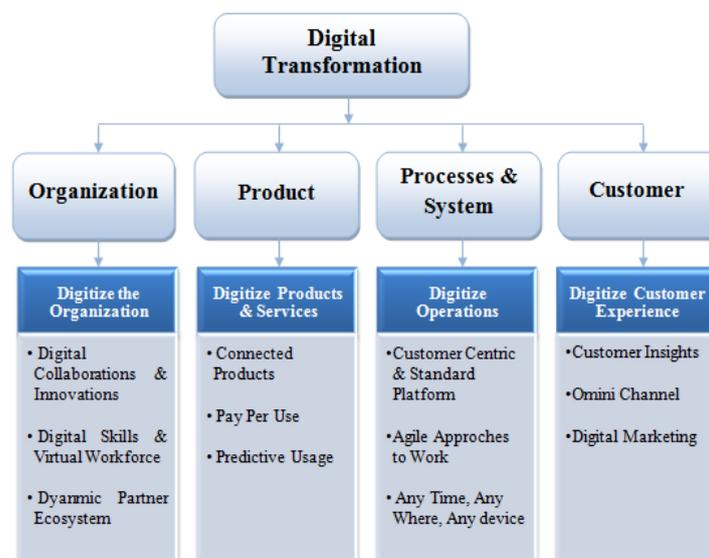

Figure3: Digital Transformation Framework

Digitize the Organization-

Digital collaboration involves using technology and digital devices to complete tasks and build teamwork. This includes various options which include applications and tools together with software and methods and procedures as well as a totally new approach to completing work. Digital collaboration represents a fundamental change which transforms a company's operational practices to achieve better productivity and streamlined work processes. Digital collaboration improves organizational communication and teamwork and content and document management which leads to better information distribution throughout the company and increased employee productivity. The cloud functions as an essential element of digital collaboration because it enables businesses to conduct their operations across different locations and various time periods.

The team members use digital collaboration tools to communicate and work together, which helps them accomplish their tasks more efficiently, thus improving their workflow and reducing the time needed to complete their work. Digital collaboration unites all employees onto one platform, which enables them to generate ideas and share information while working together and storing files and managing knowledge and executing tasks without interruptions.

Digitize Products & Services-

Digital technologies enable companies to create new revenue streams through their digital transformation efforts which include building digital products and delivering digital customer experiences. The process requires companies to transform their entire product systems into digital platforms while they develop and sell data-based services.

Processes & System-

The Process transformation process transforms traditional business operations into digital systems which provide better performance throughout their entire operational activities. Product and service transformation enables businesses to create new services which increase value for their production processes and customer service operations, while also creating additional revenue opportunities.

Digitize Customer Experience-

Digital transformation impacts every aspect of a business yet its most significant effect will transform how customers experience the company. The company needs to ensure that its customers experience a satisfying visit which meets their needs while solving their problems.

V.Conclusion

Digital transformation requires organizations to completely transform their operational methods and their employee skills and business frameworks in order to use digital technology and its fast-growing impact. The organization undergoes a technology-based transformation which establishes new pathways for growth and adaptability that will determine its success in the future. Customers in the digital age show new ways to interact with businesses which lead to a better user experience that drives their buying choices. Businesses must now meet two new challenges because customers interact with companies through multiple channels and various digital platforms which creates higher demands for security and performance. The organization needs to understand its fundamental requirements for digital transformation success in order to achieve its business objectives and meet customer needs.

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