

# Business transformation enabled by digitalisation

Mitigating inherent transformation challenges by effectively driving alignment across business and IT via a core set of artifacts to configure the transformation journey

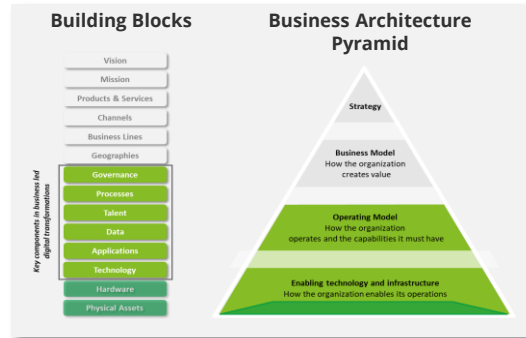
## 1. THE WHY | Transformation challenges

Organisations embarking on transformation journeys enabled by technology, often encounter some fundamental challenges and as a result are unable to maximise expected benefits, deliver on time within budget, and transform the way they operate. Key reasons include:

1. Miss-aligned views amongst executives on the ambition and vision for the transformation
2. Limited understanding of the current maturity levels, and as a result, a lack in understanding of what initiatives are required to realise the transformation vision
3. Designs for target solutions do not consider end-to-end business design incl. how people, processes and technology must play together to deliver true value to customers and end users

## 2. THE WHAT | Going beyond the technology to drive business-led digital transformation

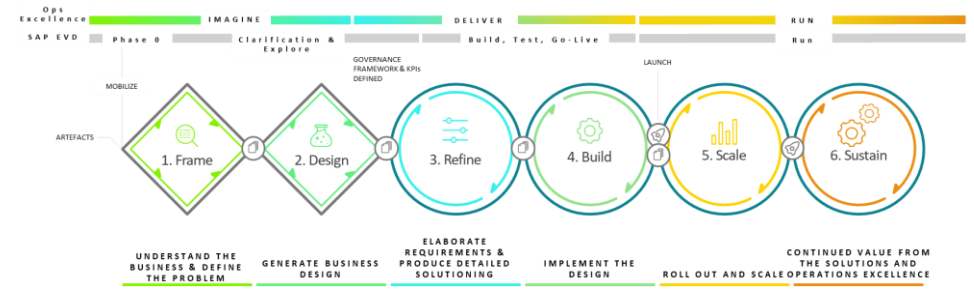
To de-risk technology implementations and secure maximum benefits from digital solutions, core components of the operating model must be revisited. This is to ensure a holistic business design that considers not just how the technology must work but also what processes, organisational structures and capabilities must be in place or realigned. The Business Architecture Pyramid outlines the key areas to investigate.



## 3. THE RESULT | Benefits and outcome

A business-led approach to digital transformation provides multiple benefits including:

- **De-risking the investment** – Ensuring that investment decisions are channeled to high-value transformation components
- **De-risking business performance gaps** – Creating a clear, operationally anchored transformation roadmap that ensures operational impact is well understood and aligned across the organisation
- **De-risking the transformation** – Delivered by an end-to-end understanding of the operations that the technology must support and help transform



## THE HOW | Enabling transformation across the implementation lifecycle

A set of business-led deliverables across the implementation lifecycle helps secure successful business transformation enabled by technology.

|   |  |  |
|---|--|--|
| 1 | Transformation Vision & Ambition           |  |
| 1 | Segmented Capability Model                 |  |
| 1 | Transformation Roadmap                     |  |
| 2 | E2E Customer & Business Archetypes         |  |
| 2 | Capability Led Operating Model Design      |  |
| 3 | Target Organization Design & Roll-Out      |  |
| 3 | Detailed E2E Process Architecture & Design |  |
| 6 | Process & Operations Excellence Setup      |  |

## THE WHO | Reach out if you have questions and would like to know more

Deloitte houses experts within technology and business transformation as well as specialists focusing the interplay that is business-led digital transformation.

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