# Definitions of Digital Transformation

| Definition | Key Points | Relevant to you? Why? |
|---|---|---|
| The digital transformation can be understood as the changes that the digital technology causes or influences in all aspects of human life. | | |
| Digital transformation is the integration of digital technologies into business processes | | |
| Digital transformation is the use of technology to radically improve performance or reach of enterprises. | | |
| Digital transformation is the reworking of products, services and business models with digital content. | | |
| Digital transformation is an organizational strategy formulated and executed by leveraging digital resources to create differential value | | |
| Digital transformation is the use of digital technologies to enable major business improvements | | |
| Digital transformation fundamentally altering traditional ways of doing business by redefining business capabilities, processes and relationships | | |
| Digital transformation is the extent to which an organization engages in any activity of IT | | |

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| Digital transformation is the use of new digital technologies (social media, mobile, analytics or embedded devices) to enable major business improvements (such as enhancing customer experience, streamlining operations or creating new business models). [emphasis original] | | |
| Digital transformation is the use of technology to radically improve performance or reach of enterprises. | | |
| Digital transformation involves leveraging digital technologies to enable major business improvements, such as enhancing customer experience or creating new business models. | | |
| Digital transformation is a business model driven by the changes associated with the application of digital technology in all aspects of human society | | |
| Digital transformation is the use of digital technologies to radically improve the company's performance. | | |
| Digital transformation encompasses both process digitization with a focus on efficiency, and digital innovation with a focus on enhancing existing physical products with digital capabilities. | | |
| Digital transformation is the profound and accelerating transformation of business activities, processes, competencies, and models to fully leverage the changes and opportunities brought by digital technologies and their impact across society in a strategic and prioritized way. | | |

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| Digital transformation encompasses the digitization of sales and communication channels, which provide novel ways to interact and engage with customers, and the digitization of a firm's offerings (products and services), which replace or augment physical offerings. Digital transformation also describes the triggering of tactical or strategic business moves by data-driven insights and the launch of digital business models that allow new ways to capture value. | | |
| Digital transformation is concerned with the changes digital technologies can bring about in a company's business model, which result in changed products or organizational structures or in the automation of processes. These changes can be observed in the rising demand for Internet-based media, which has led to changes of entire business models (for example in the music industry). | | |
| Digital transformation is the use of new digital technologies, such as social media, mobile, analytics or embedded devices, in order to enable major business improvements like enhancing customer experience, streamlining operations or creating new business models. | | |
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| Changes and transformations that are driven and built on a foundation of digital technologies. Within an enterprise, digital transformation is defined as an organizational shift to big data, analytics, cloud, mobile and social media platform. Whereas organizations are constantly transforming and evolving in response to changing business landscape, digital transformation are the changes built on the foundation of digital technologies, ushering unique changes in business operations, business processes and value creation. | | |
| Digital transformation is a cycle, or process, that enables organizations – through better, more informed decision-making - to create value for themselves and society. | | |
| Digital transformation is not a software upgrade or a supply chain improvement project. It's a planned digital shock to what may be a reasonably functioning system. | | |
| Digital transformation is the extended use of advanced IT, such as analytics, mobile computing, social media, or smart embedded devices, and the improved use of traditional technologies, such as enterprise resource planning (ERP), to enable major business improvements. | | |
| Digital transformation is the changes digital technologies can bring about in a company's business model, which result in changed products or organizational structures or automation of processes. | | |
| Digital transformation distinguishes itself from previous IT-enabled business transformations in terms of velocity and its holistic nature. | | |

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| Digital transformation refers not only to evolutionary but revolutionary changes in industries and technologies. | | |
| Digital transformation as encompassing the digitization of sales and communication channels and the digitization of a firm's offerings (products and services), which replace or augment physical offerings. Furthermore, digital transformation entails tactical and strategic business moves that are triggered by data-driven insights and the launch of digital business models that allow new ways of capturing value. | | |
| Digital transformation is a company's ability to react and successfully utilize new technologies and procedures – now and in the future. | | |
| Digital transformation is a process through which companies converge multiple new digital technologies, enhanced with ubiquitous connectivity, with the intention of reaching superior performance and sustained competitive advantage, by transforming multiple business dimensions, including the business model, the customer experience (comprising digitally enabled products and services) and operations (comprising processes and decision-making), and simultaneously impacting people (including skills talent and culture) and networks (including the entire value system). | | |
| Digital transformation is the best understanding of digital transformation is adopting business processes and practices to help the organization compete effectively in an increasingly digital world. | | |

| **Definition** | **Key Points** | **Relevant to you? Why?** |
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| Digital transformation describes the changes imposed by information technologies (IT) as a means to (partly) automatize tasks. | | |
| Digital transformation is the use of new digital technologies (social media, mobile, analytics or embedded devices) to enable *major business improvements* (such as enhancing customer experience, streamlining operations or creating new business models). [emphasis original] | | |
| Digital transformation highlights the impact of IT on organizational structure, routines, information flow, and organizational capabilities to accommodate and adapt to IT. In this sense, digital transformation emphasizes more the technological root of IT and the alignment between IT and businesses. | | |
| Digital transformation is an evolutionary process that leverages digital capabilities and technologies to enable business models, operational processes and customer experiences to create value. | | |
| Digital transformation is the use of new digital technologies, in order to enable major business improvements in operations and markets such as enhancing customer experience, streamlining operations or creating new business models. | | |
| Digital transformation fundamentally alters existing and the creation of new business models […] in response to the diffusion of digital technologies such as cloud computing, mobile Internet, social media, and big data. | | |

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| Digital transformation is the investment in people and technology to drive a business that is prepared to grow, adapt, scale, and change into the foreseeable future. | | |
| Changes and transformations that are driven and built on a foundation of digital technologies. Within an enterprise, digital transformation is defined as an organizational shift to big data, analytics, cloud, mobile and social media platform. Whereas organizations are constantly transforming and evolving in response to changing business landscape, digital transformation are the changes built on the foundation of digital technologies, ushering unique changes in business operations, business processes and value creation. | | |
| Digital transformation is the application of technology to build new business models, processes, software and systems that result in more profitable revenue, greater competitive advantage, and higher efficiency. | | |
| Digital transformation requires the organization to deal better with change overall, essentially making change a core competency as the enterprise becomes customer-driven end-to-end. Such agility will facilitate ongoing digitalization initiatives but should not be confused with them. | | |
| Digital transformation refers to the economic and societal effects of digitization and digitalization. | | |

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| Digital transformation is the use of technology to radically improve the performance or reach of an organization. In a digitally transformed business, digital technologies enable improved processes, engaged talent, and new business models. | | |
| Digital transformation strategy is a blueprint that supports companies in governing the transformations that arise owing to the integration of digital technologies, as well as in their operations after a transformation. | | |
| Digital transformation is a change in how a firm employs digital technologies, to develop a new digital business model that helps to create and appropriate more value for the firm | | |
| Digital transformation is characterized by a fusion of advanced technologies and the integration of physical and digital systems, the predominance of innovative business models and new processes, and the creation of smart products and services. | | |
| Digital transformation is a process that aims to improve an entity by triggering significant changes to its properties through combinations of information, computing, communication, and connectivity technologies. | | |
| Digital transformation is an elemental disruptor that causes fundamental changes to entire industries and organizations. | | |

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| Digital transformation is the process by which companies embed technologies across their businesses to drive fundamental change. The benefits? Increased efficiency, greater business agility and, ultimately, the unlocking of new value for employees, customers and shareholders. | | |
| Digital transformation is the act of adopting and integrating technology into all aspects of business, creating a foundational shift that enables sustainable innovation and creative growth for an organization. | | |
| Digital transformation is there to unlock human potential, and accelerate new and better ways of working. | | |
| Digital transformation is the ways in which social life is organized through and around digital technologies. | | |
| Digital transformation takes a customer-driven, digital-first approach to all aspects of a business, from its business models to customer experiences to processes and operations. It uses AI, automation, hybrid cloud and other digital technologies to leverage data and drive intelligent workflows, faster and smarter decision-making, and real-time response to market disruptions. And ultimately, it changes customer expectations and creates new business opportunities. | | |

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| Digital transformation and change that enhances an organization's resilience can only be successful if the front-, mid- and back-end of the organization are connected: from customer service, to efficient operational processes, to HR and IT – with the customer at the centre of every decision. | | |
| Digital transformation is the use of digital tech to achieve strategic differentiation on customer engagement and innovation rather than cost efficiencies—and bolder digital strategies that are more likely to be successful than more incremental ones. | | |
| Digital transformation is a fundamental change process, enabled by the innovative use of digital technologies accompanied by the strategic leverage of key resources and capabilities, aiming to radically improve an entity* and redefine its value proposition for its stakeholders. | | |
| By digital transformation we mean the combined effects of several digital innovations bringing about novel actors (and actor constellations), structures, practices, values, and beliefs that change, threaten, replace or complement existing rules of the game within organizations, ecosystems, industries or fields | | |