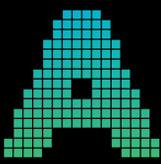


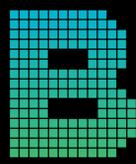
Digital Transformation Payday from A to Z

Deloitte.

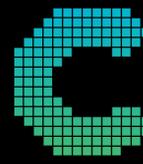
Want to get a taste of the ideas and insights explored in Digital Transformation Payday: Navigate the Hype, Lower the Risks, Increase Return on Investments before diving in? Below you will find an easily snackable overview.



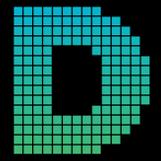
ADVANCED One of the book's most unique aspects is the research behind it. Over 20,000 annual reports of large, listed corporates were compiled into an advanced financial database to ensure an objective, scientific understanding of digital transformation value.



BIG Wherever you start, make sure that whatever you do ends up transforming your core at scale, your likely biggest payday lever in scope.



CONTROL Paydays do not come automatically, you must carefully manage each and all accelerators and decelerators for all your digital transformation elements.



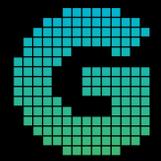
DEFINE Do not start your transformation without a defined strategy to win, as otherwise it will likely not lead to any sustainable competitive advantages or paydays.



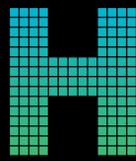
EXPECTATIONS Do not underestimate your customers' and workforces' rapidly changing expectations – they expect nothing less from you.



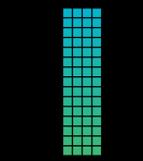
FRAMEWORK This book offers a proven framework for defining your digital transformation end-to-end and configuring your initiatives for maximum return on investment.



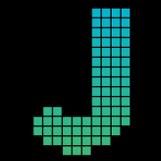
GROUNDING Clear baselines for your payday efforts and expectations will heavily influence your odds of a successful digital transformation payday loop.



HYPE Beware of the digital hype trap and the countless digital ecosystem influences in your ecosystem which don't always have your payday in mind.



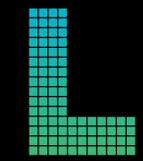
IMPACT In order to understand, achieve and measure true value impact, you will have to establish new ways of value-based thinking right from the start.



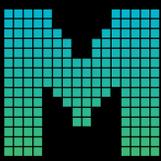
JOURNEY To succeed you must pay utmost attention to all elements and all relevant accelerators and decelerators of your digital transformation journey.



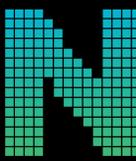
KNOWLEDGE You are what you are. Thoroughly know and manage the baseline for your payday efforts and expectations: market context, financials, communication.



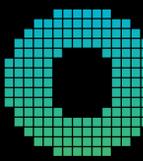
LEVERAGE The use of empirical data is key to understanding your company's odds of navigating digital transformation initiatives with financial payback.



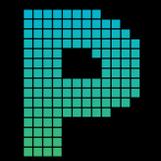
MIDDLE Even if you start at the edge or in the adjacencies of your business, never forget the core and prepare for reintegration, transfers or substitution from the start.



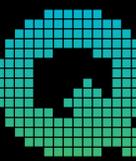
NLP The research behind the book is the first ever combination of a structured transversal digital transformation framework with an in-depth empirical analysis of financial impact implications enhanced by a unique, Natural Language Processing supported dataset.



OBSERVATION In spite of all pain and resistance, constantly identify new ways to track outcomes and progress.



PROCESS Agile done wrong can be a very effective way to put off your payday indefinitely.



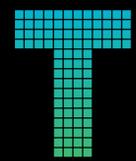
QUANTIFY Measure, measure, measure your paydays.



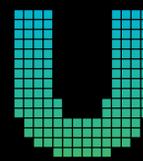
RECIPE There are no such things as universally winning recipes, easy solutions or directly transferrable digital transformation best practices.



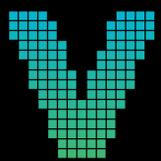
STRATEGY If you do not develop a clear strategy, whatever you end up doing instead will become your strategy, likely with undesired outcomes.



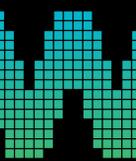
TECHNOLOGIES Digital transformation is not all about new technologies, which are heavily interdependent. Isolated and without new capabilities and funding, they do not scale.



UNDERESTIMATION Never underestimate what it takes to bring seemingly intuitive agile or hybrid transformation concepts to life at scale in your specific context.



VIEW Whether manager, executive, board member or investor, always keep a clear view of the complete array of strategic and operational choices, opportunities, and pitfalls.



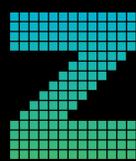
WARNING Always watch out for threats and opportunities stemming from blurring industry boundaries.



XEROXING Don't believe in or copy ready-made checklists, maturity models or business cases. Learn from them, but do your own unique thing based on your real-life context.



YOU Do not outsource thinking. You are the only one who can make sure that your digital return on investment materializes and your digital transformation payday happens.



ZAG Do not blindly follow trends – instead, move beyond the hype and uncover your digital transformation's real financial payback.

Want to know more about a specific part of the book or your company's future Digital Transformation Payday?

Reach out to **Tim Bottke** (Digital Transformation Expert, Partner and National Sector Lead Telecommunication, Media & Entertainment at Deloitte) at tbottke@deloitte.de.

Want to know more about Deloitte's involvement, digital transformation approach and offerings? Feel free to reach out to:

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