



# 11 TIPS

## FOR HANDLING YOUR DIGITAL TRANSFORMATION INITIATIVES



# How Digital Transformation is making an impact?

The landscape of Digital Transformation is changing rapidly.

- ▶ **50%** of CEOs have seen increase in revenue because of digital initiatives.
- ▶ **23%** more profits are made by digitally mature Organisations.
- ▶ **89%** of all companies have already adopted some kind of digital strategy.
- ▶ **40%** of all technology spending goes into Digital Transformation.

We asked 11 Digital Transformation Experts this question.

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**What is that one thing that no one talks about in Digital Transformation but is very important?**

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And with this eBook, we give you exclusive access to their answers, some background into the industry and bonus tips, that you can use to effectively implement Digital Transformation at your organization.

Typically, organizations execute Digital Transformation initiatives to enable change. Often they are in an illusion that making an enterprise digitally-abled is digital transformation but the reality is far from it. Making companies digitally-abled is just a subset of Digital Transformation, It's more about people than technology.

Being a C-suite executive you can initiate Digital Transformation in your organization and feel that you have done a good job. Only to realize it later that the initiative was unable to ease the business processes as per the expectation.



Digital Transformation is implemented to make business processes smooth and the lives of your employees easy. There is no middle ground and even partial success should be considered as a failure since it won't serve the purpose.

To make your Digital Transformation successful, you must have the interest of your employees at heart and must involve stakeholders across the organization to give them a clear picture. When you involve people across the organization, you would get a better idea of how people will use the implemented technology. Further, it will give you an idea of how the processes have to be altered to match your organization's needs.

A proper roll-out of Digital Transformation is an amalgamation of proper planning, the involvement of stakeholders, short-term milestones, long-term goals, proper documentation, and acceptance from employees without any resistance.

An organization could begin its Digital Transformation journey in any fashion. It depends on its agenda. But most organizations are unable to prioritize its

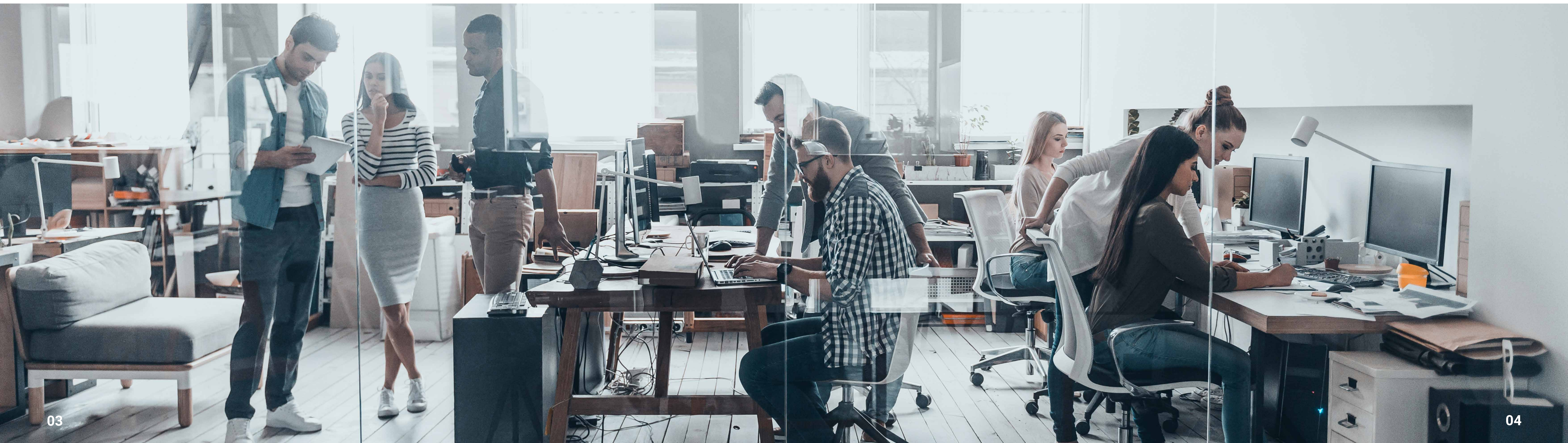
requirements and as a result, their Digital Transformation initiatives get failed.

To help you find some good perspective, we at Apty have compiled some quick, actionable, and reliable tips from industry experts.

We asked 11 successful Digital Transformation experts, ***“What is that one thing that no one talks about in Digital Transformation but is very important?”***

Although their approaches may differ, you will quickly notice some major trends in their advice. We've highlighted those trends in the “Key Takeaways” section at the end of this ebook.

We hope that this ebook will help you get a better perspective on Digital Transformation. These 11 expert tips are invaluable and fit the bill in this modern era of transformation. Use these tips for your own business and find out which strategy is essential for your business.







# JEREMIAH OWYANG

**Disruptive Tech, Corporate Innovation Analyst**  
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Entrepreneur, Startup Advisor, Keynote Speaker

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He has a vast experience of over 2 decades. He is well recognized by both the tech industry and the media for his grounded approach to deriving insights through rigorous research. From corporate innovation, autonomous technology, or modern wellbeing, he views every aspect of emerging technologies through the lens of growth, opportunity, and constantly shifting consumer behaviors and expectations.



**The most important thing about Digital Transformation is to remember that it's not just about turning paper into PDFs, but a cultural change, that results in an entire organization sharing data, in order to help deliver customer value.**



*"Often, many folks forget that the end-goal is to help customers, where this should be the absolute focus."*

Very true. Sometimes the technological aspect of Digital Transformation is so immersive that even a good leader forgets about the end objective of helping people. The heart of Digital Transformation should be the people associated with it and things should always be planned by keeping them as a focal point.





# CHARLENE LI

**Founder**

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For the past two decades, Charlene Li has been helping people see the future. She's a New York Times Bestselling Author of six books, including her newest release, [The Disruption Mindset: Why Some Businesses Transform While Others Fail](#), and [Open Leadership](#) as well as Co-Author of the critically-acclaimed book, *Groundswell*.

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**The one thing that no one talks about in Digital Transformation is how hard the “transformation” part is going to be. They focus on the “digital” technology implementation and blindly trust that the “transformation” will just naturally happen. Change is never easy and acknowledging how difficult the journey is going to be — and explaining why it’s worth going on — is crucial to success.**

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Yes, people usually create a plan and assume that digital initiatives would be a cakewalk as it appears easy on paper but the reality is often disappointing. It's a long process and takes a lot of time and human effort. Many unexpected hangups could botch the whole initiative. So, it's always good to understand how difficult the Digital Transformation is, by consulting the experts and planning accordingly to drive success.



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# SHREY SHARMA

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Salesforce MVP

He is one of the youngest Salesforce MVPs and already has a good amount of experience in this digital world. He also goes by the name Salesforce Hulk. He has a successful [youtube channel](#) and creates vlogs on Salesforce.

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**The one thing that nobody cares while talking about Digital Transformation is the end user's empathy which is a very crucial aspect that impacts the results of Digital Transformation.**

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Well, couldn't agree more on this. Understanding people and their painpoints should be an essential part of Digital Transformation and to do that, empathy is just as much important as subject matter expertise.





# BEN McCARTHY

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Ben McCarthy is a renowned Salesforce MVP. He also goes by the name Salesforce Ben and is the founder of SalesforceBen.com which is a very popular Salesforce blog. He enjoys traveling, technology, eating out, techno music, and running [Ibiza Lab](#).

*"One area that I believe should be given more thought, is to the team that will be taking over the system after go-live. Traditionally, the IT department will be responsible for CRMs and other systems, however, there is an increasing switch for the responsible teams to sit within the Sales or Marketing departments to better align with the users and managers. In addition, roles such as Sales & Marketing Ops have sprung up recently, bridging the gap between ever-changing user requirements and the systems they are using."*



**If you're going through a Digital Transformation of systems, I would recommend to also transform the team that looks after them.**



Of course, Digital Transformation is complicated as it involves many teams across the organization. Equipping these team will not only make sure that the dependency on IT is reduced, but also transform them for good.





# ANTONIO GRASSO

Founder, CEO

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Enterprise and Public Sector Consultant

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Antonio Grasso has over 35 years of experience in the field of Digital Transformation. He is regarded as one of the top Digital Transformation Influencers on Artificial Intelligence, Cyber Security, Digital Transformation, the Internet of Things and Blockchain. He is an Enterprise and Public Sector Consultant and an Advisor & Mentor to numerous startups.

*"Well, in my opinion, many people create a lot of buzz around it and most of them think about the Digital Transformation as something you can achieve or generate in a business environment. That's wrong."*



**Digital Transformation is a consequence of two phenomena: Digitization and Digitalization, both enabled by the Digital Diffusion.**



*"It's something that is happening now and we can describe it as the system-level restructuring of our society, our economy, and our institutions that are changing forever the way we relate to each other."*

*We can observe this paradigm shift and we can be actors of it. So, in my view, the very crucial thing is the lack of understanding of the phenomenon.*

*After you discern the cause from the effect, your mind will open and you will be able to infuse emerging technologies in your business process consistently."*

It's true. Optimizing the internal process for cost reductions (digitization) and implementing a strategy that goes beyond technology to imply a core change to its business model (digitalization) is key in this digital era to succeed as a business. Having a clear perspective on the current trend would help leaders to reap rewards.





# DR. MARCELL VOLMER

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He has a Ph.D. (Politics) & an MBA (Economics). He has a strong body of work. Having been a CDO at SAP, he is now, the CIO of Celonis. He is a Social Media Enthusiast and he shares his knowledge across all the social media platforms. He considers Digital Transformation as a necessary evil. You can watch this video where he explains the importance of [Digital Transformation with the help of a coffee.](#)



**The one thing for  
#DigitalTransformation:  
You need to have a vision first.  
After that, you can focus on  
customer-centric processes,  
the right structure, and IT  
systems, but also ensure you  
focus on the needed change  
management for your  
employees.**



Having a roadmap in place is definitely helpful for figuring out what resources are required in order to execute a proper transformation. All these steps should be in line with your employees' requirements to make their life easy and your business better.





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# CYRIL COSTE

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**Emergn**

Digital Expert, Thought Leader

He ranks #1 on UK's Most Influential Independent Digital Transformation Expert. He brings vast, cross-sector experience in Digital Transformation, Digitalization Strategy Development, Product Development, Digital Innovation, Customer Experience, Business Analysis, and e-commerce.

*"During the past decade, Digital Transformation truly impacted customer and employee engagement as the C-suite and the leadership gradually added Digital Transformation as one of the key topics on their agenda. What is very noticeable today, is that most of these leaders have not adjusted their ways of working and adopted the culture and methodologies that are parts of Digital Transformation."*



**The C-suite and leaders need to align their systems of work to the one adopted by their workforce, and stop using outdated 3-years playbooks and roadmaps that put them behind their teams.**



Truly. Change is a part and parcel of life, and leaders must embrace it otherwise they would lag. The idea of Cyril Coste in the words of Isaac Asimov, *"It is change, continuing change, inevitable change, that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be."*





# RONALD VAN LOON

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He is a recognized expert and thought leader in the field of AI, IoT and Digital Transformation. He works with data-driven companies to generate business value so that they may meet and exceed goal after goal. He has a [Youtube Channel](#) that is informative for folks interested in digital technologies.



**All relevant Digital Transformation topics have already been extensively discussed, but the key is knowing how to take that conversation and adapt the change into your organizational environment with your teams.**



*"In a "normal" situation, silos and hierarchy often block the speed of transformation, but with the current lockdown, organizations have been forced to embrace transformation at a rapid rate in order to streamline workflows, facilitate remote business processes and equip employees with the capabilities needed to continue performing their jobs."*

Most of the businesses were already in transformational mode but now they have to act fast and help their employees to adopt new technologies, applications remotely using new software adoption methods. Usually, the problem is not with the tech but with how it's being used. As we say in Apty, *The problem isn't the software. It's how it's being used.*





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**Customer Success Manager**

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She is one of the most experienced Salesforce MVPs. Her contribution to the Trailblazer community is unmatched.

She is an Application Architect with over 2 decades of experience in the field of Digital Transformation.

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**The staff has to have a clear understanding of what is in it for them and be reassured that their job isn't at risk. Afterall, much Digital Transformation involves **AUTOMATION** which implies less staff will be required. If they can see that there is an intention to reduce headcount, they will not be on board with the transformation, and may actively resist it.**

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Putting your employees at ease should be the primary duty of the Management. This can be achieved if Management explains the importance of transformation to their employees. Further, they should discuss their role in it. All these efforts will ensure the co-operation of your employees and the proper execution of your digital initiatives.





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He has over 8 years of experience in the field of digital transformation. He is one of the leading Salesforce Architects. He is also a Mentor for many in the community.

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**We can still see some of the areas where lack of awareness for the use of digital technology and opportunities exist. Resources are available but lack of awareness, opportunities, remote work employment and digital skills are still a challenge.**

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*"To attain complete Digital Transformation, all of our areas should be well connected in the digital era and then we can say we have attained digital transformation across every field and place."*

In several parts of the world, there is a serious disconnect between how the urban cities perceive and adopt technology and how the rural areas understand it. Bridging this gap is what will help us realize real digital transformation on a global level.





# AVIRAL AGRAWAL

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He is one of the youngest Salesforce MVPs. He is an expert Salesforce Admin and Developer. He is also an Einstein Analytics Champion. He is an analytics enthusiast who [blogs](#) about Salesforce.



**The Knowledge gap that is created between the education system and current market standards is abysmal! In this current revolution of technology, students (who are the future of any kind of tech) must hold the right skillset at the right age, and must be trained with the latest market standards.**



Today people have access to knowledge but still, they are not aware of Digital Transformation and are unable to utilize it. The future will look bright if the knowledge gap is reduced in remote places.



# Key Takeaways

When it comes to Digital Transformation, there is no one-size-fits-all approach. You will have to see what works for your business by properly planning and understanding the the goal of your organization. But there is no need to be worried as you can make sense of the current trend with all these experts' advice. Let these five Takeaways be a guide that would help you create a roadmap for your Digital Transformation needs and drive your organization towards excellence.

## 1. Strive to offer value to your employees and customers, always

The aim of Digital Transformation is to revolutionize business processes and this is only possible when the technology used by the employees helps them do their job easily. Organizations must understand their needs by interacting with them and create a solution that works out for them as well as the employees. Such initiatives will prove fruitful and will ensure the organization's sustained success.

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**Employees who believe that management is concerned about them as a whole person – not just an employee – are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability.**

- ANNE M. MULCAHY

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## 2. Long-term vision is essential as it provides incredible value

Often organizations invest in Digital Transformation with a plan restricted to the immediate future. But the true return on investment happens when you look at a bigger picture and create a long-term plan, when it comes to Digital Transformation. To create a long-term strategy, the management has to know why they need transformation? What bottlenecks await them along the road? It is also essential that they communicate effectively with the employees as to what is expected of them in this process and how it will impact their role.

// **It's about seeing long-term vision, understanding nothing worthwhile happens overnight, and sticking to your script long enough to make something real happen.**

- NIPSEY HUSSLE



## 3. Stay updated with new trends and technology

The digital world that we inhabit is so rapidly evolving that changes occur every second, every minute, every hour of every day. To cope with such an environment, CTOs, CIOs, and other relevant stakeholders must stay up-to-date with current trends in their respective industries. They should be proactive and act as the first mover in their industry to reap the maximum benefit as it would not only improve their ROI but will also enhance customer satisfaction. Being a tech laggard in today's hyper competitive business world, is not going to serve anyone any good. So, make sure you take the right measures to constantly stay updated.



**I don't set trends. I just find out what they are and exploit them.**

- DICK CLARK





#### 4. Restructure your business process while you can

During transformation reforms, an organization should not only implement new technology but should also adopt the best business practices to improve the function of the whole organization. This time should also be utilized to plan how to train your employees and customers on new processes and applications to have an effective roll out during the final stage. Understanding that transformation does not work in silos can be a crucial. To truly taste success, change is necessary from time to time and when effectively managed, restructuring can work wonders for the organization.

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**It may be hard for an egg to turn into a bird:  
it would be a jolly sight harder for it to learn  
to fly while remaining an egg.**

- C. S. LEWIS

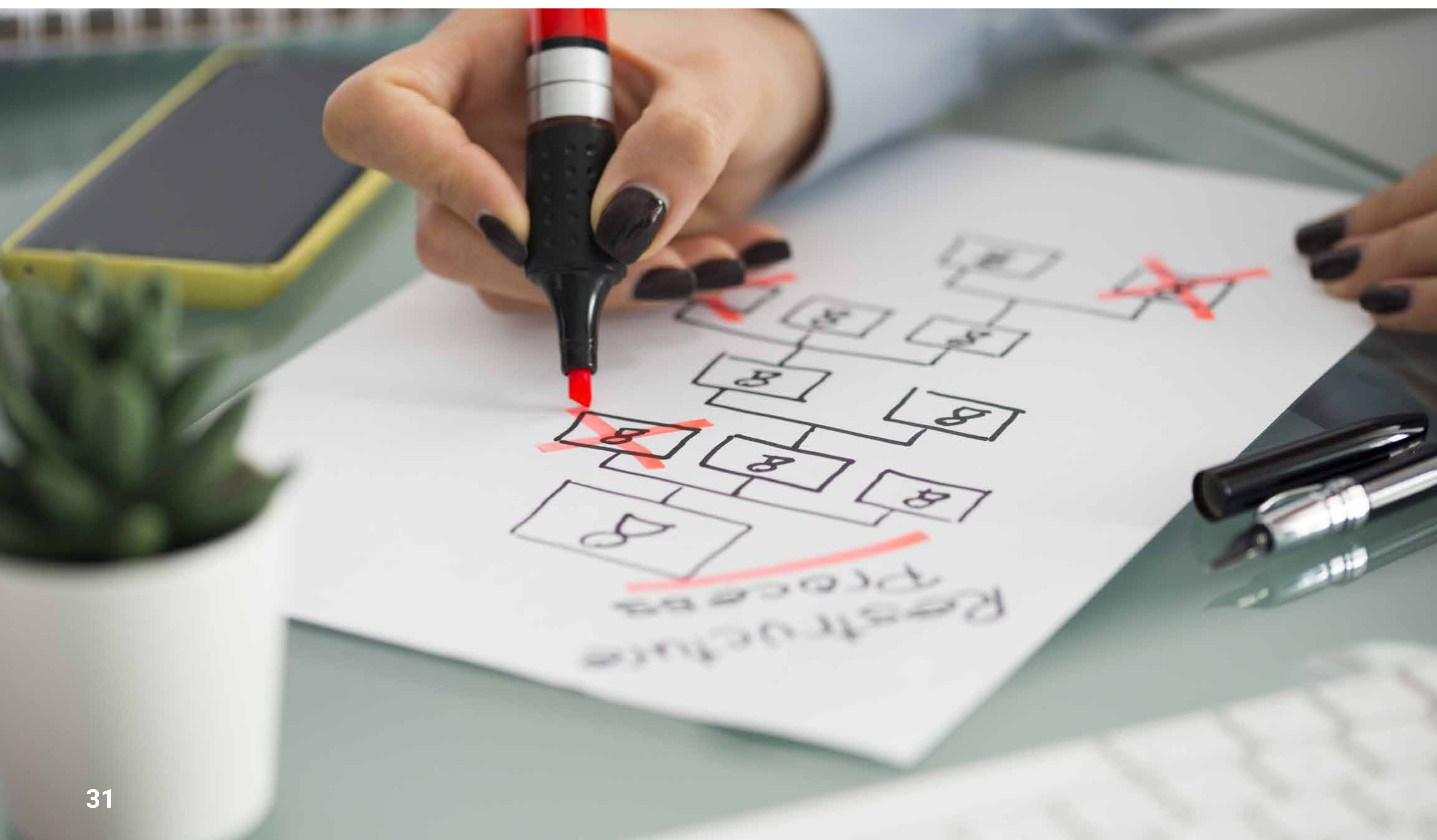


#### 5. Bring people together and make them understand the value

Digital Transformation is not only about business and technology but it is also about the change in culture. During this process, the organization goes through complete revamp and this enables change in roles and how people interact with each other. It's each other. It's the prime responsibility of the organization to have empathy towards their employees and bring them under one umbrella. Such actions will make sure that none of them are insecure and wouldn't resist change out of insecurity.

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**Few things are more important during a  
change event than communication from  
leaders who can paint a clear and confidence  
-inspiring vision of the future.**

- SARAH CLAYTON







## Final Thoughts

Now, it's your turn to use Digital Transformation as a means of change and get the attention of your employees and customers to get on board in order to set a trend across your industry.

There's no reason you can't. We've explained how to execute Digital Transformation properly.

All you have to do is start planning and collaborating.

The question is: **Will you?**



## About US

Apty (formerly letzNav) is the world's fastest-growing on-screen guidance platform aka DAP that helps enterprises improve employee productivity, lower training costs, and increase software ROI. Apty also helps SaaS companies improve product adoption and drive more revenue.

IT operation managers, Application Owners, VP HR/Sales, and leading CIOs trust Apty to get most out of their employees using any web-based applications in their day-to-day job.

Every month, nearly 1 million users use Apty to learn web-based apps and excel in their job. In the early phase of its launch, Apty garnered top-notch clients like Delta Airlines, Boeing, Agile CRM and many more. Apty makes software adoption easy and smooth for employees and SaaS application users.



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