The journey to
DIGITAL TRANSFORMATION

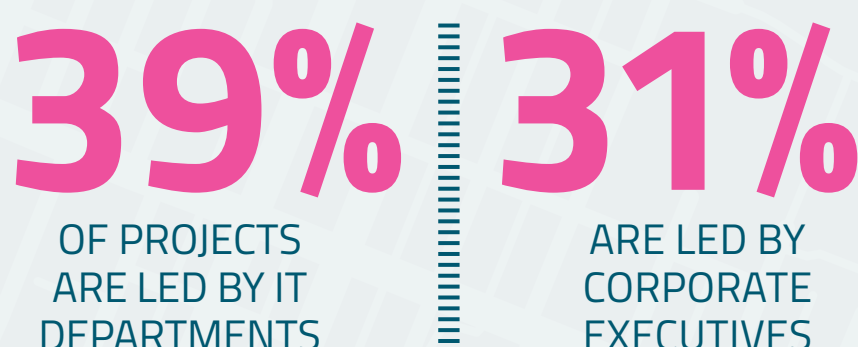## Five mile markers guiding your path to success

The journey toward digital transformation requires a solid plan. You should have a clear vision of your destination, with mile markers to guide the way to help you track progress. As you begin your journey, follow along with these mile markers to ensure your organization stays on the path to successful transformation.

MILE MARKER 1

CREATE A DIGITAL TRANSFORMATION TEAM

Your organization should develop a cross-functional team dedicated to digital transformation projects, enabling IT and business executives to better understand operational issues and uncover potential ways of working together. You may want to consider creating a Digital Transformation Officer position – someone who can take the lead on these initiatives.

WHO DRIVES DIGITAL TRANSFORMATION?

39% OF PROJECTS ARE LED BY IT DEPARTMENTS

31% ARE LED BY CORPORATE EXECUTIVES

MILE MARKER 2

CHOOSE A PROCESS TO TRANSFORM

Identify a potential business process that could benefit from digital transformation. The best candidate? Either a heavily manual, paper-based process or one plagued with silos that hinder collaboration and customer service. Document where that process slows down, what information is involved, the sources of that information and who interacts with it. Then, identify who is in charge of the process and seek their support.

55% OF DIGITAL TRANSFORMATION PROJECTS ARE DRIVEN BY A NEED TO REDUCE COSTS AND IMPROVE PRODUCTIVITY

30% FOCUS ON IMPROVING CUSTOMER SERVICE

MILE MARKER 3

UNDERSTAND THE CORRELATION BETWEEN INFORMATION, PROCESSES AND PEOPLE

The best digital transformation project will fail if your people aren't part of the discussion. By viewing the whole picture – everything that impacts the process you want to transform – you create a more integrated information ecosystem and break down information silos. Doing so helps ensure positive results, preventing disruptions from occurring in upstream and downstream processes.

26% OF ORGANIZATIONS TAKE A MORE HOLISTIC APPROACH TO DIGITAL TRANSFORMATION, INTEGRATING PROJECTS ACROSS DEPARTMENTS

MILE MARKER 4

MAXIMIZE THE VALUE OF EXISTING SYSTEMS

You've already invested in several key systems that manage your day-to-day work. Now that you have a process to transform, ensure technologies like OCR, data capture, analytics, collaboration and auto-classification are utilized and integrated with core enterprise systems. This will drive efficiencies within your organization while also connecting your enterprise.

53% OF ORGANIZATIONS BEGIN DIGITAL TRANSFORMATION INITIATIVES TO IMPROVE INFORMATION SHARING AND COLLABORATION

MILE MARKER 5

FIND A TRAIL GUIDE

If you're unsure where or how to begin, seek professional assistance and/or training to help determine the right path. Ask suppliers and service providers for guidance. Turn to professional associations and peers to find advice and training that will provide best practices.

Now that you're well on your journey toward digital transformation, it's time to learn how your organization stacks up.

Download AIIM's complementary whitepaper

>>> *State of Information Management 2017: Digital Transformation,* to learn more about digital transformation and how you can drive evolution within your organization.

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