

5 key ingredients for long-term digital success

The fourth industrial revolution continues to disrupt how businesses operate with creative, digital start-ups challenging established organisations. Traditional industries are being transformed by digital pioneers such as Airbnb.



© alexandersikov – 123RF.com

Business leaders agree that digital transformation – the ongoing implementation of digital technologies in key industries – is essential to drive growth, optimise performance and remain competitive. One of the top digital business trends in 2018 is digital supremacy, which can only be achieved with the correct architectures and data structures.

While many have taken the digital plunge, organisational challenges often cause businesses to stagnate at different stages of digital transformation. With so many moving parts, businesses often don't know where to start and how to keep going.

Here are five building blocks for long-term digital success:

1. **Strong leadership**

Digital transformation starts with a clear vision, a well-formulated digital strategy and strong leadership. Be clear on where you want to go, how digital transformation can get you there and what solutions fit into your business culture, daily operations and budget. Partner with experts if you need assistance with the planning stage.

2. **Renewed thinking**

The methodologies of the past production-oriented industrial economy are now outdated. Business leaders must rethink everything from organisational structures, processes and big data, to employee responsibilities, online security and overall business management. Keep up with trends and developments in automation, digitisation, analytics and algorithms to make swift strategic decisions and to implement insights on an ongoing basis.

3. **Renovate the core**

To embrace an ever-changing business model, organisations have to transform legacy architecture and modernise business operations. Take Nashua's document management services as an example. This can range from the way data is organised, filed and stored, to increased document security on your network and devices. Integrated business solutions like managed document services can optimise business processes and workflows. This will enable you to respond proactively to changing customer needs and market conditions.

4. **Employee mobility**

Workforces are becoming increasingly mobile and many traditional careers will be redundant in the near future. Consider how automation can free up employees to refocus on innovation and more strategic tasks. Empower them to work from anywhere with instant access to data, applications and real-time knowledge sharing. Use multi-touch interactive whiteboards to easily analyse, modify and share information with employees regardless of the location.

5. **Safety first**

The digital space is fraught with cyber security risks. Make sure your offline and online security is up to date and foster a culture of cyber vigilance with sufficient training, policies and procedures. This will ensure long-term digital sustainability. With intelligent software to manage printing devices and documents, you can maintain the integrity of critical business information.

Companies across the world are benefiting from a digital transformation. To secure long-term digital success without losing focus of your core business, you need to get the right building blocks in place from the onset.

For more, visit: <https://www.bizcommunity.com>