

digitizing business processes

digitizing business processes is an essential strategy for modern organizations seeking efficiency, accuracy, and competitiveness in an increasingly digital world. By transforming traditional manual processes into automated digital workflows, businesses can streamline operations, enhance customer experiences, and reduce operational costs. This article will explore the significance of digitizing business processes, the steps involved in the digitization journey, the benefits it brings to organizations, and the challenges faced during implementation. Furthermore, we will provide insights into the tools and technologies that facilitate this transformation, ensuring that businesses can leverage digital advancements for sustainable growth.

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Understanding Digitizing Business Processes

Digitizing business processes refers to the conversion of manual operations into digital formats, enabling automation, efficiency, and better data management. This transformation is not merely about using technology; it involves rethinking workflows, redefining roles, and aligning strategies to utilize digital innovations effectively. The process encompasses various aspects, including document digitization, electronic communications, and the use of software solutions that facilitate seamless operations.

At its core, digitization aims to enhance the speed and accuracy of business processes. By eliminating paper-based systems and manual data entry, organizations can minimize human errors and accelerate decision-making. Furthermore, digitizing business processes often leads to improved data analytics capabilities, allowing businesses to harness insights that drive strategic decisions.

The Importance of Digitization

In today's fast-paced business environment, digitization is crucial for several reasons. Firstly, it enhances operational efficiency by streamlining workflows and reducing the time spent on repetitive tasks. Secondly, it improves the accuracy of information, which is vital for effective decision-making. Furthermore, digitization can lead to improved customer engagement through faster response times and personalized services.

Moreover, the rise of remote work and online services has made digitization more important than ever. Companies that fail to adapt risk falling behind their competitors. Embracing digital transformation not only fosters innovation but also enables businesses to remain agile and responsive to market changes.

Steps to Digitize Business Processes

The journey of digitizing business processes involves several key steps that organizations must follow to ensure a successful transition. These steps include:

1. **Assess Current Processes:** Evaluate existing workflows to identify areas that require improvement or can be automated.
2. **Define Objectives:** Clearly outline the goals of digitization, such as improving efficiency, reducing costs, or enhancing customer satisfaction.
3. **Select Appropriate Tools:** Choose the right software and technologies that align with the defined objectives and can integrate with existing systems.
4. **Implement Changes:** Begin the digitization process by implementing new tools and reengineering workflows. Ensure all stakeholders are involved and trained.
5. **Monitor and Optimize:** Continuously track the performance of digitized processes and make adjustments as necessary to maximize efficiency and effectiveness.

Each of these steps requires careful planning and execution, ensuring that the organization can reap the full benefits of digitization while minimizing disruption to ongoing operations.

Benefits of Digitizing Business Processes

Organizations that embrace digitizing business processes can experience a multitude of benefits that can significantly impact their overall performance. Some of the key advantages include:

- **Increased Efficiency:** Automation of routine tasks allows employees to focus on higher-value activities, boosting overall productivity.
- **Cost Reduction:** By minimizing manual processes and paper usage, businesses can reduce operational costs, including storage and printing expenses.
- **Improved Data Management:** Digital processes enable better data collection, storage, and retrieval, facilitating informed decision-making.
- **Enhanced Customer Experience:** Faster service delivery and personalized interactions lead to higher customer satisfaction and loyalty.
- **Scalability:** Digital solutions allow businesses to adapt quickly to growth demands, scaling operations without significant additional costs.

These benefits illustrate why digitizing business processes is not just a trend but a necessity for organizations aiming to thrive in a competitive landscape.

Challenges in Digitization

Despite the numerous advantages, organizations may encounter several challenges when digitizing business processes. Understanding these challenges is crucial for successful implementation. Some common obstacles include:

- **Resistance to Change:** Employees may be hesitant to adopt new technologies or workflows, fearing disruption to their routines.
- **Integration Issues:** Existing systems and processes may not easily integrate with new digital tools, leading to potential data silos.
- **Cost of Implementation:** Initial investment in technology and training can be significant, posing a barrier for some organizations.
- **Data Security Concerns:** Transitioning to digital processes raises concerns about data breaches and the protection of sensitive information.
- **Lack of Expertise:** Some organizations may lack the necessary skills and knowledge to effectively implement and manage digital tools.

Addressing these challenges through comprehensive change management strategies and proper training can significantly enhance the success rate of digitization initiatives.

Technologies and Tools for Digitization

To effectively digitize business processes, organizations can leverage various technologies and tools. These include:

- **Document Management Systems:** These systems facilitate the storage, retrieval, and management of digital documents, enhancing data accessibility.
- **Workflow Automation Software:** Tools that automate tasks and workflows, reducing the need for manual intervention and streamlining processes.
- **Customer Relationship Management (CRM) Systems:** These platforms help businesses manage customer interactions and data, improving customer service and retention.
- **Data Analytics Tools:** Software that enables organizations to analyze data trends and make data-driven decisions to improve operations.
- **Cloud Computing:** Cloud solutions provide scalability and flexibility, allowing businesses to store and access data from anywhere, enhancing collaboration.

Selecting the right combination of these technologies is vital for a successful digitization strategy that aligns with business goals.

Conclusion

In summary, digitizing business processes is a strategic imperative for organizations seeking to enhance operational efficiency, improve customer experiences, and remain competitive in the digital age. By understanding the significance of digitization, following a structured approach, and leveraging the appropriate technologies, businesses can successfully transition to a more efficient and effective operational model. As the landscape continues to evolve, staying abreast of emerging technologies and best practices will be crucial for sustained success in the digital realm.

Q: What does it mean to digitize business processes?

A: Digitizing business processes involves converting manual operations into digital formats to improve efficiency, accuracy, and data management. This transformation includes automating workflows, using software solutions, and rethinking operational strategies to leverage digital innovations.

Q: What are the key benefits of digitizing business processes?

A: The key benefits include increased efficiency, cost reduction, improved data management, enhanced customer experience, and scalability. These advantages enable organizations to operate

more effectively and remain competitive in their respective markets.

Q: What challenges might a business face during digitization?

A: Common challenges include resistance to change among employees, integration issues with existing systems, the cost of implementation, data security concerns, and a lack of expertise in managing new digital tools.

Q: What technologies are necessary for digitizing business processes?

A: Essential technologies include document management systems, workflow automation software, customer relationship management (CRM) systems, data analytics tools, and cloud computing solutions. These tools facilitate the efficient management of digital processes.

Q: How can organizations overcome resistance to change during digitization?

A: Organizations can overcome resistance by engaging employees in the digitization process, providing comprehensive training, clearly communicating the benefits of change, and offering support throughout the transition.

Q: Is digitization the same as digital transformation?

A: No, digitization refers specifically to converting manual processes into digital formats, while digital transformation encompasses a broader strategy that includes changing business models, enhancing customer experiences, and leveraging technology to drive innovation.

Q: How long does it typically take to digitize business processes?

A: The time required to digitize business processes varies based on the complexity of the processes, the technologies being implemented, and the size of the organization. Smaller businesses may complete the transition in a few months, while larger enterprises may take years.

Q: Can small businesses benefit from digitizing their processes?

A: Yes, small businesses can significantly benefit from digitizing their processes by improving efficiency, reducing costs, and enhancing customer engagement. Digital tools can help them compete effectively with larger organizations.

Q: What role does data security play in digitizing business processes?

A: Data security is a critical concern in digitizing business processes, as moving to digital formats increases the risk of data breaches. Organizations must implement robust security measures to protect sensitive information during and after the digitization process.

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bottom-line rigorously. Despite these conditions, digitization is in full swing. Digital strategies that are simple and understandable can create competitive advantages for companies' futures, shielding them from potential future threats. Published right in time, the book *The Transformers* shows how companies can immediately save cost with data transformation at the push of a button, and, at the same time, accelerate its digitization. It will empower you to drive transformation and end-to-end information management of the digital core successfully. *The Transformers* lays out the digital building blocks for businesses and introduces Artificial Intelligence and digital platforms to tackle Big Data. Also included, detailed descriptions of Digital Business Transformation enhance your understanding while demonstrating its applicability to digitization. The value of enterprises' core data shines like crown jewels that absolutely demand protection and safety. Graesser illustrates how to manage business data rightfully, and he explains the full data life cycle management with a focus on the historization of old data in terms of preservation and protection. The heart of the book consists of two chapters with in-depth explanations of technical platforms needed to conquer the Big Data challenges. The SAP HANA 2.0 platform, with its in-memory database, transforms the meaning of and the value out of Big Data with many advanced analytical capabilities. The Historization platform JiVS IMP by Data Migration International complements the operational enterprise systems with sophisticated data transformation capabilities realizing major value scenarios. In combination, both platforms together allow significant simplification of data management for real-time data business models. Strategic thinking and developing strategies, in principle, is an art more than 2,500 years old. From Battlefield to Greenfield, *The Transformers* bridges the time-gap from ancient China with its famous war strategist Sun Tzu who lived around 500 BC, to the digital era today. The fighting happened then, and it happens today in business with arms, battlegrounds, and warriors. Graesser provides significant insights on how to plan victories and to win battles even without fighting. The visions and strategies are substantial and have never moved out of the central attention of leaders. You can touch and feel Digital Business Transformation with stories about the digital journeys of enterprises across different industries. And the book closes with the 'Tips from the Top' chapter. It features Thomas Failer (founder of Data Migration International), Bjoern Braemer (Senior Vice president at SAP SE), Peter Hartmann (former CIO of the Geberit Group), and Tom Pfister (CEO Nytro Marketing). The book's audiences include C-suite business leaders and will appeal to all decision-makers who drive transformational business or Information Technology programs.

digitizing business processes: Exploring Trends, Innovations, and Digitalization of Entrepreneurship Sallam Khairy, Gasim Hayder, Abdullah Al Shukaili, Salem Al Abri, Arockiasamy Soosaimanickam, Raja Suzana Raja Kasim, 2025-08-08 The primary audience of the proceedings includes a broad spectrum of proactive readers who actively participate in the exploration of the field of entrepreneurship research. This comprises of scholars, who are professors, researchers, and scholars that are publishing papers and conducting researches regarding to entrepreneurship. Also, the proceedings aim at the BL/G guests – undergraduate and postgraduate students – keen on the discovery of the recent trends, novelties, and knowledge concerning the topic of entrepreneurship. Thus, for the undergraduate students, the proceedings are useful to obtain the basic information concerning the given subject areas and understand the key principles at play, while the postgraduate students can share the fresh information and methodologies introduced in the articles that can be helpful for their own research. Furthermore, the proceedings are directed towards people with specific interests in entrepreneurship research, be they practitioners, consultants, policymakers, or entrepreneurs. Such people may practice business, finance, technology, or social entrepreneurship and want to be aware of the tendencies in the entrepreneurial field. The audience inclusion policy guarantees that irrespective of the level of the user: a beginner, an undergraduate, a masters or a doctoral candidate, or a professional, the information applicable and beneficial, in solace to one's level of study or work. In appealing to such a wide range of people, the proceedings seek to create a prosperous and diverse population of entrepreneurial scholars and entrepreneurs and to advance the generation and dissemination of knowledge in the subject area.

digitizing business processes: Architecting Solutions with SAP Business Technology Platform

Serdar Simsekler, Eric Du, 2022-10-28 A practical handbook packed with expert advice on architectural considerations for designing solutions using SAP BTP to drive digital innovation Purchase of the print or Kindle book includes a free eBook in the PDF format Key FeaturesGuide your customers with proven architectural strategies and considerations on SAP BTP Tackle challenges in building process and data integration across complex and hybrid landscapes Discover SAP BTP services, including visualizations, practical business scenarios, and more Book Description SAP BTP is the foundation of SAP's intelligent and sustainable enterprise vision for its customers. It's efficient, agile, and an enabler of innovation. It's technically robust, yet its superpower is its business centricity. If you're involved in building IT and business strategies, it's essential to familiarize yourself with SAP BTP to see the big picture for digitalization with SAP solutions. Similarly, if you have design responsibilities for enterprise solutions, learning SAP BTP is crucial to produce effective and complete architecture designs. This book teaches you about SAP BTP in five parts. First, you'll see how SAP BTP is positioned in the intelligent enterprise. In the second part, you'll learn the foundational elements of SAP BTP and find out how it operates. The next part covers integration architecture guidelines, integration strategy considerations, and integration styles with SAP's integration technologies. Later, you'll learn how to use application development capabilities to extend enterprise solutions for innovation and agility. This part also includes digital experience and process automation capabilities. The last part covers how SAP BTP can facilitate data-to-value use cases to produce actionable business insights. By the end of this SAP book, you'll be able to architect solutions using SAP BTP to deliver high business value. What you will learn Explore value propositions and business processes enabled by SAP's Intelligent and Sustainable Enterprise Understand SAP BTP's foundational elements, such as commercial and account models Discover services that can be part of solution designs to fulfill non-functional requirements Get to grips with integration and extensibility services for building robust solutions Understand what SAP BTP offers for digital experience and process automation Explore data-to-value services that can help manage data and build analytics use cases Who this book is for This SAP guide is for technical architects, solutions architects, and enterprise architects working with SAP solutions to drive digital transformation and innovation with SAP BTP. Some IT background and an understanding of basic cloud concepts is assumed. Working knowledge of the SAP ecosystem will also be beneficial.

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fast-moving talent market, digital recruiting is a game-changer for employers seeking top candidates. Digital Recruiting offers a comprehensive, expert-led guide to leveraging digital platforms, tools and strategies to find, attract and engage both active and passive job seekers. Written by Workology founder and renowned podcaster Jessica Miller-Merrell, this book explores the evolving recruitment landscape and provides actionable tactics that meet the expectations of today's digitally savvy candidates. From social sourcing and employer branding to automation and analytics, the book is a practical resource for staying ahead in the hiring game. Whether you're new to talent acquisition or refining an existing strategy, this is an essential playbook for modern recruiters.

digitizing business processes: Decision Support Systems for Sustainable Computing

Muhammet Deveci, 2024-05-23 Decision Support Systems for Sustainable Computing investigates recent technological advances in decision support systems models designed to solve real world applications. The book provides a broad overview of digital technology transformation as applied to the circular economy which is seeking to drive improvements in scientific research, communication, logistics, automation, production, and the improved sustainability of these processes and products. The book explores applications of decision support for sustainable development across supply chain management, business intelligence, agriculture, aviation, communications, and finance. - Provides a broad overview of emerging trends and technologies in decision support systems applications - Investigates recent trends and core concepts in digital technology transformation as applied to the circular economy and sustainable development - Analyzes the application of decision support

systems models across a range of case studies and processes which rely on multi-criteria decision-making and have been designed specifically to improve overall sustainability

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researcher looking for state-of-the-art techniques or a professional seeking practical solutions for engineering challenges, this book is designed to equip you with the tools and knowledge to succeed in a rapidly evolving field. Discover how the latest models and methods in systems engineering are reshaping technology and driving innovation across industries. This essential guide is perfect for professionals in fields such as computational intelligence, control engineering, artificial intelligence, signal processing, and digital transformation. It also serves as a robust reference for academic researchers, and students involved in engineering and applied science disciplines.

digitizing business processes: Digital Transformation in Healthcare in Post-COVID-19 Times Miltiadis Lytras, Abdulrahman Housawi, Basim Alsaywid, 2023-05-12 Digital Transformation in Healthcare in Post-Covid19 Times discusses recent advances in patient care and offers critical comparative insights into their application across multiple domains in healthcare. By showcasing key problems, best practices and emerging challenges, the book offers a state-of-art review of opportunities and prospects in the process of delivering smart sustainable healthcare services. Topics discussed include healthcare challenges in the post-COVID-19 era, enabling technologies for digital transformation, value driven approaches to the delivery of patient centric top-quality health services, and analytics and enhanced decision making. In addition, the book updates knowledge on best practices for training towards digital transformation and sustainable health. This is a valuable resource for healthcare professionals, medical doctors, researchers, graduate students and members of the biomedical field who are interested in learning more about the use of emerging technologies in healthcare. - Holistically discusses the new landscape of digital transformation and sustainability in health - Presents a case study driven approach based on real-world scenarios to help readers apply the knowledge gained into practice - Promotes sound research on the impact of emerging technologies in health and life specialties and their relevant role during the COVID-19 pandemic

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digitizing business processes: Airline Industry Nawal K. Taneja, 2016-06-23 Many business sectors have been, and are being, forced to compete with new competitors-disrupters of some sort-who have found new ways to create and deliver new value for customers often through the use of technology that is coupled with a new underlying production or business model, and/or a broad array of partners, including, in some cases, customers themselves. Think about the disruption created by Apple by the introduction of the iPod and iTunes, and by Netflix within the entertainment sectors using partners within the ecosystem; think of Uber that didn't build an app around the taxi business but rather built a mobility business around the app to improve customer experience. Airline Industry considers whether the airline industry is poised for disruptive innovations from inside or

outside of the industry. Although airlines have a long history of continuous improvements and innovation, few of their innovations can be classified as disruptive innovations. The few disruptive innovations that did emerge were facilitated, for example by new technology (jet aircraft) and government policy (deregulation). Now there are new forces in play—customers who expect to receive products that are more personalized and experience-based throughout the entire journey, new customer interfaces (via social media), advanced information systems and analytics, financially powerful airlines based in emerging nations, and the rise of unencumbered entrepreneurs who think differently as well as platform-focused integrators.

digitizing business processes: AI-Enabled Threat Intelligence and Cyber Risk

Assessment Edlira Martiri, Narasimha Rao Vajjhala, Fisnik Dalipi, 2025-06-23 *AI-Enabled Threat Intelligence and Cyber Risk Assessment* delves into the transformative potential of artificial intelligence (AI) in revolutionizing cybersecurity, offering a comprehensive exploration of current trends, challenges, and future possibilities in mitigating cyber risks. This book brings together cutting-edge research and practical insights from an international team of experts to examine how AI technologies are reshaping threat intelligence, safeguarding data, and driving digital transformation across industries. The book covers a broad spectrum of topics, including AI-driven fraud prevention in digital marketing, strategies for building customer trust through data privacy, and the role of AI in enhancing educational and healthcare cybersecurity systems. Through in-depth analyses and case studies, it highlights the barriers to AI adoption, the legal and ethical considerations, and the development of resilient cybersecurity frameworks. Special emphasis is given to regional insights, such as the digital transformation of Kazakh businesses and the integration of AI in diverse global contexts, offering valuable lessons for researchers, policymakers, and practitioners. From safeguarding patient data in healthcare to addressing automated threats in digital marketing, this book provides actionable strategies and emerging perspectives on the evolving landscape of AI in risk management. Designed for academics, professionals, and students, *AI-Enabled Threat Intelligence and Cyber Risk Assessment* serves as an essential resource for understanding the intersection of AI, cybersecurity, and risk assessment. With contributions from leading researchers across various disciplines, this book underscores the critical role of AI in building resilient, ethical, and innovative solutions to today's most pressing cybersecurity challenges.

digitizing business processes: Integrated Science in Digital Age 2020 Tatiana Antipova,

2020-05-26 This book presents the proceedings of the 2020 International Conference on Integrated Science in Digital Age, which was jointly supported by the Institute of Certified Specialists (Russia) and Springer, and was held on May 1–3, 2020. The conference provided an international forum for researchers and practitioners to present and discuss the latest innovations, trends, results, experiences and concerns in the various areas of integrated science in the digital age. The main goal of the conference was to efficiently disseminate original findings in the natural and social sciences, covering topics such as blockchain & cryptocurrency; computer law & security; digital accounting & auditing; digital business & finance; digital economics; digital education; digital engineering; machine learning; smart cities in the digital age; health policy & management; and information management.

digitizing business processes: Plant Intelligent Automation and Digital Transformation

Volume II Swapan Basu, 2024-08-11 *Plant Intelligent Automation and Digital Transformation: Volume II: Control and Monitoring Hardware and Software* is an expansive four volume collection that reviews every major aspect of the intelligent automation and digital transformation of power, process and manufacturing plants, including specific control and automation systems pertinent to various power process plants using manufacturing and factory automation systems. The book reviews the key role of management Information systems (MIS), HMI and alarm systems in plant automation in systemic digitalization, covering hardware and software implementations for embedded microcontrollers, FPGA and operator and engineering stations. Chapters address plant lifecycle considerations, inclusive of plant hazards and risk analysis. Finally, the book discusses

industry 4.0 factory automation as a component of digitalization strategies as well as digital transformation of power plants, process plants and manufacturing industries. - Reviews supervisory control and data acquisitions (SCADA) systems for real-time plant data analysis - Provides practitioner perspectives on operational implementation, including human machine interface, operator workstation and engineering workstations - Covers alarm and alarm management systems, including lifecycle considerations - Fully covers risk analysis and assessment, including safety lifecycle and relevant safety instrumentation

digitizing business processes: Extended Reality Lucio Tommaso De Paolis, Pasquale Arpaia, Marco Sacco, 2025-09-30 The seven-volume set LNCS 15737-15743 constitutes the proceedings of the International Conference on Extended Reality, XR Salento 2025, held in Otranto, Italy, during June 17-20, 2025. The 128 full papers presented together with 65 short papers were carefully reviewed and selected from 256 submissions. The papers are organized in the following topical sections: Part I: Virtual Reality; and Augmented and Mixed Reality. Part II: Extended Reality; and Extended Reality in Education and Learning. Part III: Transforming Research and Clinical Interventions with eXtended Reality. Part IV: Digital Twin: Innovative Approaches in Industry and Healthcare. Part V: eXtended Reality for Cultural Tourism Sustainability; eXtended Reality for Art, Design, and Entertainment; and Digital Twin and Smart Virtual Representations for Cultural Heritage. Part VI: Crafting Virtual Humans for Immersive XR Applications; and eXtended Reality for Serious Games. Part VII: Artificial Intelligence; Integrating Artificial Intelligence, Computer Vision and Augmented Reality in Computer-Assisted Intervention; and AI-Driven XR Innovations in Healthcare: Bridging Technology and Ethics.

digitizing business processes: TRUST Haroon Abbu, Paul Mugge, Gerhard Gudergan, 2021-01-28 Trust: The Winning Formula for Digital Leaders is intended to help you become a more successful digital leader—and maybe a better person (more about this at the end). We know you are thinking, I am not the CEO, or even the Chief Digital Officer, I just work in the ranks of my organization, so how can this book help me? Due to a set of existential threats, like the global pandemic, all businesses are frantically trying to remake themselves into being digital businesses. Digital transformation is taking the world by storm—and everyone in the organization is, or will be, touched by it. We first studied the phenomenon of digital transformation through an extensive survey of global organizations. Called the Patterns of Digitization, the survey examined every aspect of how digital transformation is implemented. We looked at over 500 companies' business strategies, resource allocation, design practices, and looked at their “softer” side, like how the leaders actually communicate with employees. What we learned from this is—that no matter what type and size company you are, you fall into two different camps. Organizations are either Digitally Developing (the far majority), or they are Digitally Mature. Through this analysis, we learned something else very important—Digitally Mature organizations are managed differently. Their leaders align human & financial resources with the strategy, create a collaborative, and nimble development environment, promote open & transparent communication, and initiate other important activities. At the 2020 IEEE International Conference on Engineering, Technology and Innovation, we presented Digital Leadership: Character and Competency differentiates Digitally Mature Organizations Leaders. Through it we show how the character and competency of these leaders (the foundations of trust) help set them and their organizations apart. Our intention was not to laud Digitally Mature leaders, as it was to help lagging companies grasp what is truly involved in implementing a digital transformation and what they need to do to catch up. This has been our *modus operandi* from the beginning. But just exhorting digital leaders to show more character and demonstrate their competency with digital technologies, is still not enough. To really help them (read you) we needed to go deeper. The jewel of this book is its in-depth interviews with proven, successful digital leaders. And we didn't stop with just exploring their character and competency, we asked them how specifically they build trust through their intentions, integrity, capabilities and results. Of course, these are the “four core values” of Stephen M.R. Covey's Speed of Trust framework and the basis of the book's 20-question Interview Guide. Now, enjoy the book and see for yourselves how these

leaders rely on these very human-centric actions—along with the trust and respect of their people—to lead very aggressive and very complex digital transformations. From the Inside Flap Endorsed by Stephen M.R. Covey, The New York Times and #1 Wall Street Journal bestselling author of *The Speed of Trust: The One Thing that Changes Everything*. Foreword by Gerald C. Kane, Author of *The Technology Fallacy: How People are The Real Key to Digital Transformation*

Digital Leaders Included in the Book Authors take a deep dive into the actions of successful digital leaders. They built an extensive interview guide, based on Stephen M.R. Covey's now famous Speed of Trust model, and conducted 1:1 interviews with the following global digital leaders: Chuck Sykes (CEO, Sykes Enterprises), Andera Gadeib (CEO, Dialego), Larry Blue (CEO, Bell & Howell), Robert Kallenberg (Director of Strategy and Organization, Porsche AG), Brandon Batten (Owner & Operator, Flying Farmer LLC), Marc Schlichtner (Principal Key Expert, Product, Portfolio & Innovation Management, Siemens Healthineers), Seth Kaufman (President & CEO, Moët Hennessy North America), Deborah Leff (former Global Leader and Industry CTO of Data Science and AI, IBM), Krishna Cheriath (VP, Head of Digital, Data and Analytics, Zoetis Inc.), Dominik Schlicht (CEO, Talbot New Energy AG), Craig Melrose (Executive Vice President, Digital Transformation Solutions, PTC), Dagmar Wirtz (CEO, 3WIN), and Rahul C. Basole (Managing Director and Global Lead for Visual Data Science, Accenture AI). Visit patternsofdigitization.com

From the Back Cover The passion of these authors and their commitment to meaningful research is abundant in this compelling read. They have studied what separates digitally mature companies from the many companies that lag behind and conclude that the ability of their leaders to personally develop and enable trusting relationships is, indeed, the difference-maker. Using the Speed of Trust framework as a guide, the authors conducted direct interviews with digital leaders and show how their integrity, intent, capabilities, and results significantly impact performance across a broad range of transformation goals. The insights and lessons learned from these interviews will be invaluable to digital leaders. The pace of change in the digital world makes it easy to get caught up in the moving target of technology details--e.g. cloud computing, artificial intelligence, etc.--and lose sight of the ever more important, human-centric dimension of building trust.

Stephen M.R. Covey The New York Times and #1 Wall Street Journal bestselling author of *The Speed of Trust: The One Thing that Changes Everything*

The book is about (and for) digital leaders, the people in charge of changing the course of their organizations. Authors bring it all together with interview chapters from thirteen digital leaders on how they build trust.

Excerpt from the foreword to this book by Gerald Kane This book is a gem. The winning formula developed using interviews with digital leaders from a multitude of industries provides a practical guide to transform any company into a mature digital businesses.

Robert Kallenberg, Head of Strategy, Porsche AG The authors have articulated the leadership challenge of the digital era--The ability to digitally transform businesses by cultivating trust. This is a must read for all aspiring digital leaders.

Chuck Sykes, CEO, Sykes International Trust is the critical difference-maker in impactful leadership. The authors have clearly identified and elevated this philosophy. It's a great read not only for all business leaders but for every employee in your organization.

Seth Kaufman, CEO, Moët Hennessy North America

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