

# What are the Biggest Digital Transformation Challenges Facing Organizations ?

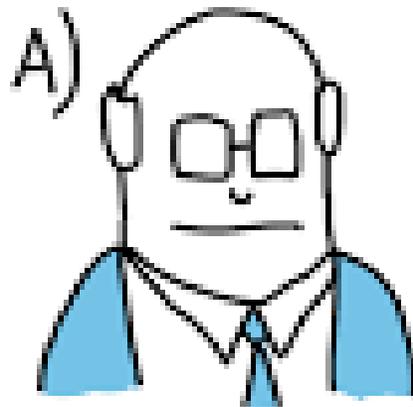
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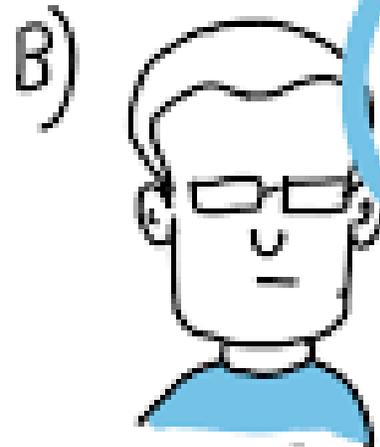
LARODEC (ISG)

Tunisia

WHO LED THE DIGITAL TRANSFORMATION  
OF YOUR COMPANY ?



THE CEO



THE CTO



COVID-19

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A digital globe with circuitry and data points. The globe is blue and white, with a grid of latitude and longitude lines. It is surrounded by a complex network of white lines and nodes, resembling a circuit board or a data network. The background is dark blue with some glowing points and lines.

**The world is changing ...**

# Effects of technology trends up to 2050

1

Next-level process automation and virtualization

50%

of today's work activities could be automated by 2025

2

Future of connectivity

Up to 80%

of global population could be reached by 5G coverage<sup>1</sup> by 2030

3

Distributed infrastructure

>75%

of enterprise-generated data will be processed by edge or cloud computing by 2025

4

Next-generation computing

>\$1 trillion

value potential of quantum-computing use cases at full scale by 2035

8

Bio Revolution

45×

cost reduction for sequencing the human genome has been achieved in the past 10 years

9

Next-generation materials

10×

growth in number of patents between 2008 and 2018

10

Future of clean technologies

>75%

of global energy will be produced by renewables in 2050

5

Applied AI

>75%

of all digital-service touch points (eg, voice assistants) will see improved usability, enriched personalization, and increased conversion

6

Future of programming

~30×

reduction in the working time required for software development and analytics

7

Trust architecture

~10%

of global GDP could be associated with blockchain by 2027

# Top 10 Technology Trends 2023



Digital Twins



Metaverse



Blockchain



Superapps



IoT



Robotic Process Automation (RPA)



AI and Security



New Energy Solutions



Quantum Computing



Sustainable Technologies

**01**

All data in the cloud and... adopting the concept of everything as a service (XaaS)

**02**

Intelligent search systems

**03**

Increasing the numbers of Blockchain Technology Users

**04**

Use of Customer Data Platforms

**05**

Savings resources through digital processes

**06**

AI and Machine Learning (ML) - among the main trends in 2023 as well

**07**

Diversification of development teams

# 2023 DIGITAL TRANSFORMATION TRENDS

# DIGITAL TRANSFORMATION TRENDS

## 01 Lower costs

By 2024, hyper automation will enable organizations to lower their operational costs by 30 per cent.

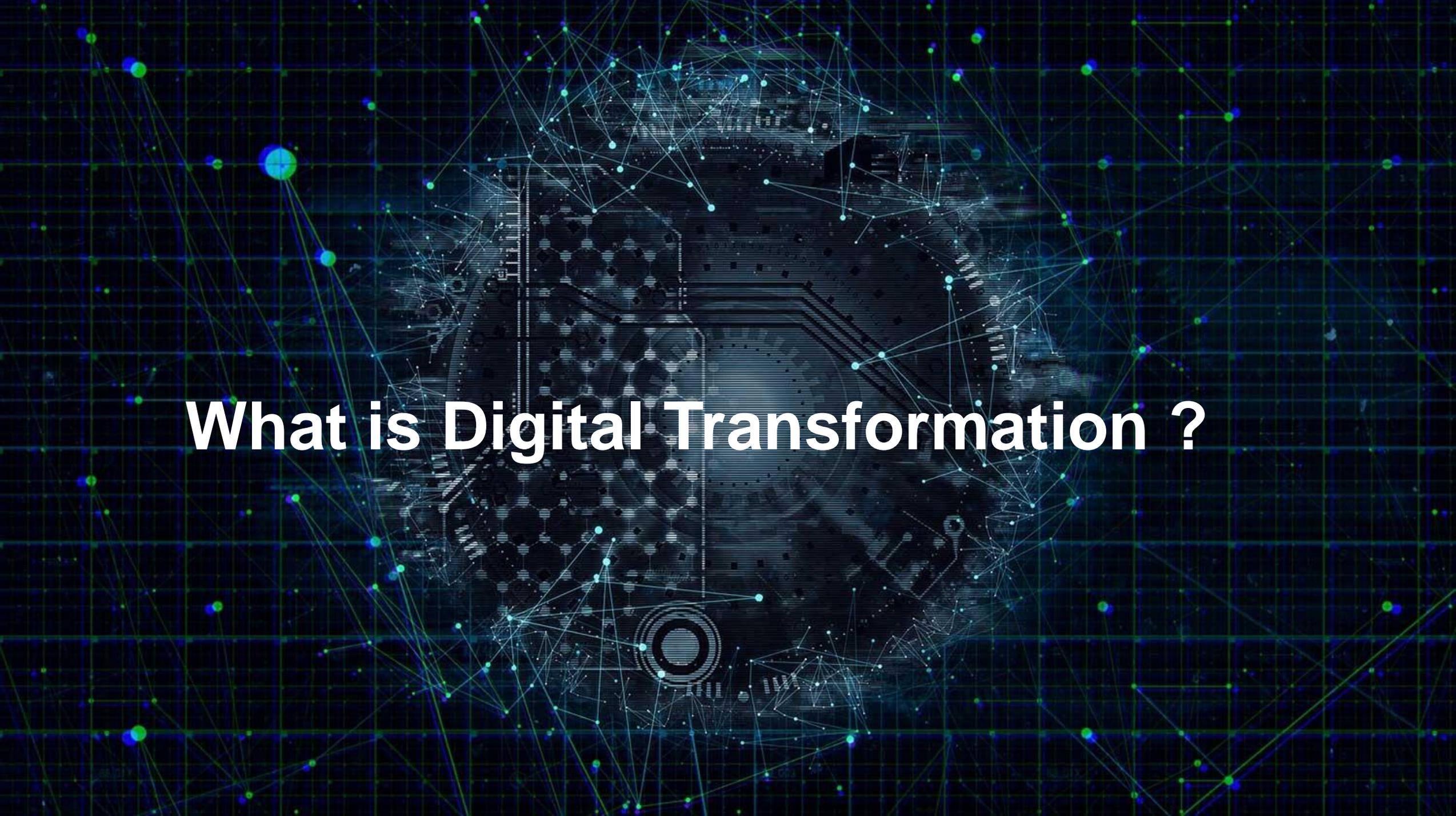
## 02 Growth

The global digital transformation market is expected to grow by up to 50% by 2026.

## 03 Digital-first

89% of all companies have already adopted a digital-first business strategy or are planning to do so.



The background features a dark blue grid with glowing green and blue nodes connected by thin lines, creating a network-like structure. In the center, there are faint, glowing circuit board patterns and a circular graphic element. The overall aesthetic is high-tech and digital.

# What is Digital Transformation ?

# What is Digital Transformation ?



**Digital transformation** is the process of using digital technologies to create new business process, culture, and customer experience to meet changing business and market requirements.

# What is the difference between ?



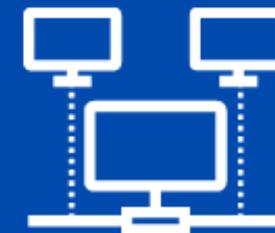
## Digitization

(Moving on system)



## Digitalization

(Moving online & making  
best of digitization)



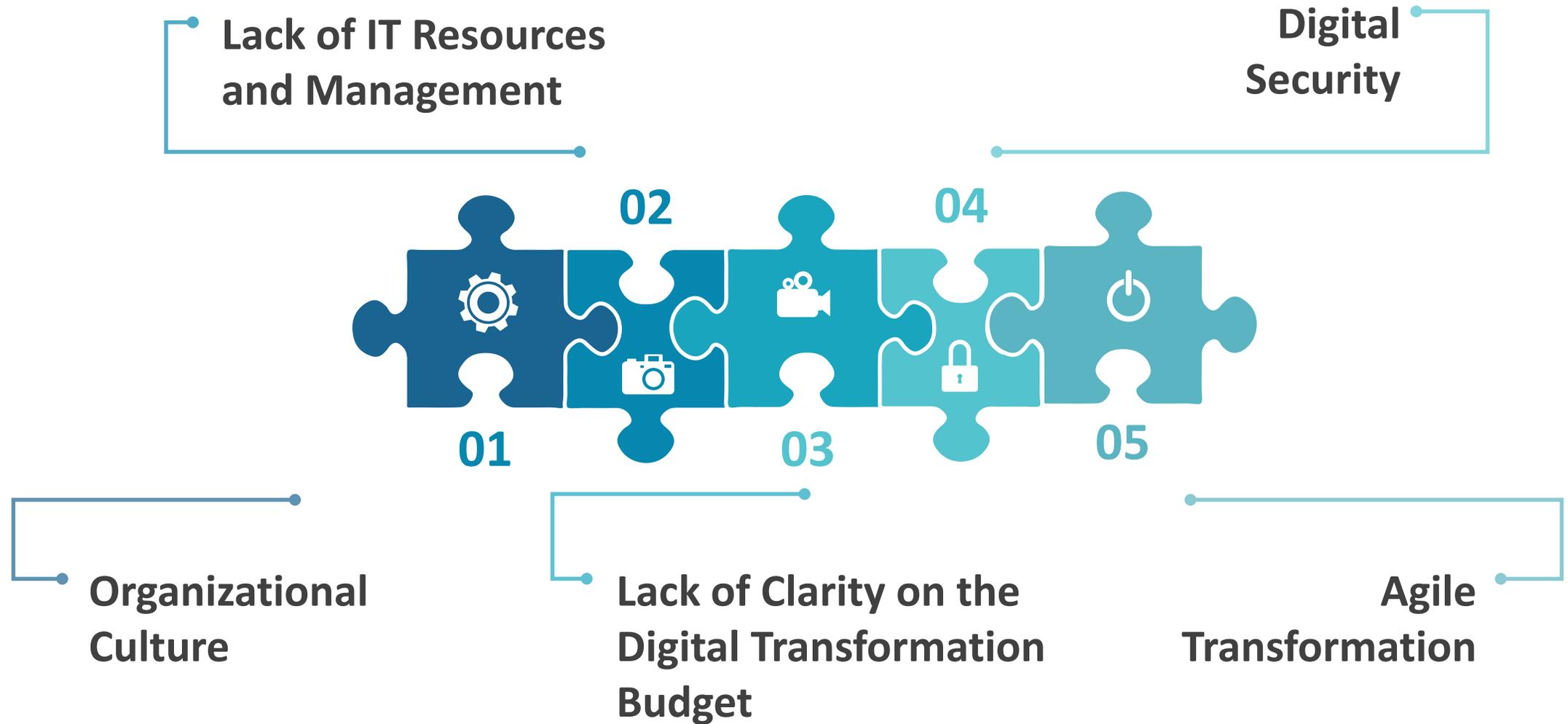
## Digital Transformation

(Adopting overall transformation  
in all aspects)



# Challenges to a Successful Digital Transformation

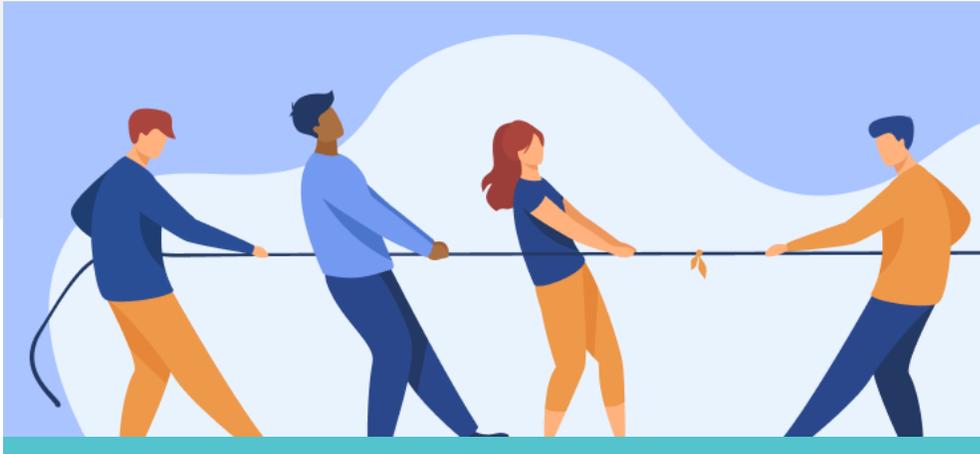
# Digital Transformation – Main Challenges



# Organizational Culture



# Digital Transformation Challenges – Organizational Culture



Lack of clear communication about the importance of digital transformation within the enterprise may lead to **employee resistance to change**.



Generally, **employees resist change** until they realize its real impact on their work lives.

# SOLUTION

The key to overcoming the challenges of digitalization is **effective communication**. Encouraging employees and other stakeholders to become familiar with the digital culture, tools, technology and solutions is essential.



**Analyze the mindset of employees and how they talk about customers and their market to determine whether or not the company has a digital culture.**

## **Before Digital Transformation**

- We believe strongly in research. We never talk to our customers.
- We follow the research and know that our decisions are based on evidence.

## **After Digital Transformation**

- We know our customers better today. They are at the heart of everything we do.
- We make decisions in real time based on customer feedback.

A hand is shown typing on a laptop keyboard. Overlaid on the hand and keyboard is a glowing, spherical network structure composed of white dots connected by thin white lines, resembling a globe or a data network. The background is a blurred blue-toned image of a laptop keyboard.

# Lack of IT Resources and Management

# Digital Transformation Challenges – Lack of IT Resources and Management



# SOLUTION



**Invest in digital talent** and create a pipeline of employees with strong technology and solutions expertise.

**Ensure that the HR department is prepared and skilled enough to come up with viable solutions** to address employee skill gaps that could hinder technology adoption.



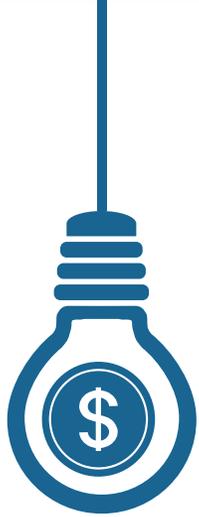
**Lack of Clarity on the  
Digital Transformation  
Budget**

# Digital Transformation Challenges – Lack of Clarity on the budget



- ① A significant amount of funds is required to drive digital transformation, initially resulting in lower profits.
- ② Despite the teething concerns, this investment will become one of the primary reasons for the company's long-term success.
- ③ When it comes to digital transformation funding, the lack of budget clarity affects decision-making and forces leaders to take a step back.

# Solutions



Involve more departments or representatives and take a **collaborative approach to budget planning**.



Set-up **flexible budgeting model**. Many digital transformation challenges may come your way. As a result, a fixed budget will be ineffective.



Staff training is crucial for a successful digital transformation. Consider setting aside a **budget for training programs**.



# Digital Security

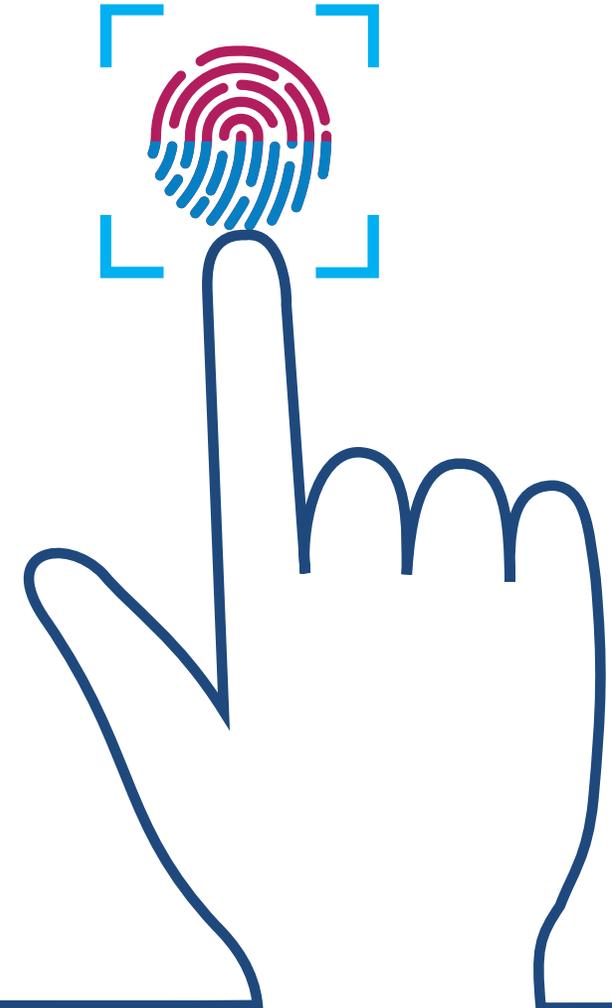
# Digital Transformation Challenges – Digital Security



Most business leaders are concerned about **data security** because **cybersecurity** is complex, dynamic, and ever-changing.



As a result, successful integration of digital technologies needs a **security transformation**. This is a significant challenge for many organization embarking on a digital transformation journey.



# SOLUTIONS



Adhere to a **security-first strategy**. As the first line of defense, security must be embedded in all applications.

Begin deploying **security controls** in a variety of internal, public, and cloud environments.

The DevOps model can be replaced with the **DevSecOps model** to address the security challenge

# Agile Transformation



# Digital Transformation – Agile Transformation

The heart of digitalization is **agile transformation**, and scaling is critical for successful digital transformation in a large organization.



However, **becoming agile** before embarking on a successful digital transformation journey is complex, and many organizations fail in this process.

# SOLUTIONS

**Strategize** Organizations must develop **an agile roadmap**, bring together people, processes, and technologies, and implement the agile way in the appropriate places to test its efficacy before scaling up.

## Get Leadership Buy-in

**Successful agile leaders support culture change.** They cultivate a culture that encourages experimental and learning.

## Hand-hold Employees of all levels

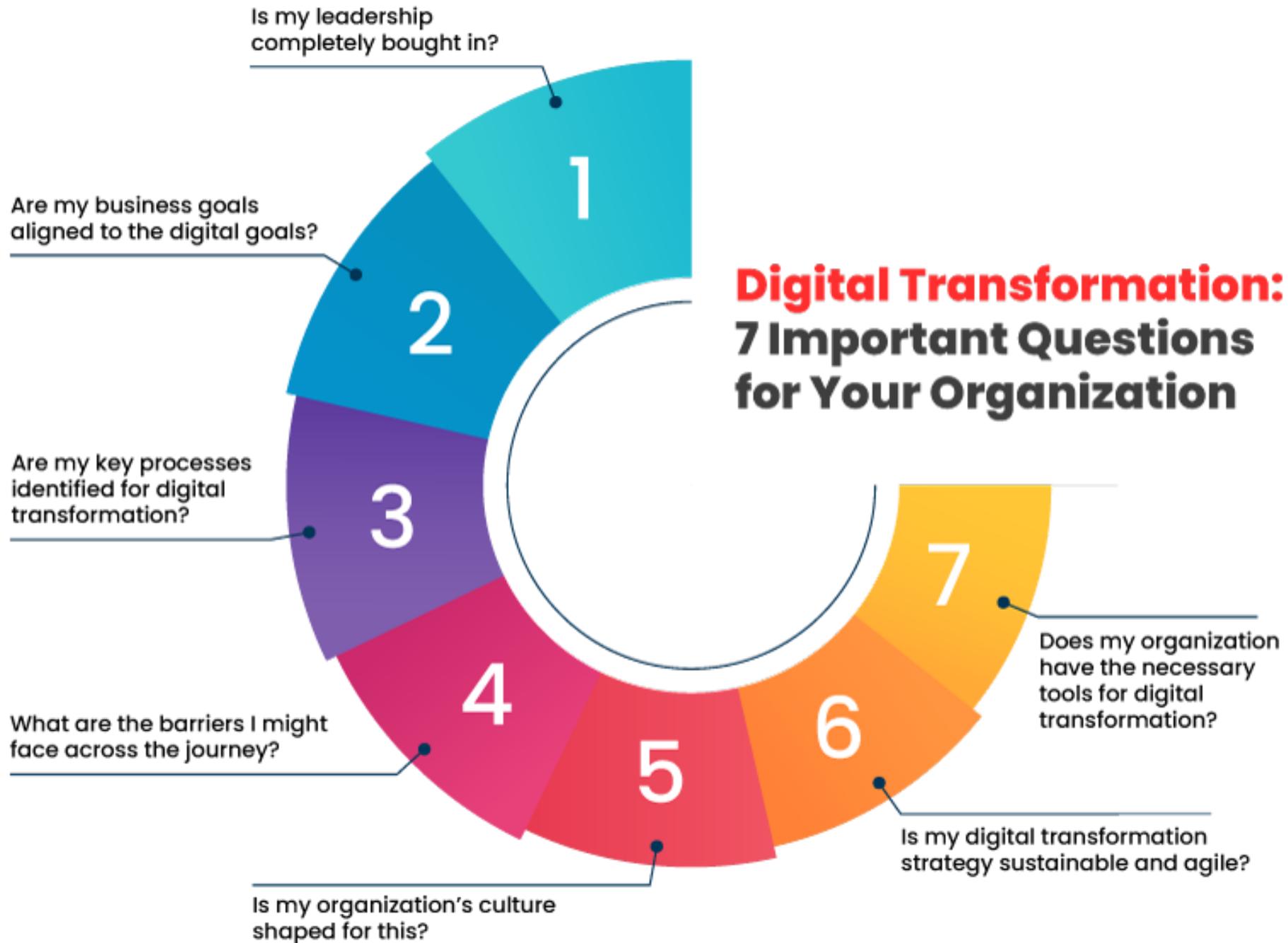
**Agile training**, presentations, and learnings must be used to guide employees through the transformation.

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**LET'S  
DISCUSS**







THANK YOU

