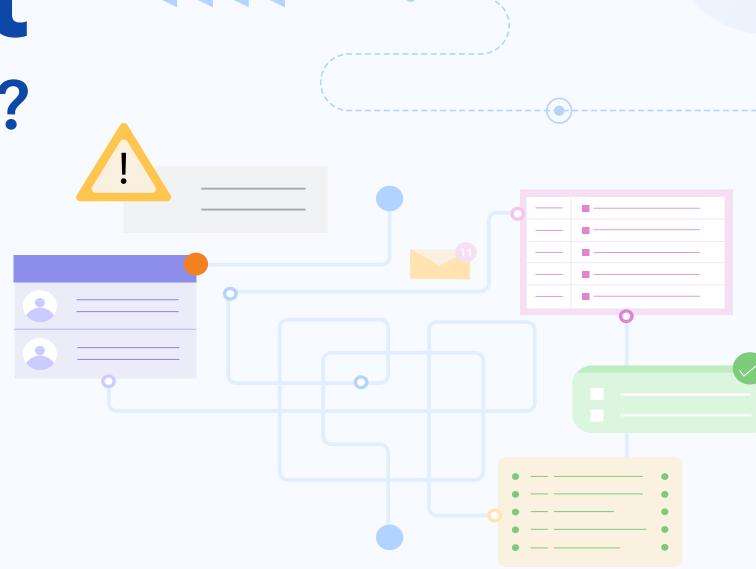
# What Is Not

# **Digital Transformation?**

A short guide to one of the most misunderstood buzzwords in business.



# The Two Sides of the Coin

Digital transformation isn't about new tech.

# 89%

of companies are involved in adopting a digital first approach.



### > \$900 billion was wasted on failed DT initiatives

in 2018

Digital transformation isn't a top-down decision.

Investing in millions of dollars on swanky new software just isn't enough

## **56**% of CEOs believe digital

transformation helps boost revenue.



## of employees do not believe DT is

sustainable over the long run.

Digital transformation cannot succeed by pushing huge decisions downwards

# Digital transformation isn't about growth alone.

But

## 64% of companies are more likely to

succeed with a digital-first approach.

### of digital transformation initiatives do not achieve their goals.

**70**%

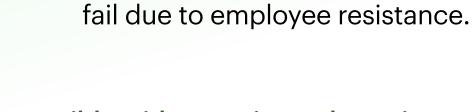
The difference between success and failure lies in timing and strategy

But

Digital transformation is not just about people.

### of companies have dedicated digital transformation teams.

40%



Implementing Digital transformation is impossible without unity and consistency

70%

of digital transformation initiatives

Digital transformation is not limited to the

# customer experience.

### advantage stems from a digitalfirst approach.

66%

of a company's competitive

A digital-first approach can positively impact customer satisfaction and NPS



But

digitally-enabled customer success team.

81%

of companies do not have a

A shift in mindset that

encourages everyone to embrace

change and break habits.

So What is Digital

Digital transformation isn't any

onething. It's in everything.

**Transformation About?** 



Establishing strong cultures that

are adopted by employees and

leadership alike.

# solutions.

The capability to think

deeply, ask pertinent

questions, and find

Letting technology

highlight employee

expertise and drive

constant innovation.

## Being able to evolve with the landscape, understand

customers, and drive value.



An approach that helps

continually improve processes

and maximize productivity.

Kissflow Helps you Achieve

**Automate** 

Kissflow is a low-code no-code work platform that brings business and IT

teams together to solve digital transformation using the power of simple.



Modernize

Workforce capacity

**True Digital Transformation** 

Digitize

30%

**Operational costs** 

Workflow efficiency

Approval time

Sources



TechRepublic.

**Harvard Business** Review









#1 Unified Work Platform