



Digital
Transformation
Stories & Strategies
for Success





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- Align on what we mean by ‘transformation’
- Build a compelling call to action for transformation
- The journey: Digitization, Digitalization, Transformation
- Examples of digital transformation





1

2

3

4

5



Continuous Improvement – Efficiency, Cost Reduction, Margin Expansion, typically to protect current sources of value

Re-engineering – Re-combining existing capabilities to 'run better', typically to 'do more' to create greater value

Metamorphosis – Intersection of core, differentiated capabilities with new technologies to create new sources of value

- How can we build a compelling call to action for transformation?

Why now?

'Getting Fit': Images of health, competing and performing are used to either inspire efforts to improve or to conjure up feelings of guilt and shame. Transformation is a matter of effort, hard work and ability.

Burning Platform: This conveys a sense of urgency and imminent threat to the survival of the organisation.

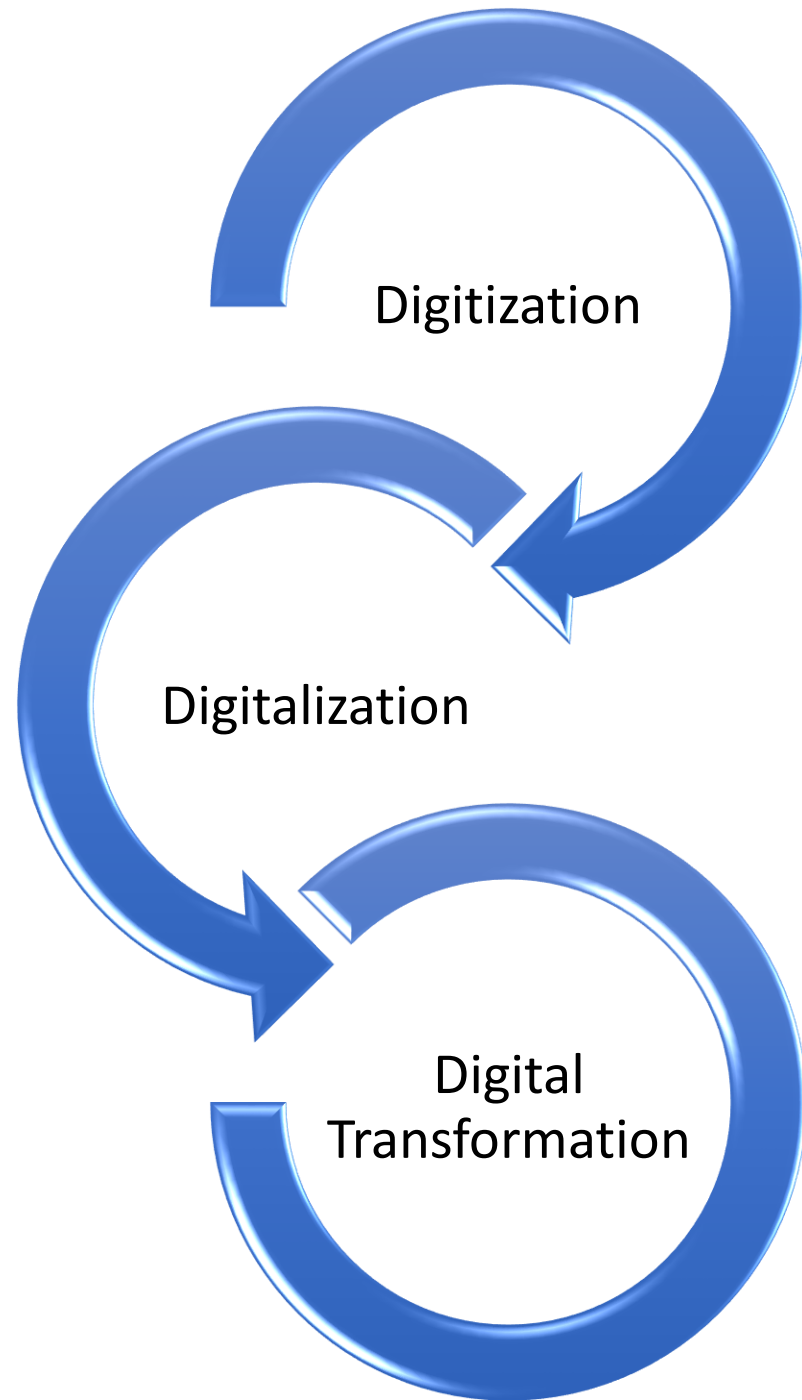
Revolution: Presented as a social movement and the overthrowing of an established ideology, power structure or traditions. The revolution can be quiet or very noisy and intimidating. It can be imposed from outside or an underground movement from within.

Reformation: This image imposes notions of what is good or bad. It is associated with campaigns for root and branch reform of an assumed failing service or department. It can invoke a sense of morality and failure to live up to ideals or expectations.

Incubator: As a metaphor this tends to be used when attempts are made to develop new products, services or capabilities outside of the boundaries of the core organisation.

D x V x F > R

- What is the transformation journey?
- What's the difference between digitization and digitalization?

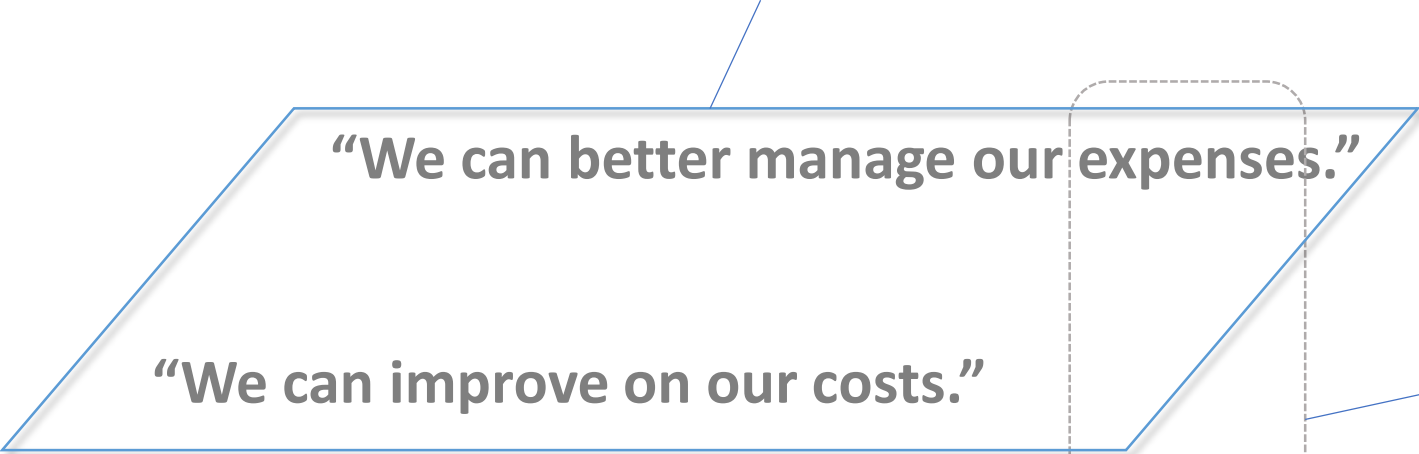




DIGITIZATION

DIGITALIZATION

Digitalization is using Natural Language Processing Topic Analysis, Machine Learning & Neural Networks to link these statements based on their context and meaning



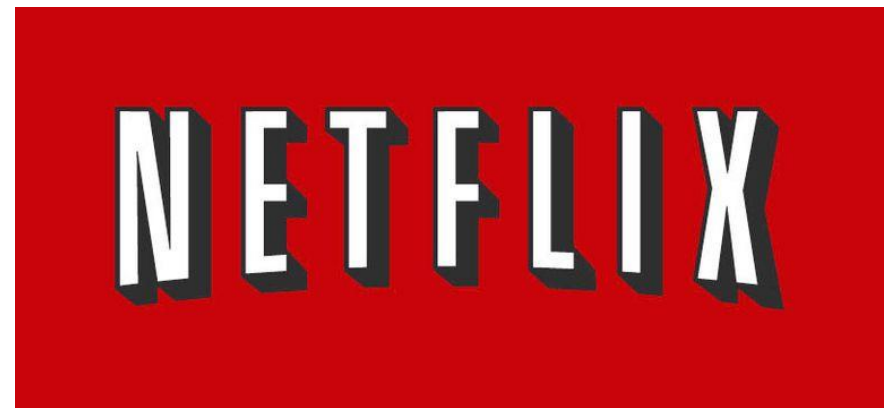
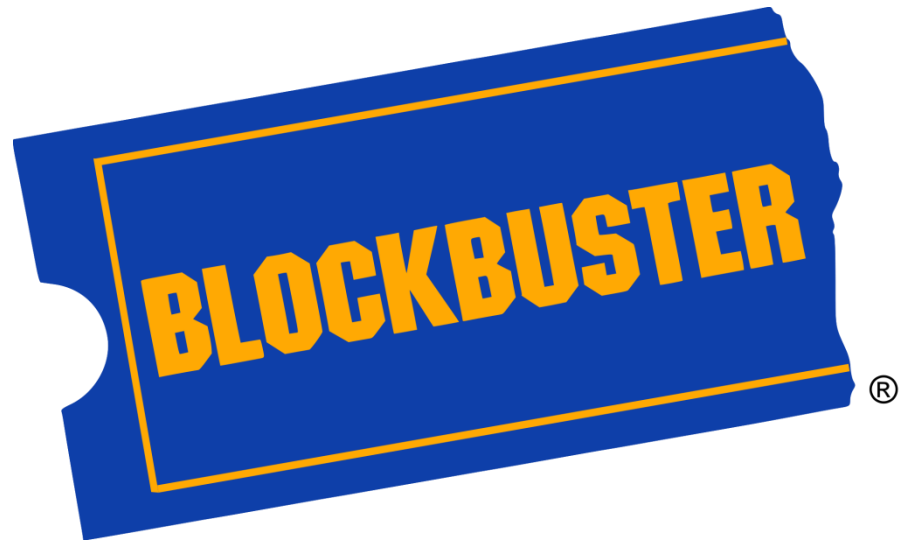
Digitization results in the ability to link these statement via a ‘word cloud’

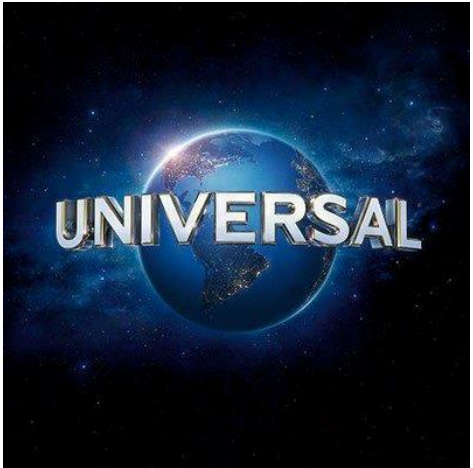
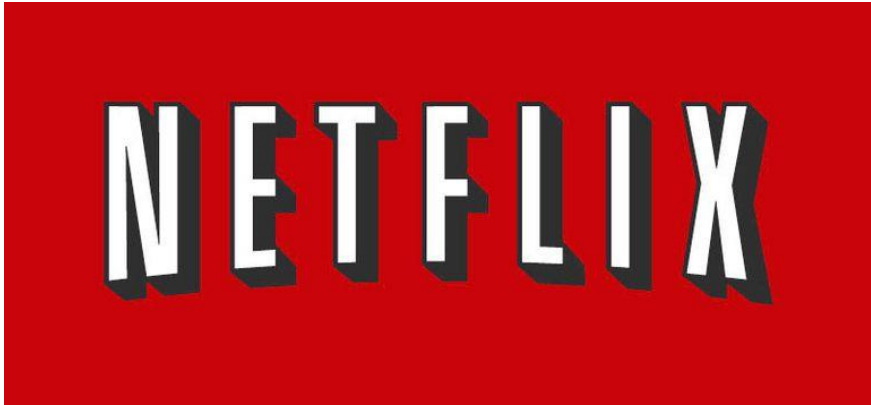
“We should not grow revenue at the expense of profit margin.”

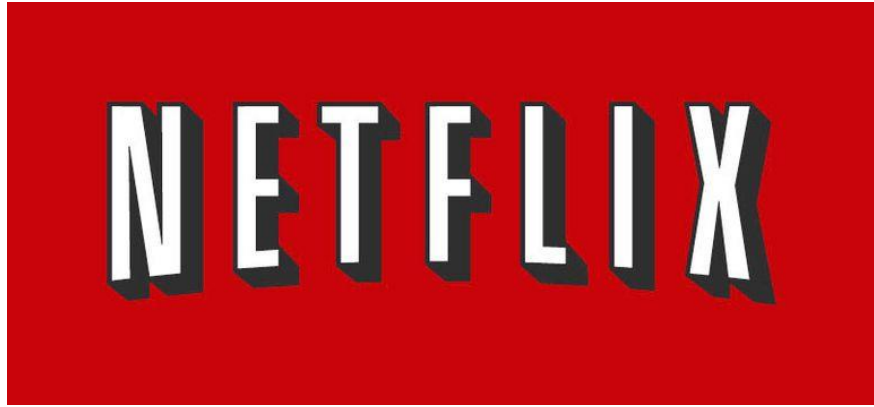
- Examples of digital transformation



EY








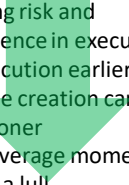
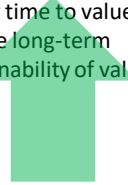
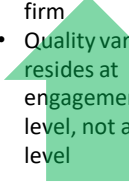




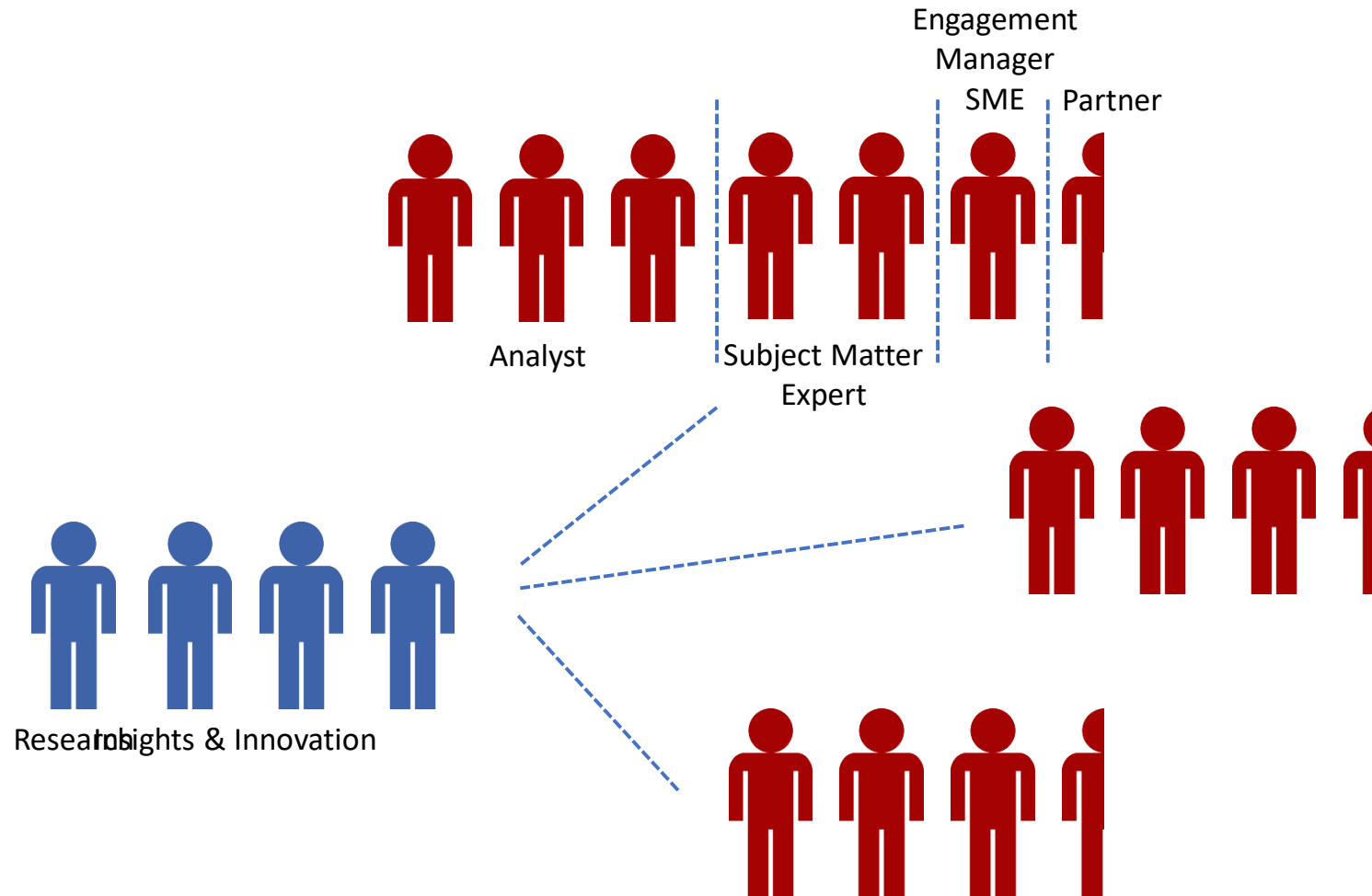
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Customers want:

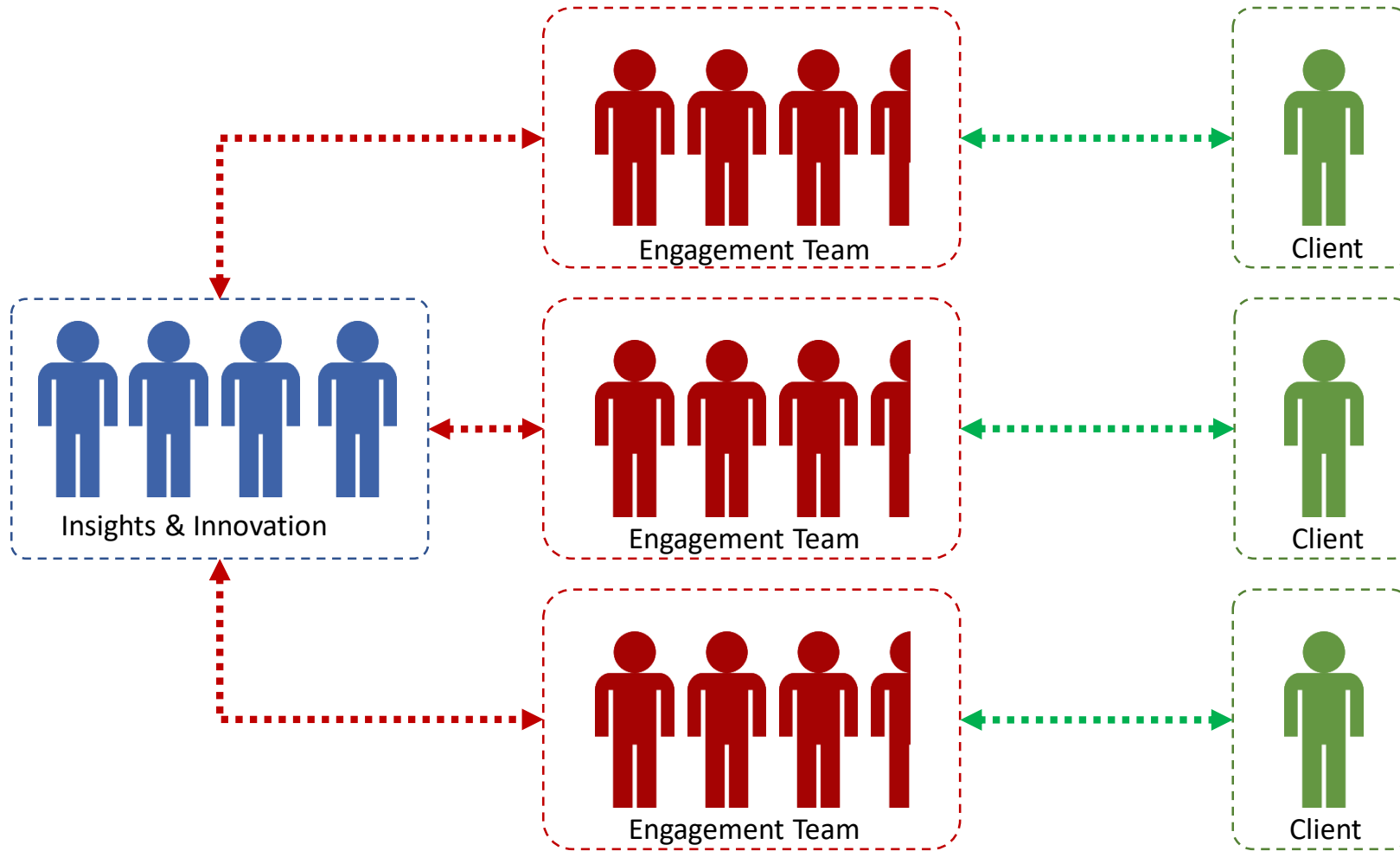
...so they can:

	Reach 	Time 	Value 	Quality 
Customers want:	<ul style="list-style-type: none"> Gain deeper insights from within the organisation More holistic and inclusive in information gathering Better leverage the informal networks Lower resistance in execution 	<ul style="list-style-type: none"> Produce results faster Mitigate speed of changing landscape that can change assumptions in discovery, increasing risk and obsolescence in execution Start execution earlier so that value creation can begin sooner Better leverage momentum, avoiding a lull 	<ul style="list-style-type: none"> More value from their investments More value from their consulting partners Faster time to value Ensure long-term sustainability of value 	<ul style="list-style-type: none"> Current level of quality to be maintained, however: <ul style="list-style-type: none"> Quality levels are unrelated to brand / firm Quality variability resides at engagement team level, not at form level 
Transformation will allow us to:	<ul style="list-style-type: none"> Reach more people Gain deeper, richer insights Include the broader organisation Reduce client cognitive bias Reduce resistance in execution Leverage informal organisational networks 	<ul style="list-style-type: none"> Reduce overall engagement time Be less disruptive to client's employees Reach decisions faster using quantitative data alongside previous qualitative data 	<ul style="list-style-type: none"> Focus on solving the right problems Provide relevant insights even beyond the scope of work Move to execution faster Limit risk due to time lags Lower investment costs due to gains in efficiency and lowered expense variables 	<ul style="list-style-type: none"> Improve / ensure quality by eliminating key consulting team variability Reduce consulting team cognitive bias Improve quality of results due to greater depth and reach Improve quality of results by leveraging informal organisational networks

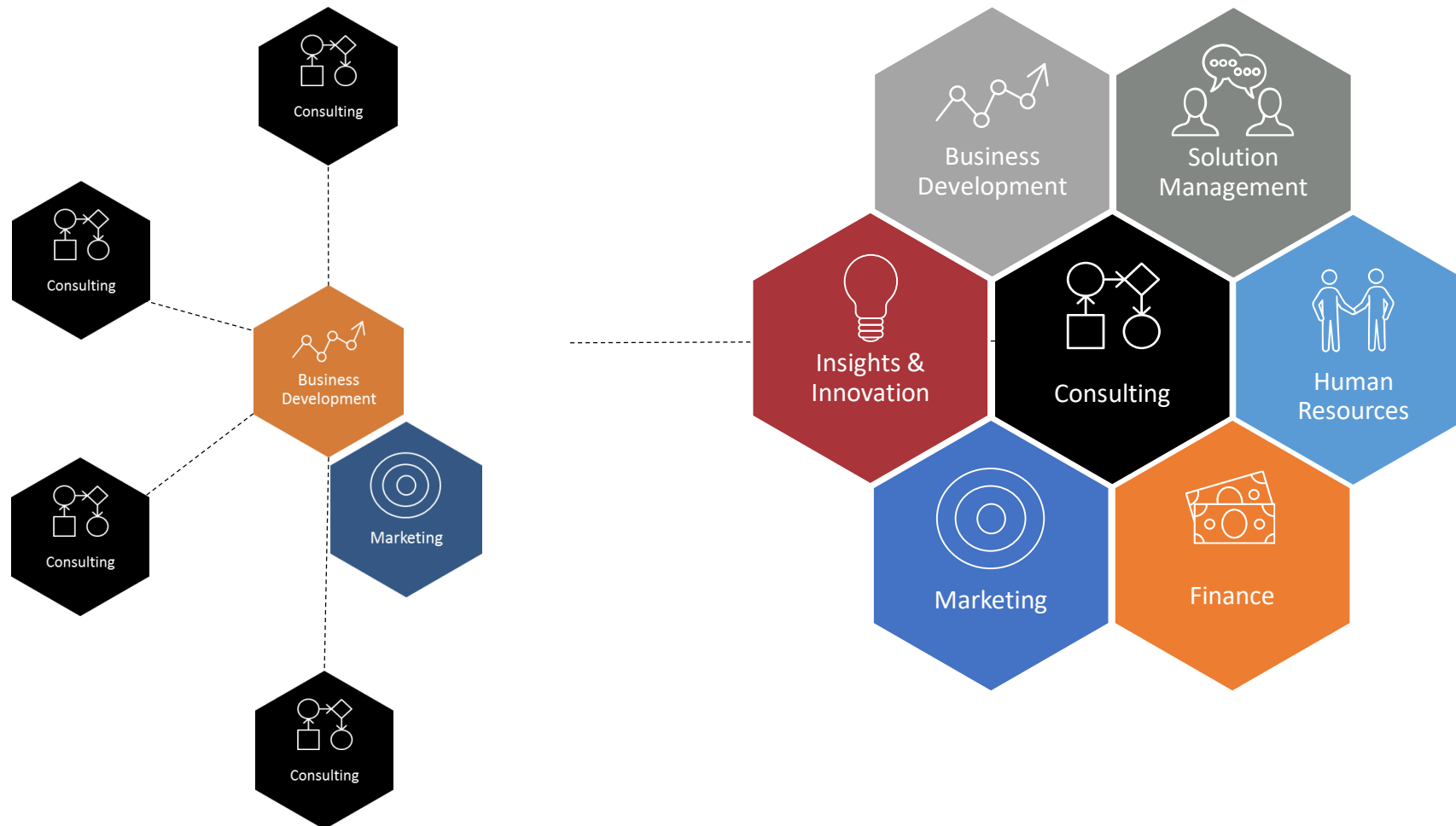
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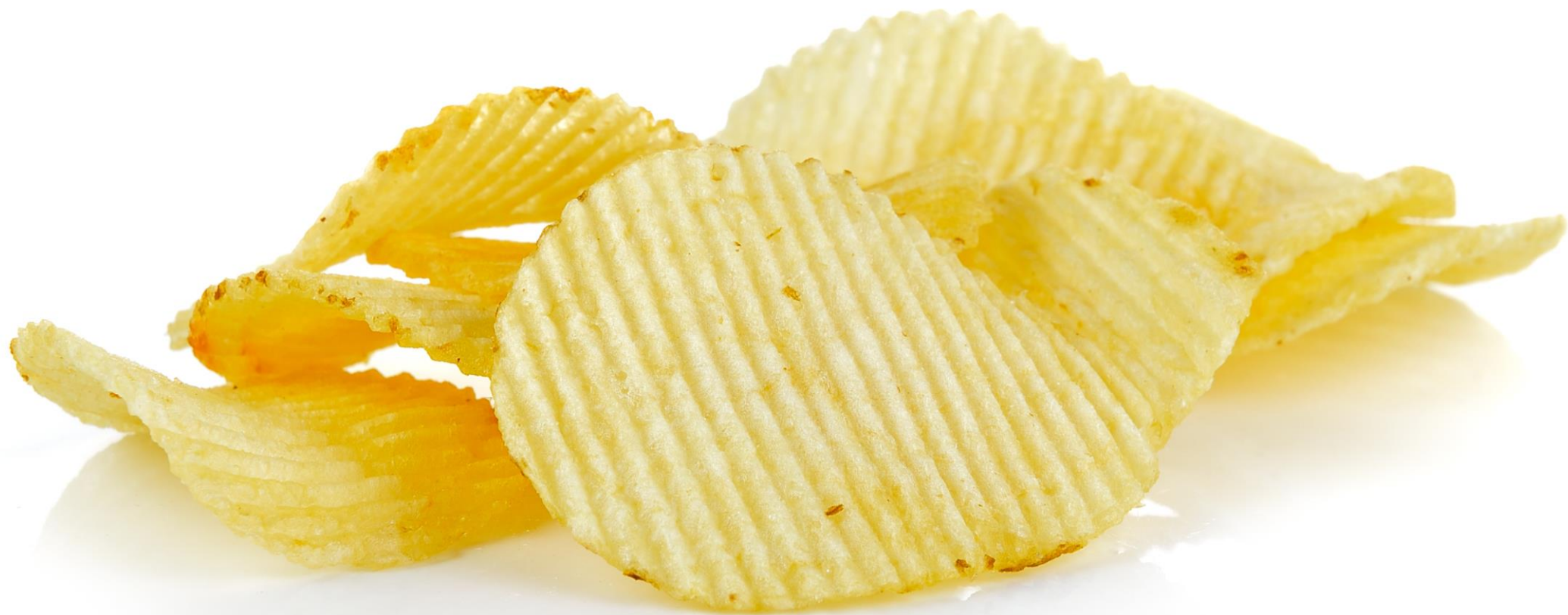
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A blue triangle with a black outline is centered on a light gray background. Inside the triangle, the letter 'I' is positioned at the top in white. Below it, the letters 'O' and 'D' are positioned side-by-side. The 'O' is white, and the 'D' is red.

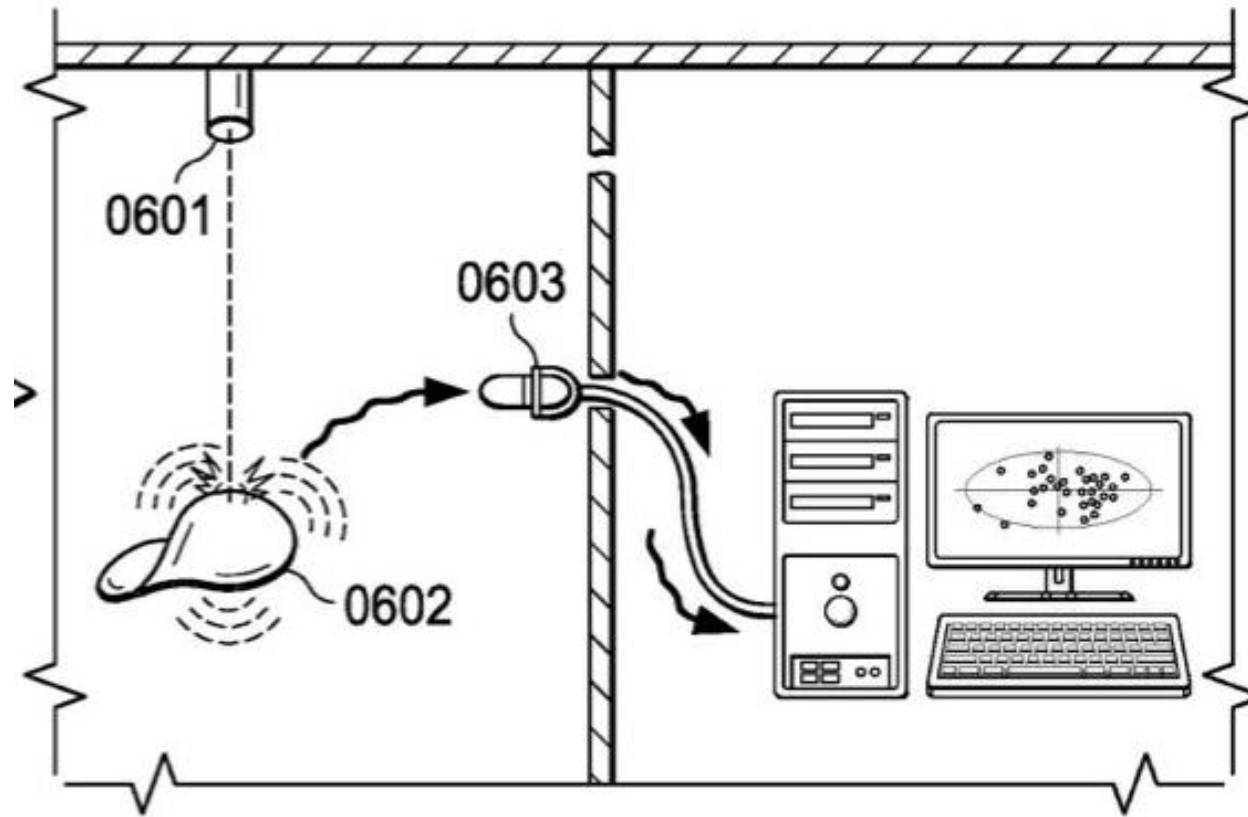
I

OD



Laser hits chip

Sensor 'listens' to the sound coming off the chip



Programme analyses data, using algorithm to correlate sound into texture

Automated quality check for chip processing systems



One site used a vision system to gather data on the size and number of potatoes being processed

That same site was piloting weighing elements on conveyors (\$300,000) to weigh all the potatoes in production

Idea: Build a model that can analyse the images of potatoes to predict their weight

Experiment: Develop a machine learning-based system that conducts a mass flow estimation using only the visual information captured by the cameras.

Result: Using the mass flow estimator eliminates the need for over \$10,000,000 in weighing system for 35 plants

What's next: Developing a vision system that looks at every potato passing through the peeling process. Testing an algorithm that can determine how well-peeled a potato is after going through the process, versus how unpeeled it is. The information will be used to optimize peeling operations in order to avoid over-peeling the potato





CommonwealthBank

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