



اولین کنفرانس ملی تحول دیجیتال

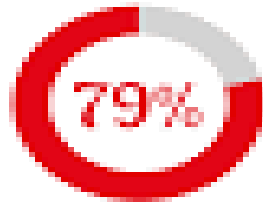
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دانشگاه خاتم



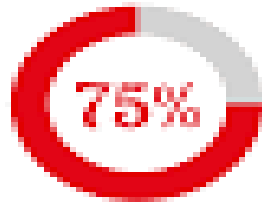
Adoption Model of Transformative Technologies

Davar Nazari

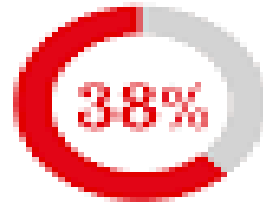
70% of Digital Transformations Fail



People who must digitally transform to survive



CEOs do not think they have the right information



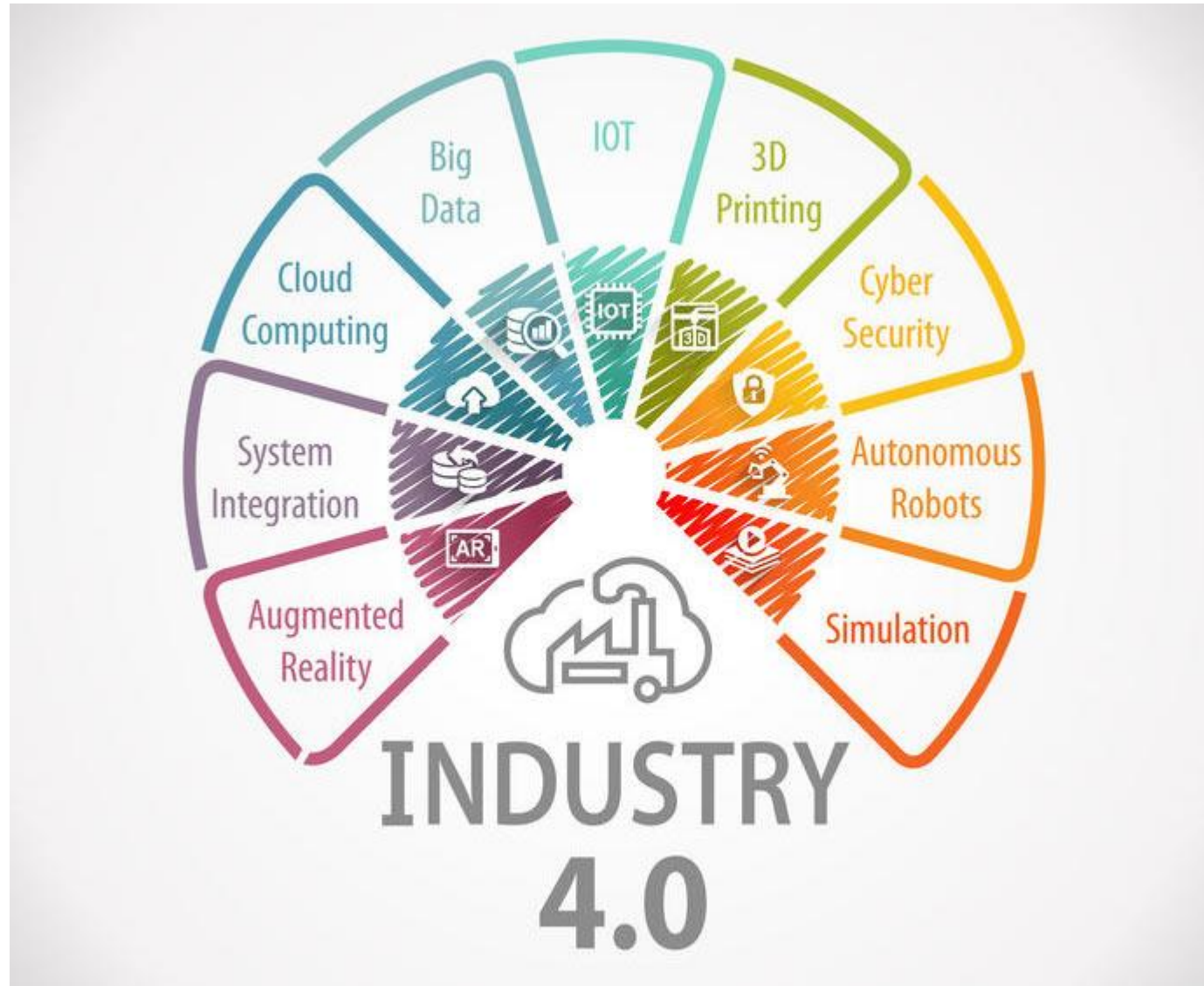
Companies relying on machine learning to automate information governance



Companies struggle to integrate eOffice with line of business applications



Companies have trouble migrating content from legacy systems to modern systems



10 Commandments to implement Digital Transformation



Digital Capability Assessment

An organization's digital capabilities define its success or failure in digital transformation. For this reason, it is important to gain a more accurate understanding of the state of leveraging digital technologies in the organization.

Using the maturity measurement model of digital capabilities in the organization with BCG or IMPULS models, allows you to determine the current level of maturity of the organization at the level of IT and business.

1.Strategy & Ideals



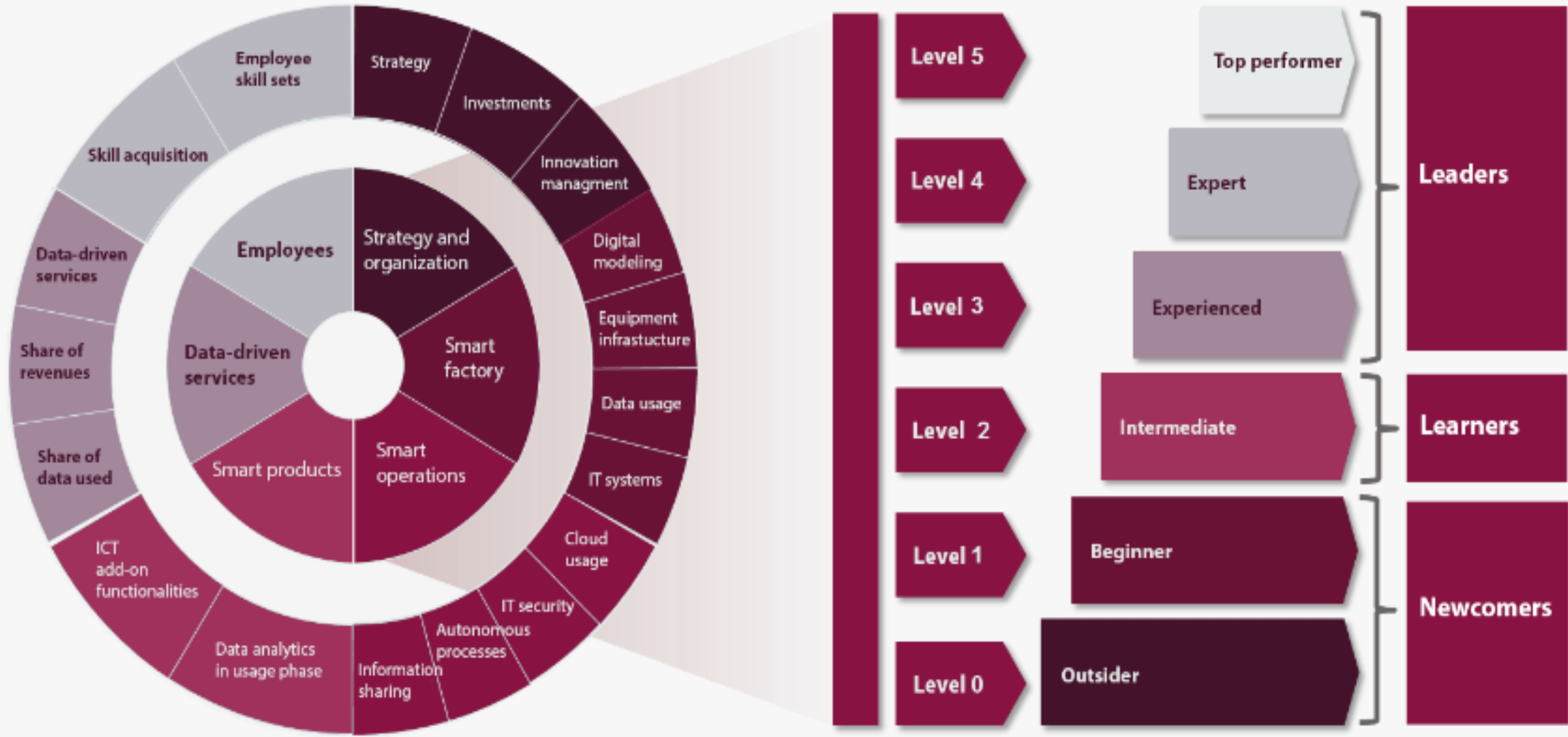
Alignment of organization strategies with digital transformation strategies

2. Evaluation of resources



- Evaluating Human Capital - skills – culture
- Operations and principles of governance

- Human Capital
- Technology
- Data
- Culture
- Leadership
- Governance



Defining the vision statement & Adapting the successful digital model

- 1 Description
- 2 Current Situation
- 3 Value Proposition
- 4 Advantages
- 5 Risk

Advantages of analysis

The analysis of digital case studies can be strategic, operational or a combination of the two.

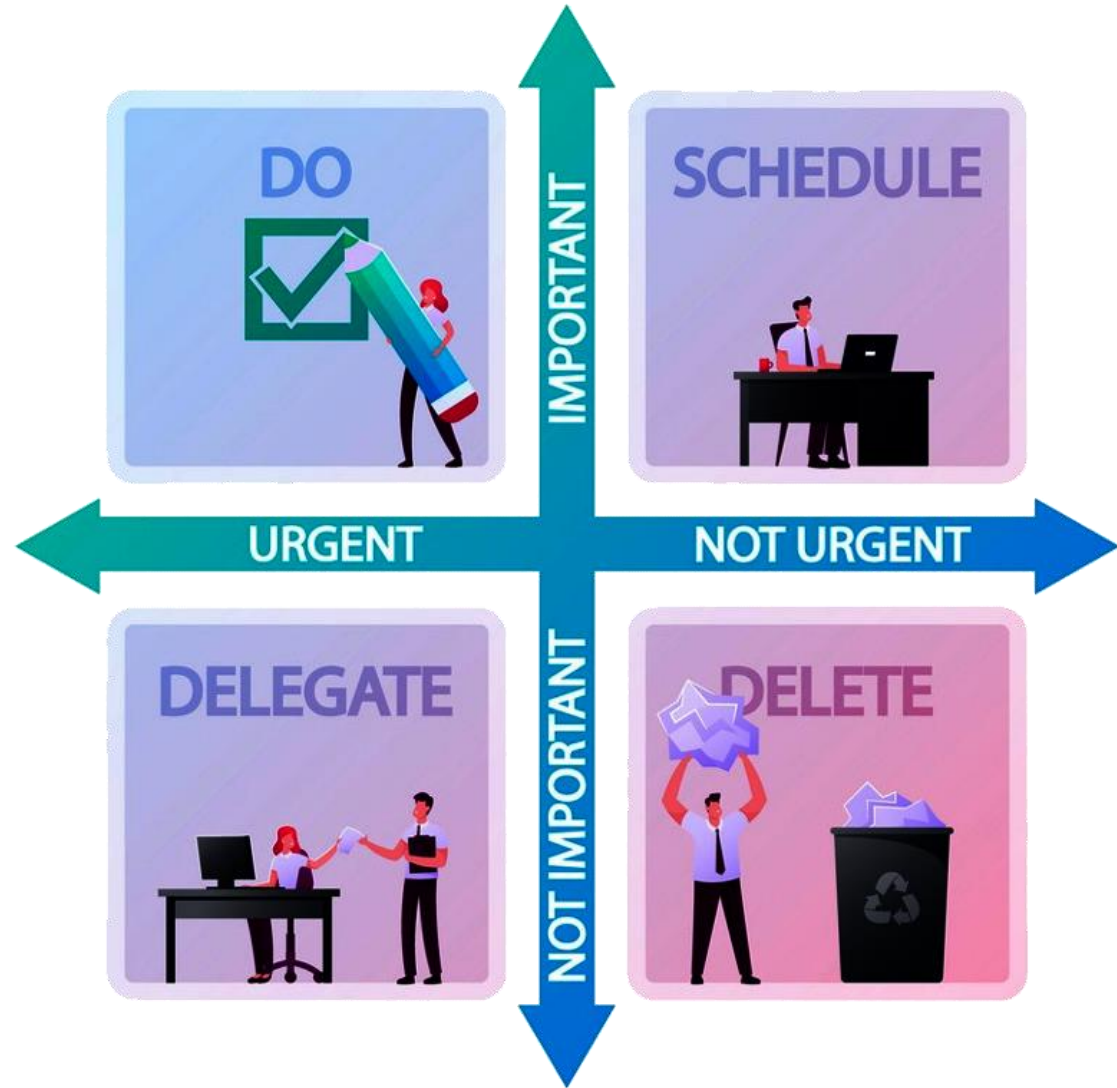
Strategic case studies guide you to focus on innovation to gain competitive advantage.

In this process, your team should try to answer the following question:

What can be very important to create a competitive advantage?

Business Priorities

Selection of quick return projects
(Quick Win)

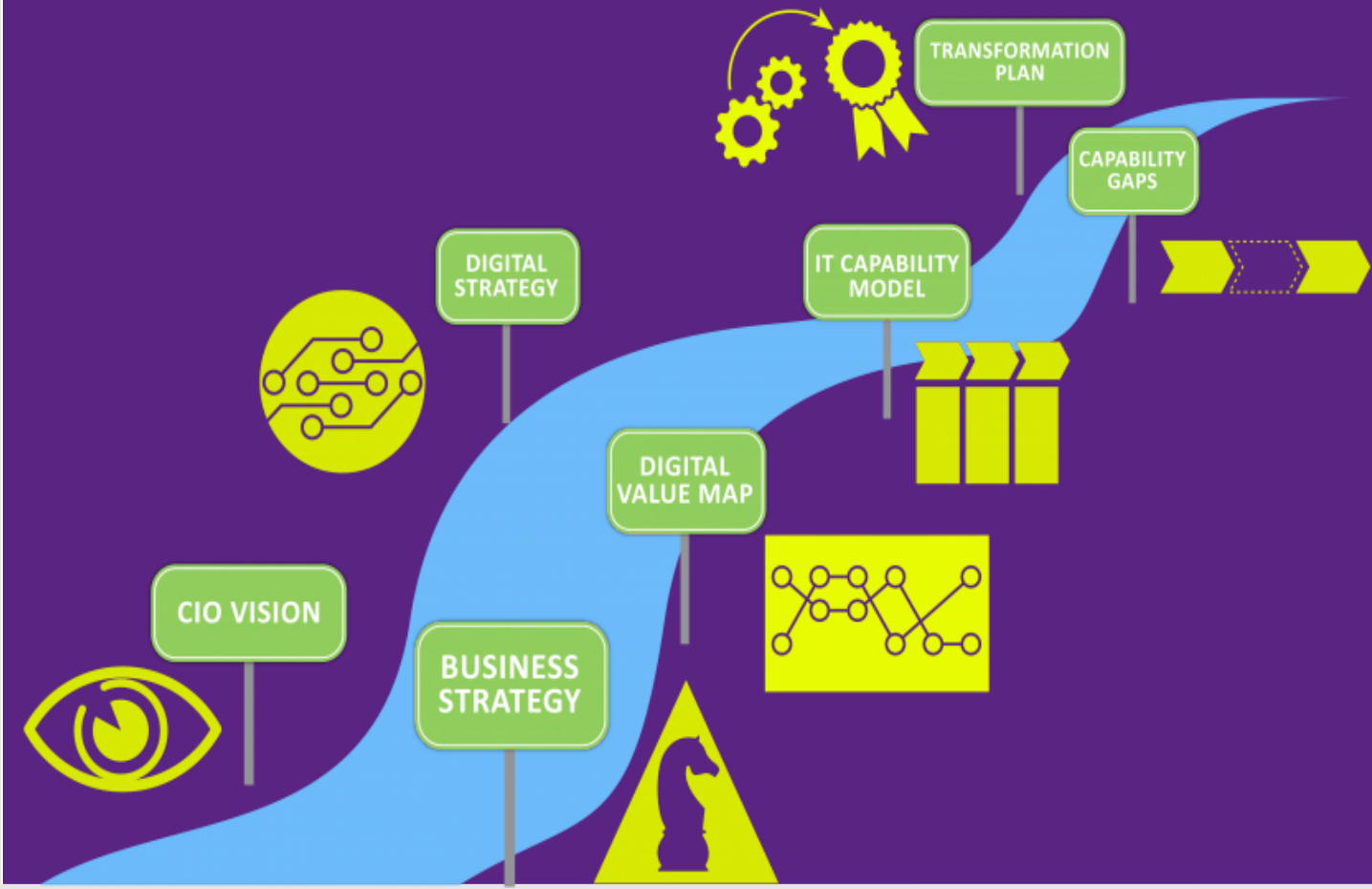


Roadmap for Digital Transformation

Once you have a solid understanding of your competitive advantage in the area of digital case studies:

- Defining a Digital Transformation roadmap
- Determine a strategic time frame for the roadmap
- Link digital case examples to business cases and organization projects and programs
- Delivering value through improved customer centricity, effective employees, operational excellence and information technology
- Determining the road map design working group

Business Plan



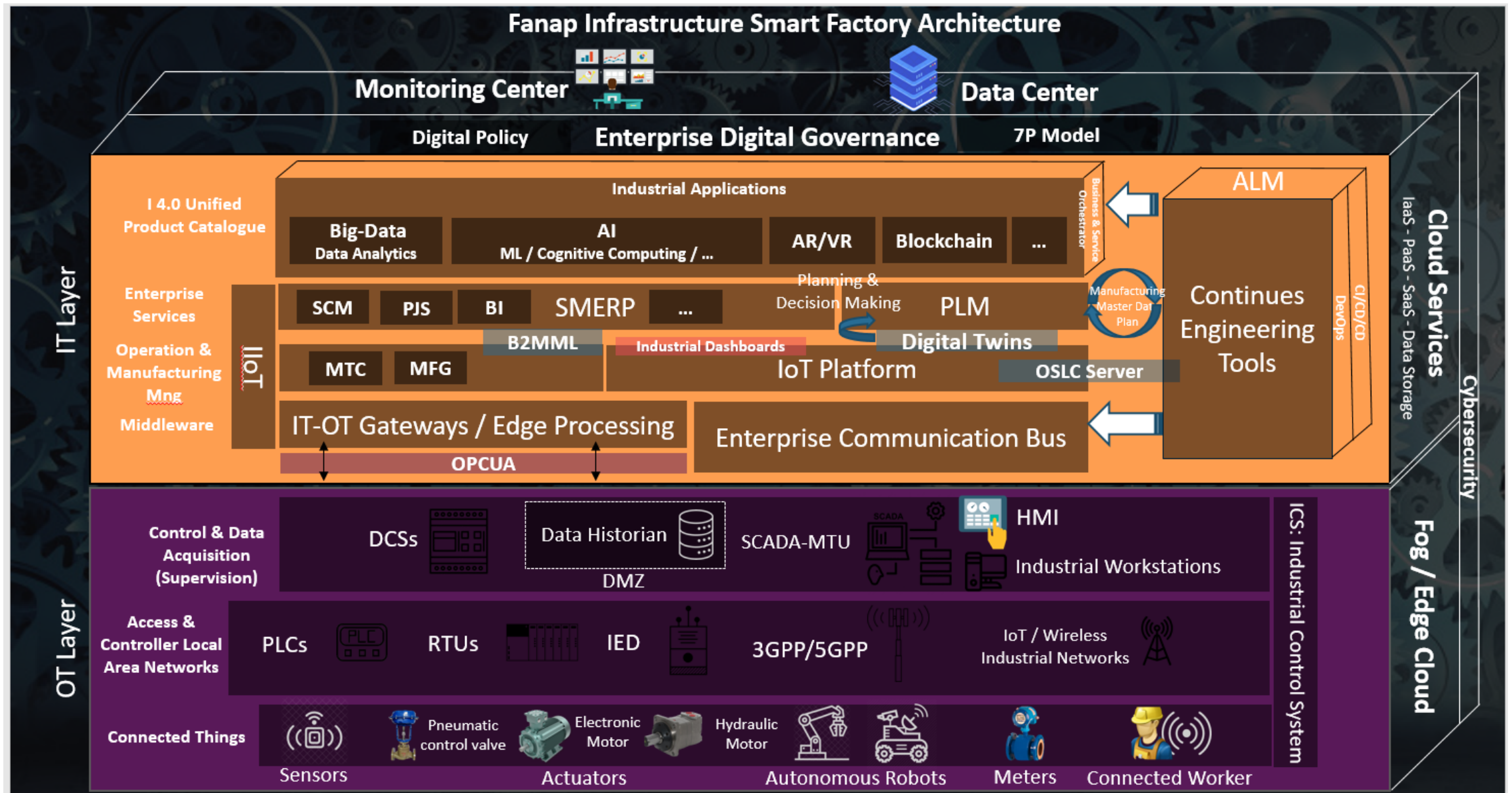
Technology Fitting

It is natural that you have a structured approach to digital transformation and strategic management tools designed with digital transformation in mind.

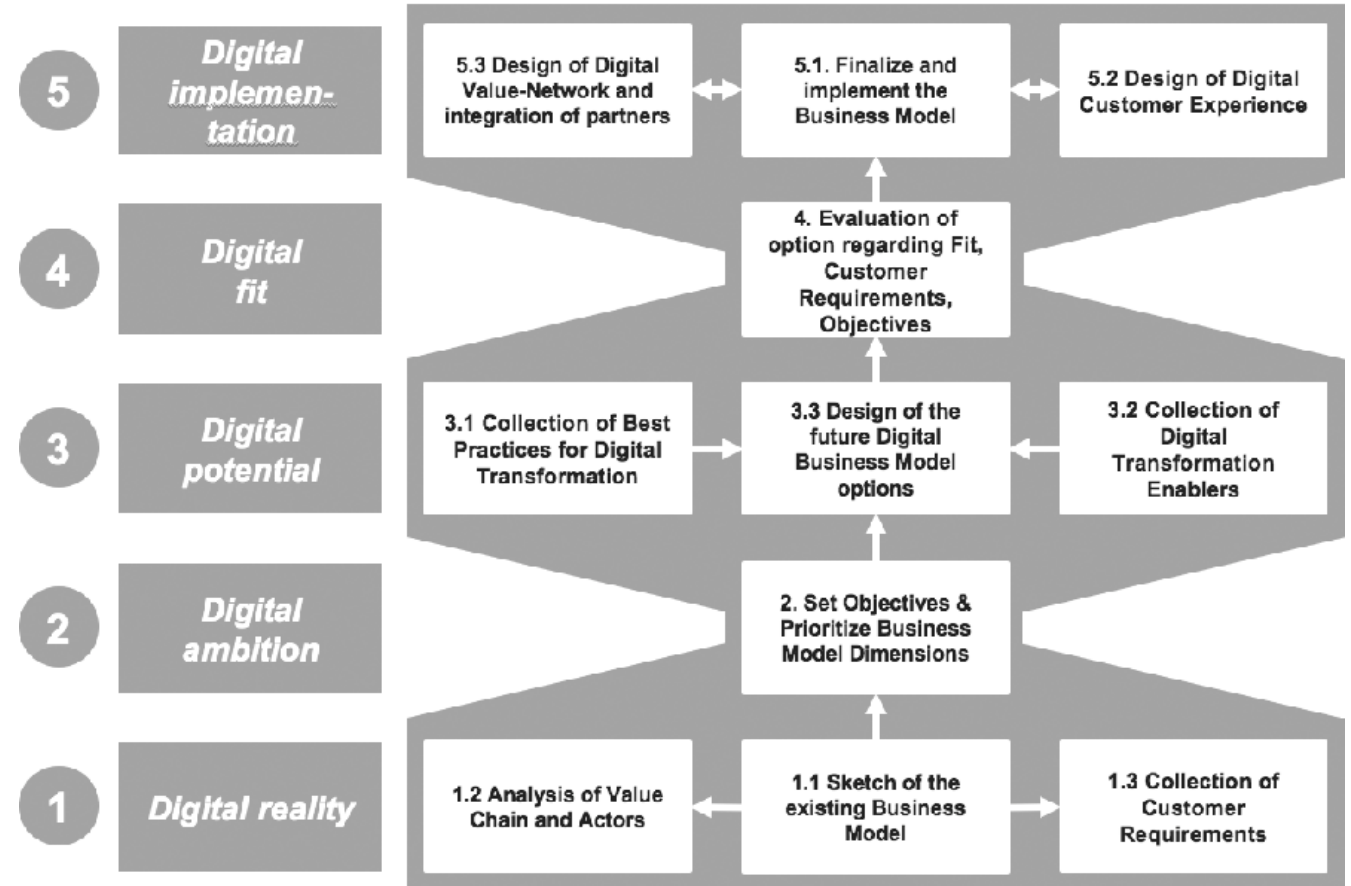
At this stage, the list of technologies and strategic tools is selected and applied according to the type of business, and the architectural view is prepared.

Technology Fitting

Fanap Infrastructure Co. Smart Factory Architecture



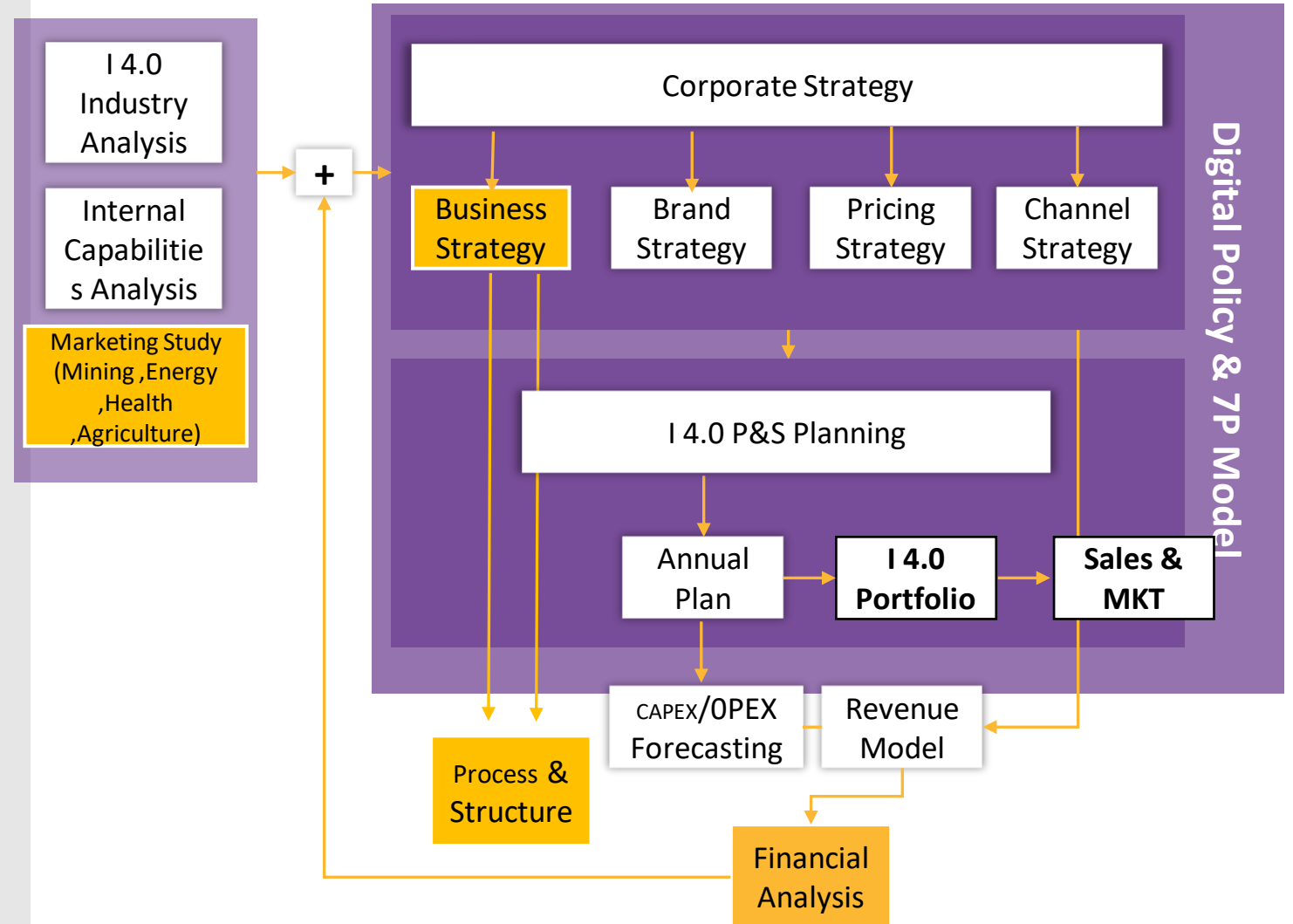
Choosing a methodology for business transformation management



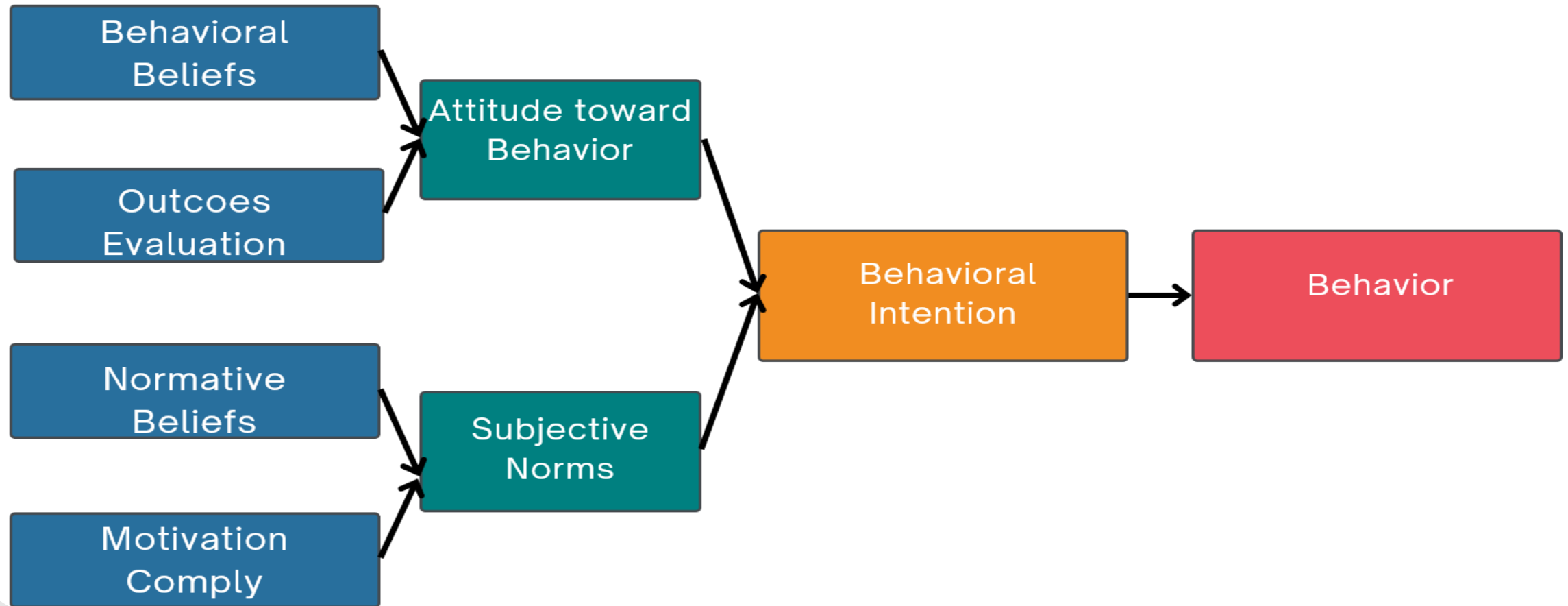
Digital transformation organization & Transformation Leadership



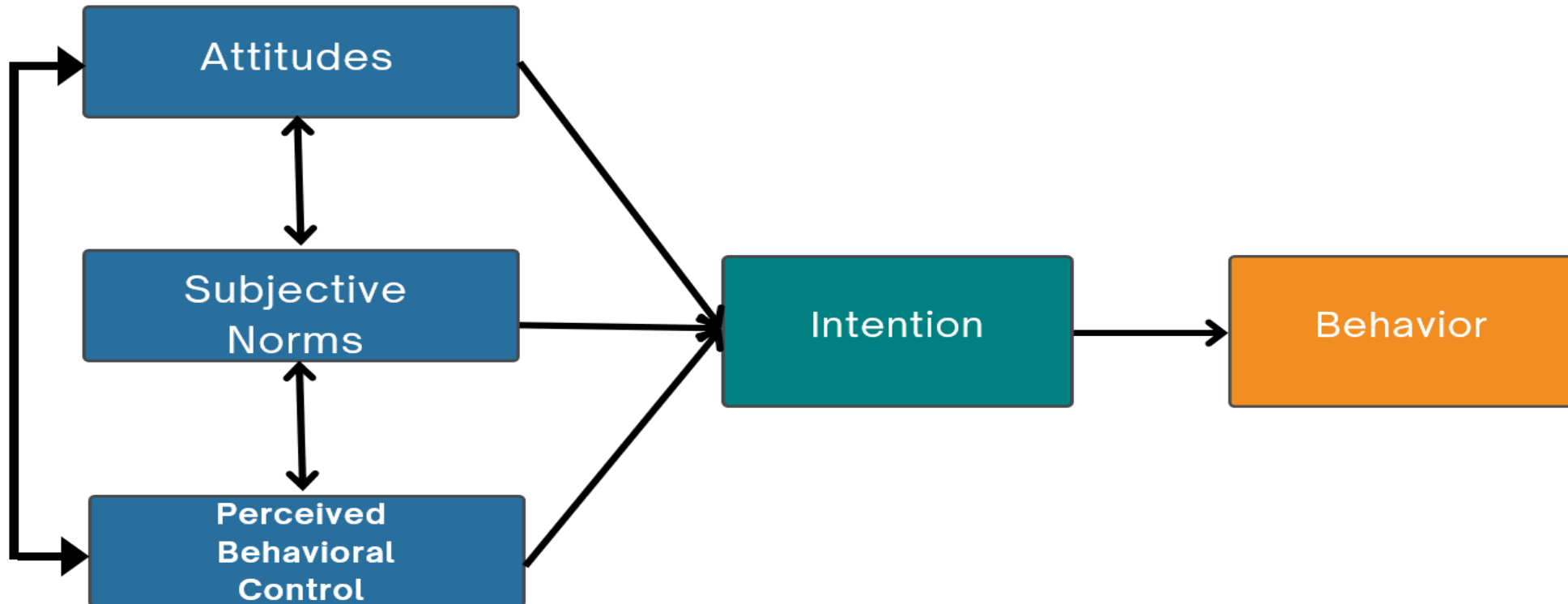
Technology Adoption



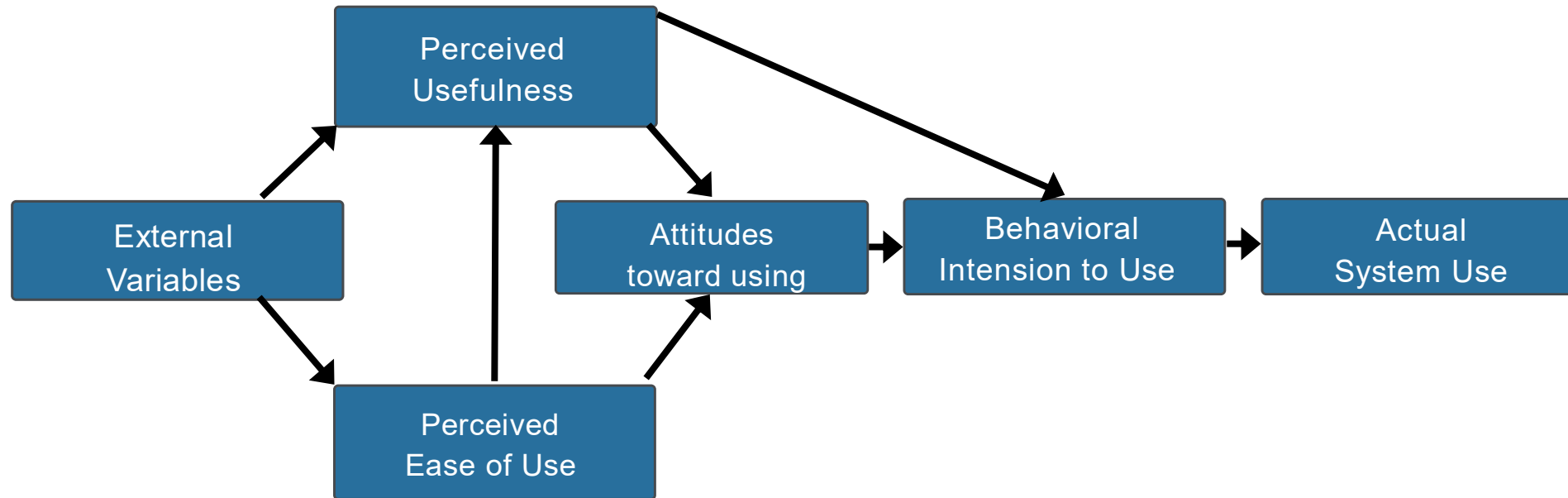
Theory of Reasoned Action



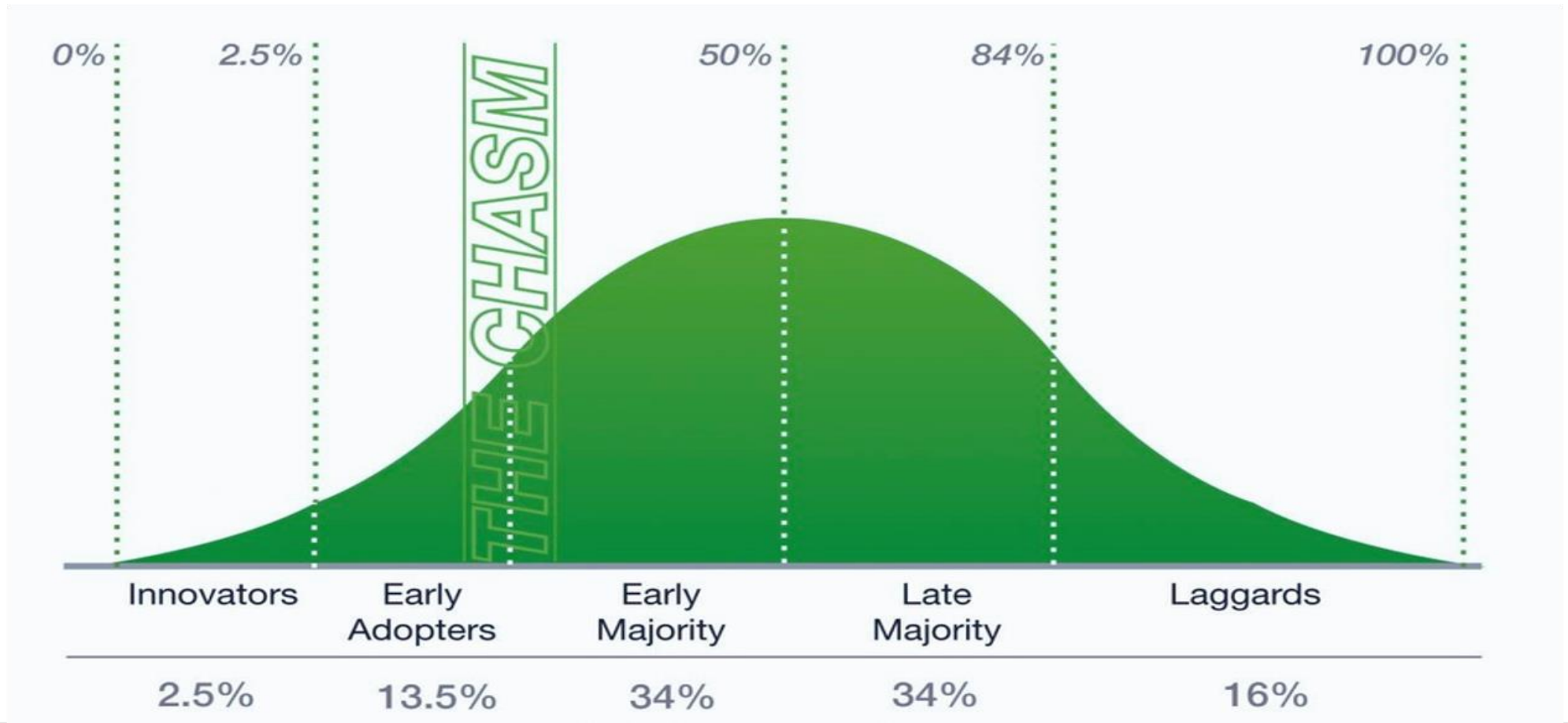
Theory of Planned Behavior



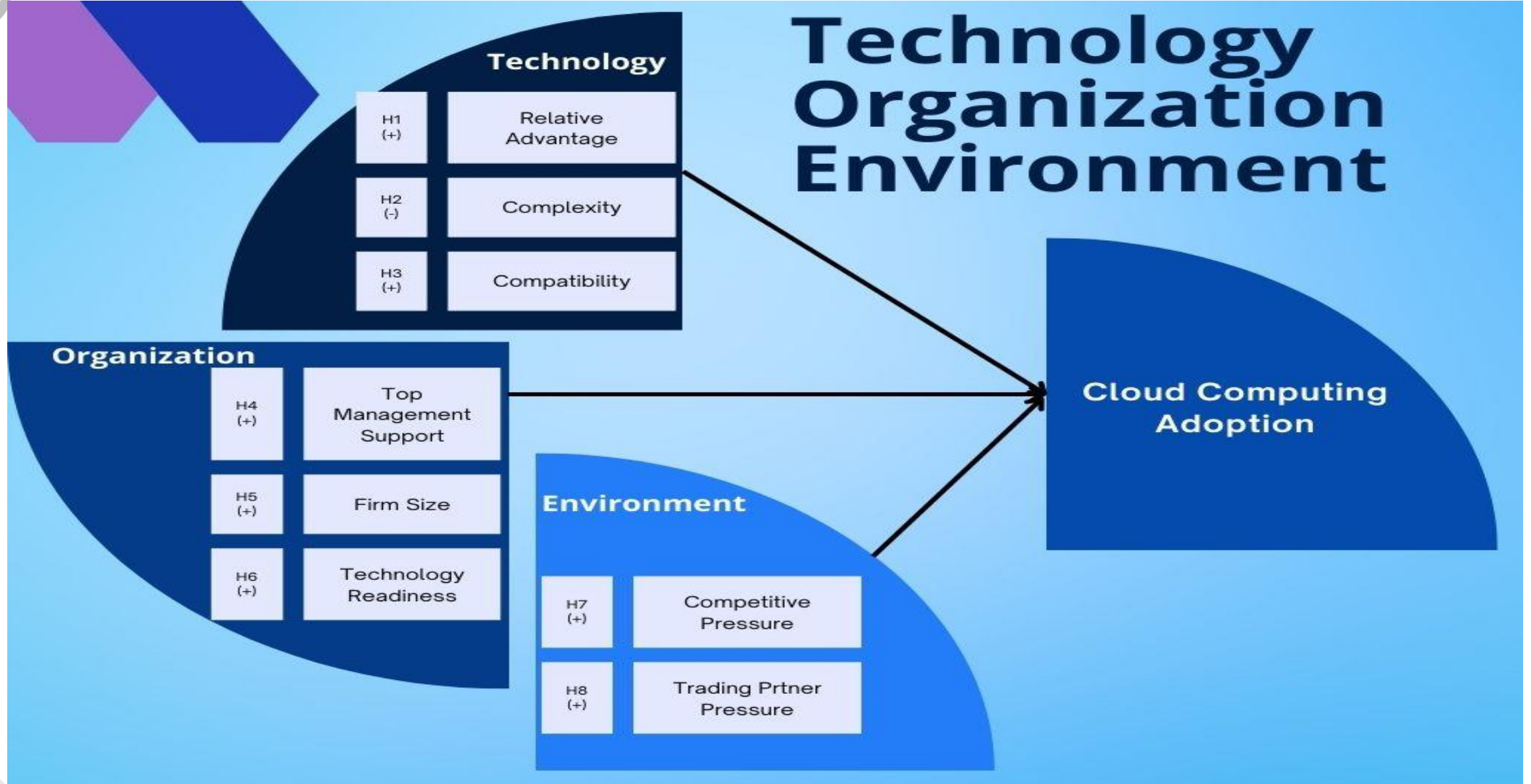
Technology Acceptance Model



Diffusion of Innovation



Technology Organization Environment



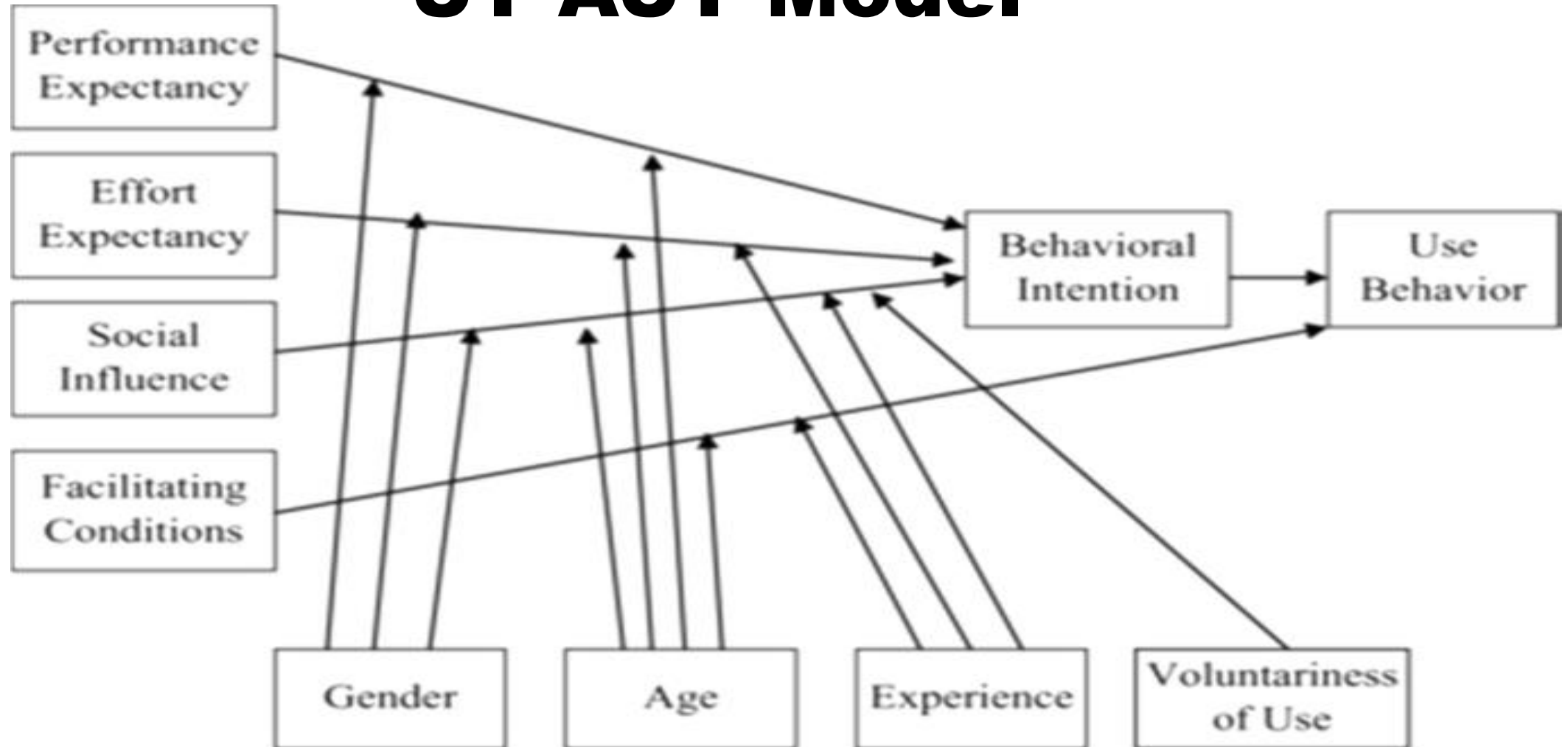
Total Behavior



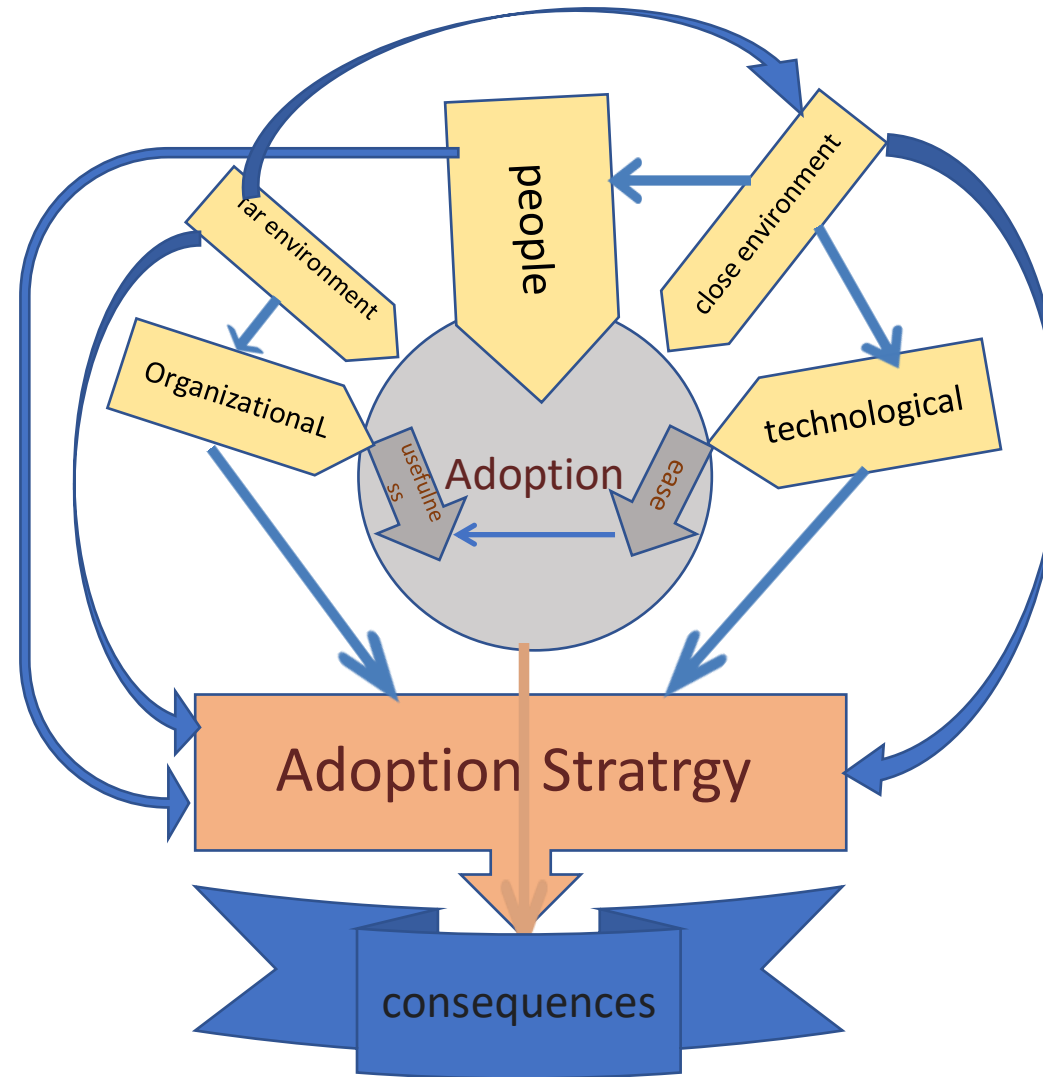
All behavior is
total behavior.

All behavior is
chosen.

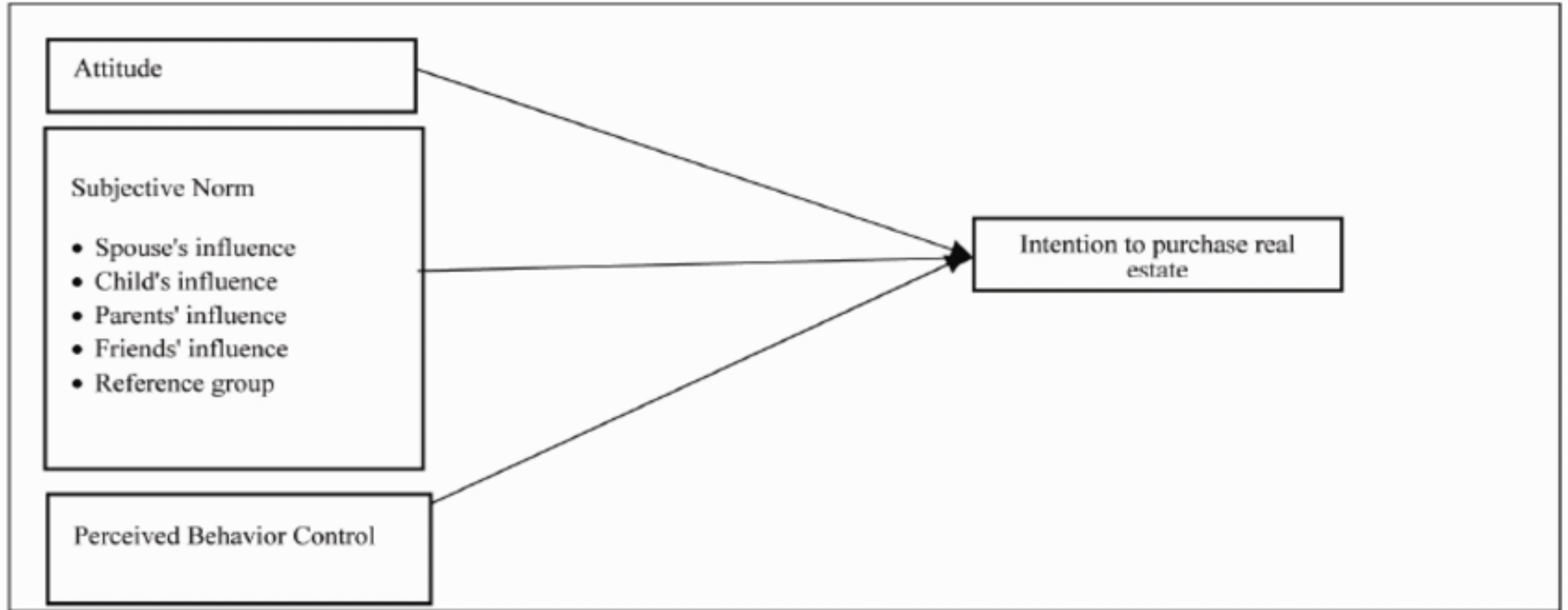
UT AUT Model



Adoption Model



Subjective norms

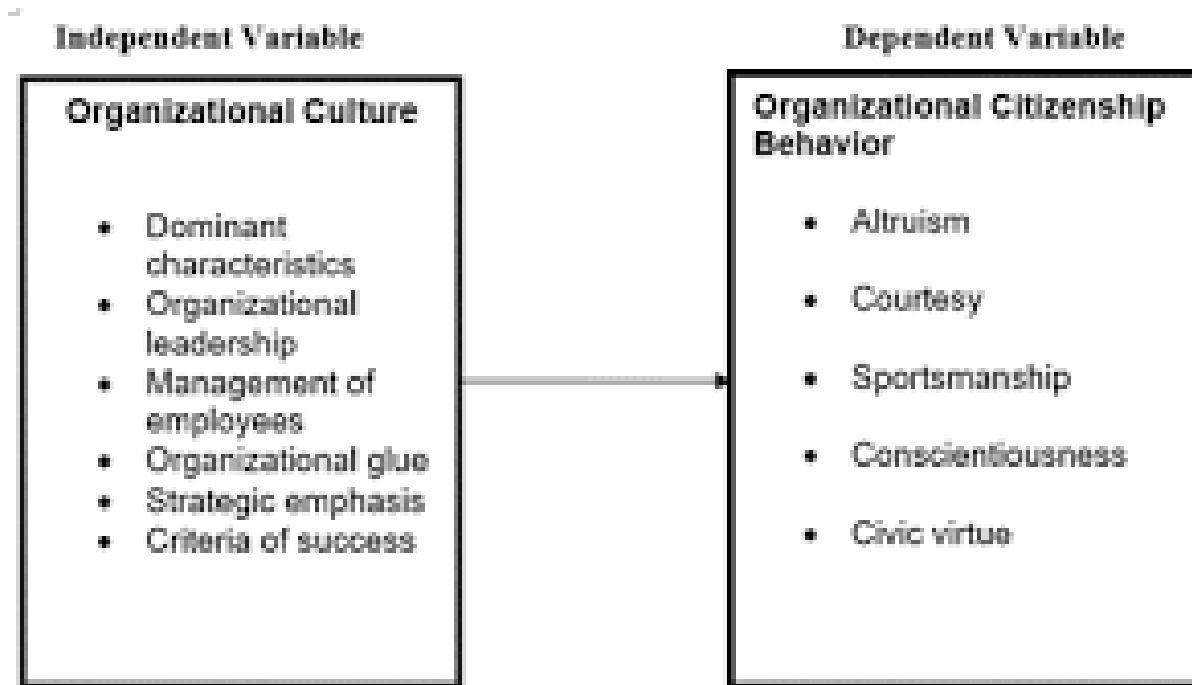


Employee accumulated experience

Accumulated Experience and Skill

- Accumulated experience means experience gained over a number of years when a person has come across lots of different issues to do with the job
 - So that the level of experience in the business can grow.
- Experienced employees are more likely to be able to do a good job in an organisation and should be managed carefully.

Organizational citizenship behavior



Individual competency



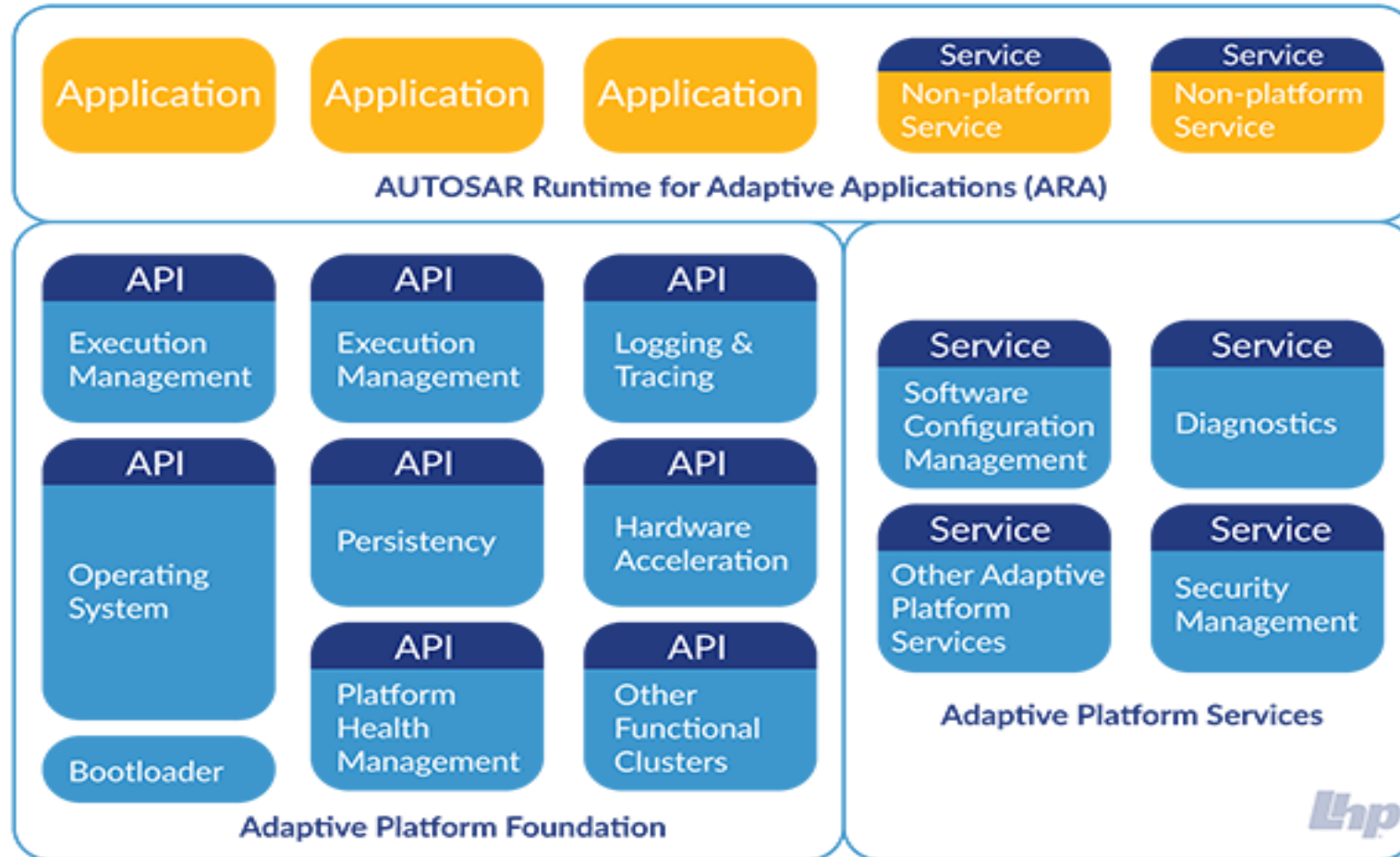
Dynamic capabilities



Digital Leaders



Adaptable Architecture Software



Cyber Security

**CYBER
SECURITY
SOLUTIONS
ENGINEER**



Platform Development

