



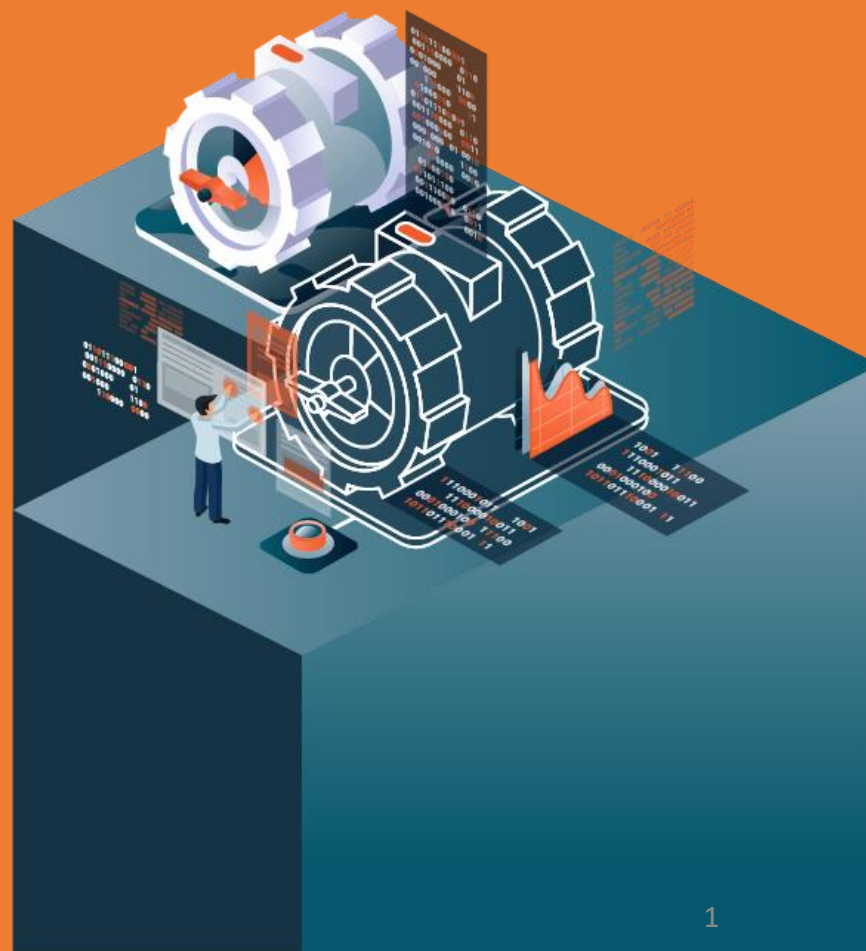
دومین کنفرانس ملی تحول دیجیتال

با رویکرد رهبری و مدیریت زیست بوم دیجیتال

(دانشگاه خاتم، تهران - ۲۱ و ۲۲ تیرماه ۱۴۰۲)

# The Future is Now: A Practical Guide to Digital Transformation Management

Shahab Javanmardy

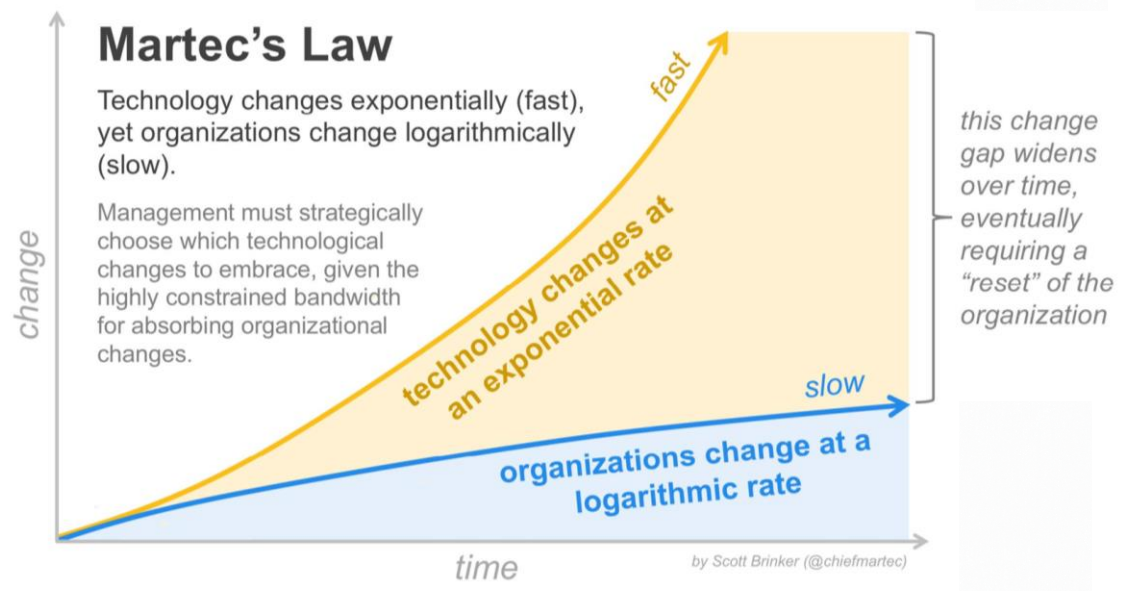


# Martec's Law

## Martech Or Marketing Technology Is The Intersection Of Marketing And Technology



**Scott Brinker;**  
**the "Godfather of MarTech"**



# Digital Transformation



Digital Transformation Is The **REWIRING** Of An Organization,  
With The Goal Of Creating Value Through Innovation,  
Invention, Customer Experience Or Efficiency.



# Digital Transformation Importance In Today's Business Landscape

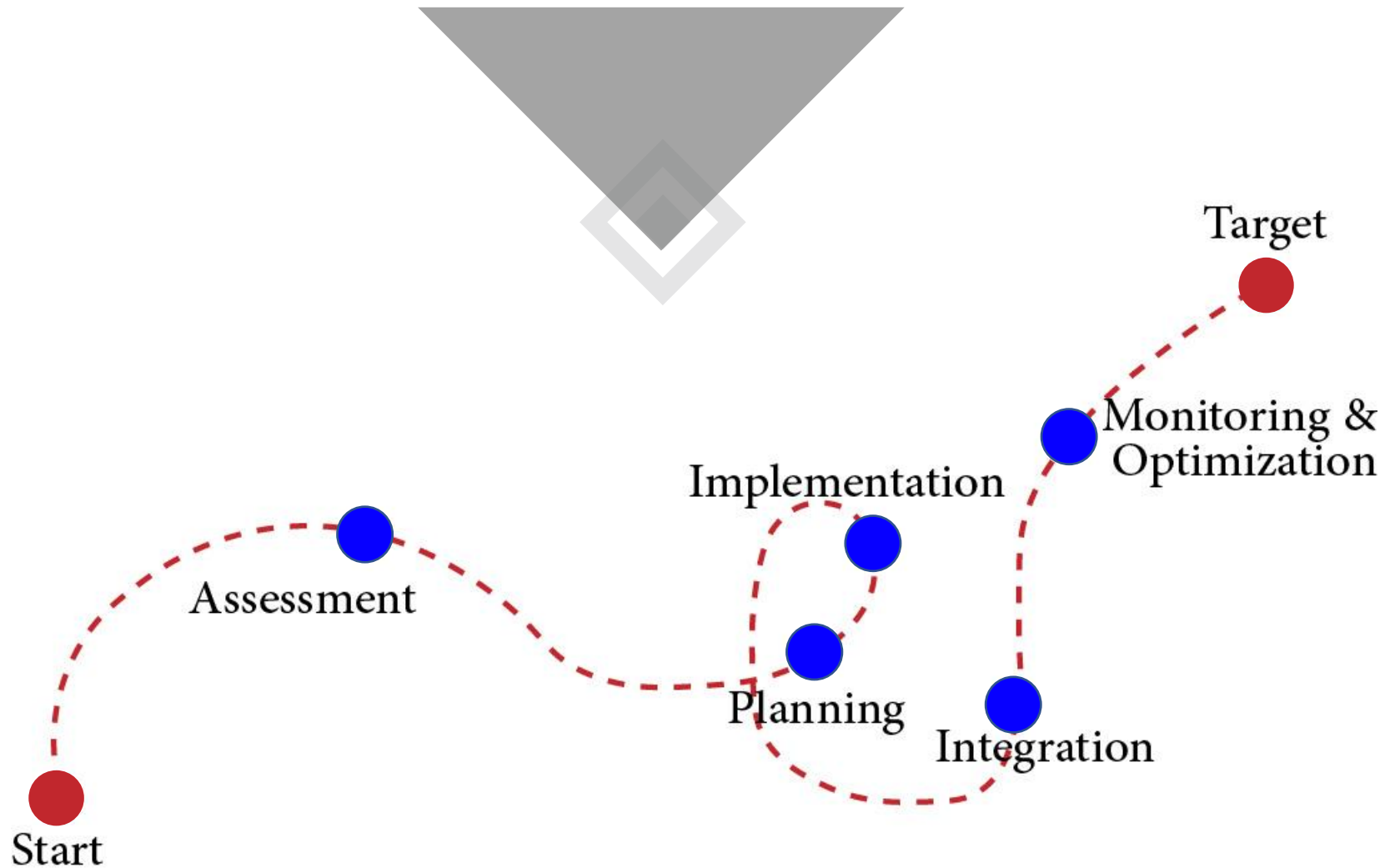
- ◆ Meet The Evolving Needs And Expectations Of Customers
- ◆ Gain A Competitive Edge
- ◆ Increase Efficiency And Agility
- ◆ Respond Quickly And Effectively
- ◆ Unlock New Sources Of Value

**IMPORTANCE**

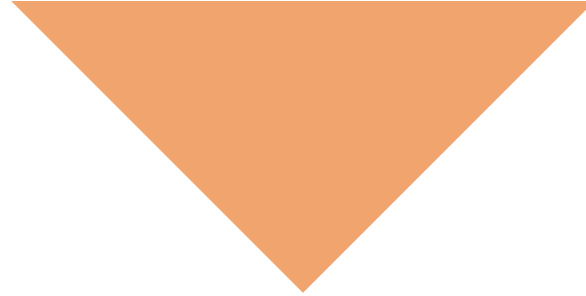
# Key Pillars of Digital transformation



# The Digital Transformation Journey



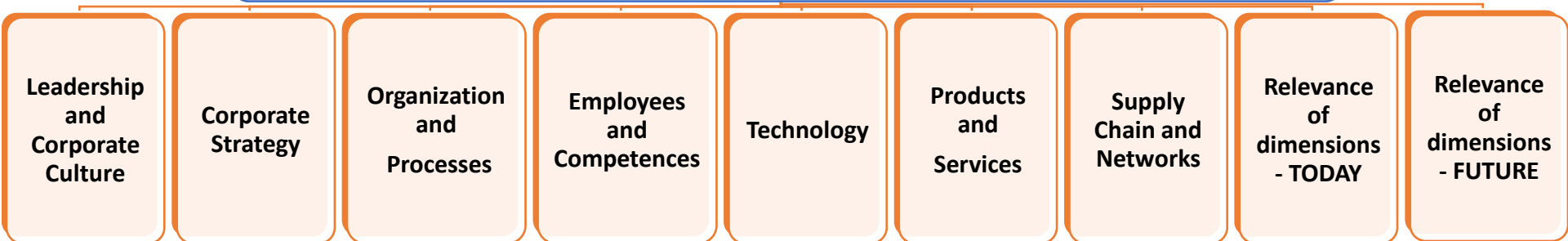
# Digital Maturity



DIGITAL MATURITY REFERS TO  
HOW WELL YOUR ORGANIZATION LEVERAGES  
DIGITAL TECHNOLOGIES AND DATA  
TO CREATE VALUE, INNOVATE AND DIFFERENTIATE.

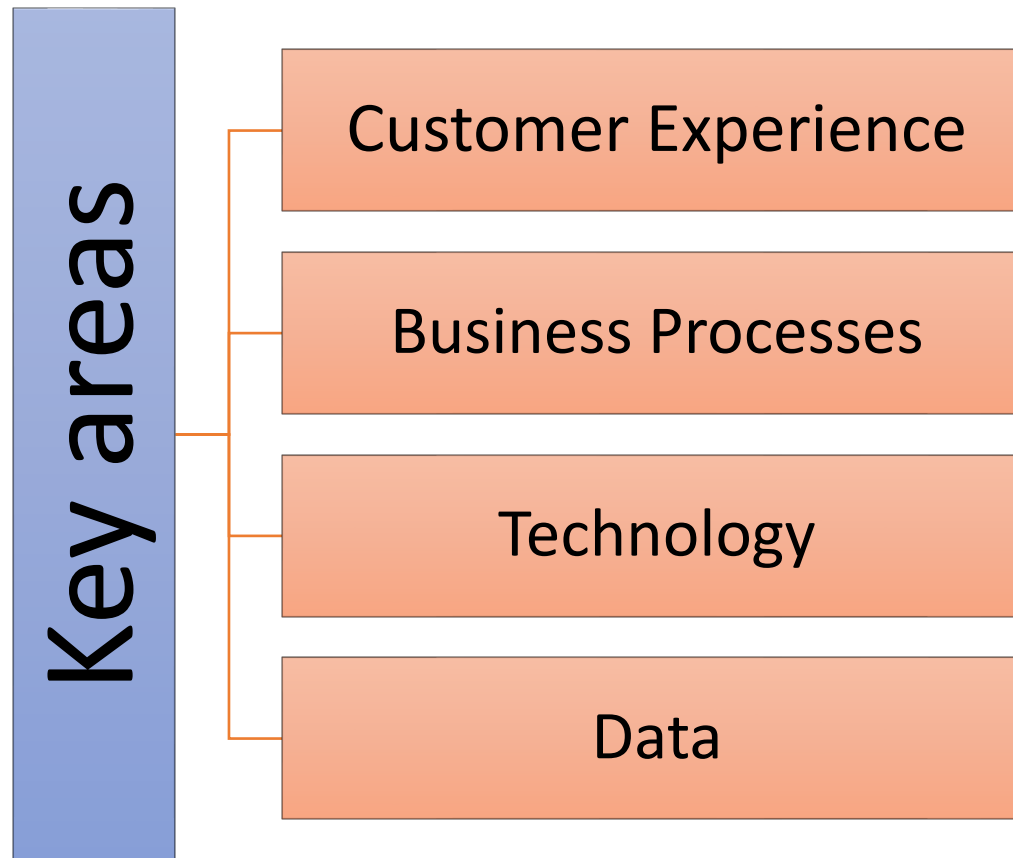
# Assessing the Maturity Level

## Dimensions of Digital Transformation Questionnaire





# Monitoring and Optimization



# Challenges of Digital Transformation



- ◇ Technological Barriers
- ◇ Organizational Obstacle
- ◇ Operational Complexities
- ◇ Talent Gap
- ◇ Strategic Alignment
- ◇ Customer Expectations
- ◇ Market Disruptions

# Leadership In Digital Era

- ◇ Understand The **Importance** Of Digital Transformation.
- ◇ Identify The **Opportunities** For Digital Transformation In Your Business.
- ◇ Develop A Digital Transformation **Strategy**.
- ◇ Invest In Digital **Technologies**.
- ◇ Train Your **Employees**.
- ◇ Measure Your **Progress**.

# Role of Leader In Digital Era

- ❖ **Driving And Overseeing The Process Of Digital Transformation Within An Organization**
- ❖ **Plays A Crucial Role In Guiding And Inspiring The Organization**
- ❖ **To Create A Digital Culture Within The Organization**
- ❖ **To Be A Champion Of Data-driven Decision-making**
- ❖ **Focus On Continuous Improvement**
- ❖ **Navigate The Digital Age**

# Leadership in Digital Era

- ◇ **Be Customer-centric.**
- ◇ **Be Data-driven.**
- ◇ **Be Agile.**
- ◇ **Be Collaborative.**
- ◇ **Be Innovative.**



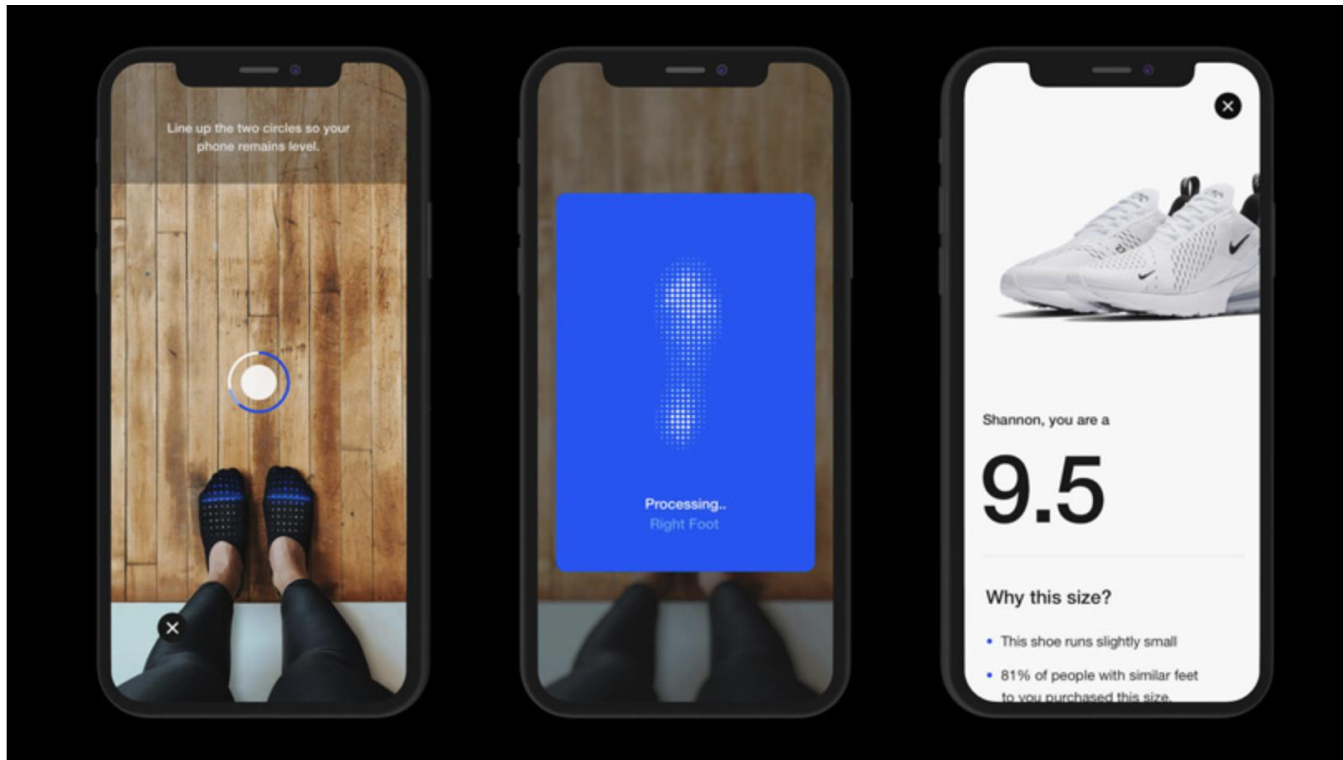
# Best Practices And Lessons Learned From Real-world Implementations Of Digital Transformation

- ◇ Multi-disciplinary teams win
- ◇ Innovation injections work
- ◇ Rush jobs never deliver
- ◇ Seek alternative sources of talent
- ◇ Become a data-driven organization
- ◇ Focus on the customer
- ◇ Leverage technology as an enabler
- ◇ Adapt to changing environments
- ◇ Foster a culture of innovation

# Nike SNKRS APP

## uses AR and AI to scan feet for perfect fit

One of the company's mobile applications helps choose the best shoe based on a leg scan. The growth in demand for its mobile apps has helped to support digital sales growth of **82%** for Nike-branded products.



# AUDI's Digital Showroom

Compared to traditional showrooms, sales increased by **60%** in Audi City, where only four cars are permanently exhibited (savings for Audi!).

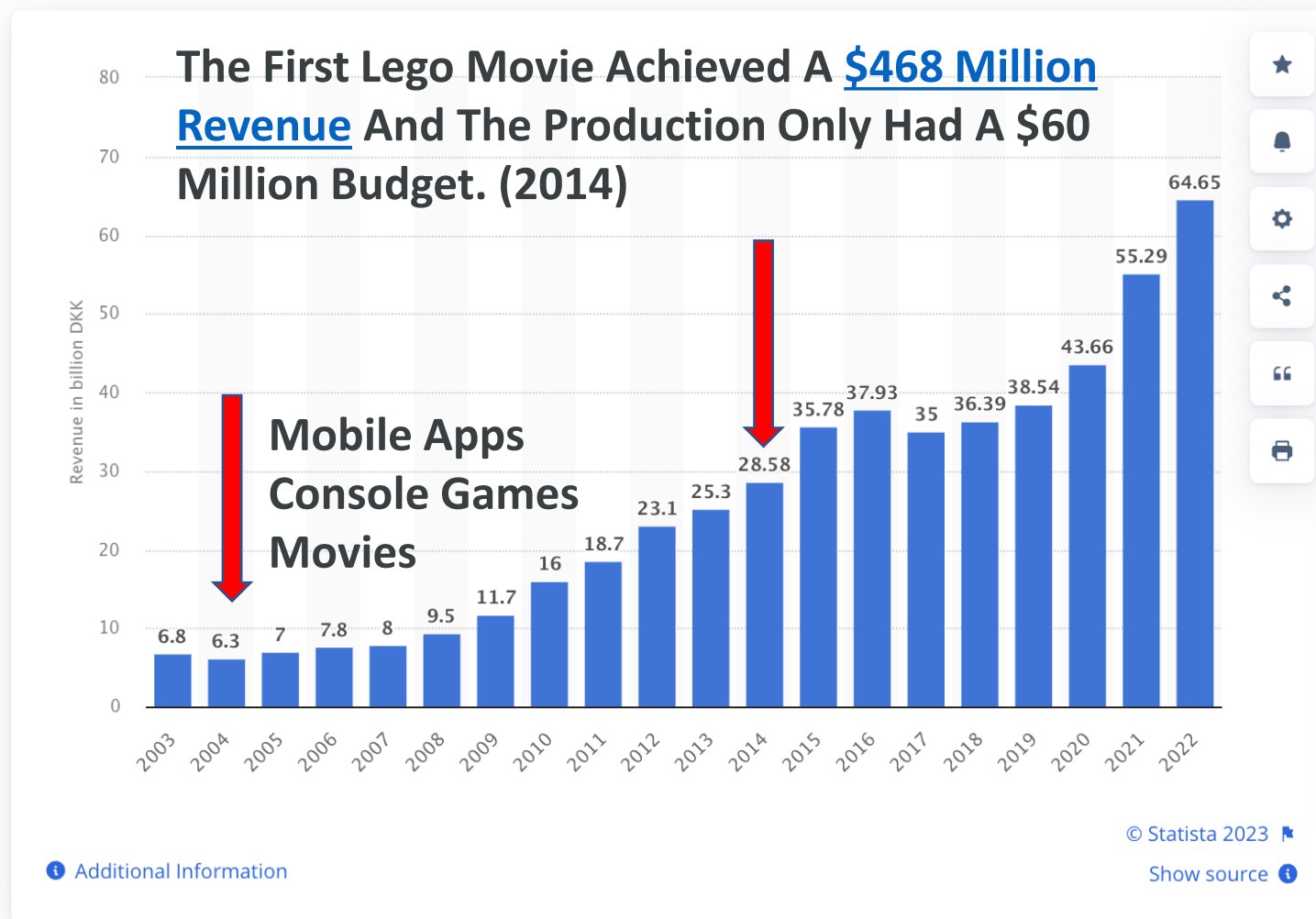






# Revenue of the LEGO Group from 2003 to 2022

(in billion Danish kroner)



# Deficiencies Seen in IRAN in the Implementation of Digital Transformation

- ❖ Development of Knowledge And Skills Of Digital Business Models
- ❖ Digital Talent Management
- ❖ Evaluation Of Culture And Digital Skills
- ❖ Development Of Data Literacy And Culture
- ❖ Data Maturity Evaluation
- ❖ Evaluation Of Digital Customer Experience

# Deficiencies Seen in IRAN in the Implementation of Digital Transformation

- ❖ Design And Analysis Of Customer Journey Map
- ❖ Lack Of Attention To The Customer Journey Map
- ❖ Evaluation Of The Working Environment And Digital Experience Of Employees
- ❖ Design And Analysis Of The Employee Journey Map
- ❖ Attracting Digital Leaders From Inside And Outside
- ❖ Digitally Oriented Redesign Of The Organizational Structure

## Conclusions: Embracing Changes for success

- ❖ **IMPLEMENTING DIGITAL TOOLS** to make information more accessible across the organization.
- ❖ **EMPOWERING TEAMS** to make decisions quickly based on data and customer feedback.
- ❖ **PROVIDING EMPLOYEES WITH CONTINUOUS LEARNING** opportunities to develop their digital skills.
- ❖ **ENGAGING CUSTOMERS AND PARTNERS** in co-creating digital solutions.
- ❖ **SCALING UP** successful pilots and experiments rapidly.



## Conclusions: Some Advices

- ◇ Start small and scale up
- ◇ Be flexible and adaptable
- ◇ Don't be afraid to fail





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# سپاس از توجه شما