

# HAVE YOU SET YOUR DIGITAL TRANSFORMATION VISION?

Digital transformation (DX) starts with an inspiring vision and empowered teams. However, a vision alone is not enough. Employees need to understand the vision's importance, know how to contribute, and be confident of making a difference. Here are some tips to get started.

## DIGITAL TRANSFORMATION PLANS vs REALITY

# 70%


digital transformation efforts in Asia Pacific (APAC) fail<sup>1</sup>

Lack of leadership ranks second in contributing to this as it's seen as an IT project, rather than a business-wide effort.

# 59%

leaders in APAC are prioritising shared adoption of a strategic vision to support successful digital transformation<sup>2</sup>

## 3 KEY QUESTIONS YOUR DX VISION SHOULD AIM TO ANSWER



Why digital transformation and what are its benefits?



What technology will help us achieve our DX goals?



How to measure DX success and ensure stakeholder support?

## NEXT, DEFINE THE BUSINESS PROBLEM OR OPPORTUNITY

Maximizing the benefits of process automation and AI requires inspiring teams to embrace these DX solutions for better work efficiency. How can you motivate your employees to adopt these changes?

### STEP 1



#### FORM A SMALL TEAM TO CHAMPION AND MANAGE DX TRANSFORMATION

Your DX champions need in-depth understanding of



**Internal business processes**  
(e.g. insurance, or processes where you're not able to consult externally)



**Available market technology**

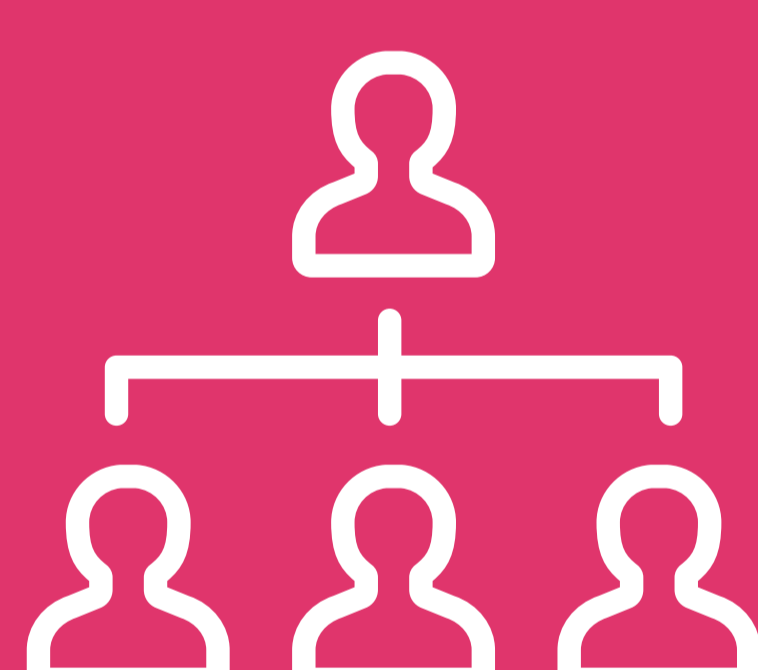


**Strategy for the DX journey and its objectives**



**The importance of ROI measurement**

### STEP 2



#### FIND OUT GROUND SENTIMENT TO GRASP EMPLOYEE ISSUES WITH DX

Quick ways your new DX team can gather ground feedback about your current tech solutions



**Hold focus groups**  
Discuss with tech suite users to gather feedback on strengths and areas for improvement.



**Monitor user data**  
Analyze tech suite usage for patterns and identify low usage or issues for valuable insights to improve.



**Conduct surveys**  
Gather tech feedback from team members with open-ended questions to assess user-friendliness, effectiveness, and satisfaction.



#### READY TO START EXECUTING YOUR DX VISION?

Prioritize quick wins to showcase digitalisation benefits and partner with technology experts like **FUJIFILM Business Innovation** for valuable insights on optimising your tech suite for success.

Ready to go from surviving to thriving? Develop a DX vision, game plan, and embark on the journey towards a stronger business resilience.

Find out how **FUJIFILM Business Innovation** can help you.



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Sources  
1 Forbes, Digital Transformation Plans Versus Reality: Top Reasons Why Organizations Fail At Digital Transformation, 2022

2 DBS Bank, Key Change: Why Treasury and Commercial Need to Work In Harmony to Unlock Transformation, 2022