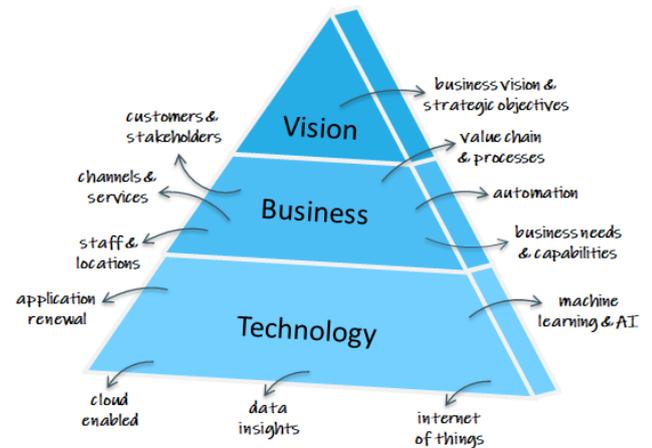


# Digital Transformation

## WHAT IT IS - AND WHY DOES IT MATTER?

Exponential advances in technology have empowered customers giving them instant access to information and a global marketplace. Customers increasingly expect personalised offers and experiences, and innovative products and services to be delivered efficiently, if not immediately.

Digital Transformation enables modern ways of working and uses digital technology to dramatically change the way a company does business. How effectively a company can transform itself will be critical in determining how successfully it can compete in the digital, global marketplace.



## YOUR DIGITAL TRANSFORMATION ROADMAP (DTR)

Your company is unique and so is the scope and objective of your digital transformation. Your Digital Transformation Roadmap is a masterplan for driving change in your organization and includes:

- **WHERE YOU'RE GOING** A clearly stated vision that resonates with management, employees, partners and customers is vital to keep everyone moving in the same direction.
- **HOW TO GET THERE** Having a defined strategy for the transformation sends the message that you are serious about change.
- **MAJOR MILESTONES** Not every task can be mapped out in advance, but you must know the critical changes that will lead to a successful outcome. Your roadmap includes intermediate targets to keep you on track and they also serve as a valuable means of measuring progress.

## WHY YOU NEED A ROADMAP

Without a plan, your digital transformation project can take a lot longer and cost a lot more than you originally intended. If you don't know where you're going, how will you know when you get there or if you've taken a wrong turn along the way? A roadmap breaks your project down into manageable tasks so you can allocate resources as and when they're needed. It enables different teams to work on different parts of the transformation and ensures the various pieces of the puzzle fit together when you're finished.

## WHAT DOES IT COST AND HOW LONG WILL IT TAKE?

X4 has a strong track record of helping our clients develop and deliver Digital Transformation. We do this using a proven business-led, top-down approach to develop your roadmap. Following an initial workshop to understand your organisation's size and complexity, we offer a **FIXED PRICE ENGAGEMENT** to deliver your Digital Transformation Roadmap.

## WHO DO I CONTACT?

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