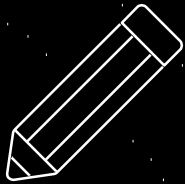


DigitalWorld 2019

Panel on Human Interaction and Thinking

27 February 2019, Athens



# From Digitization and Digitalization to Digital Transformation

Dr. Dobrica Savić

[linkedin.com/in/dobricasavic](https://www.linkedin.com/in/dobricasavic)

# Digitization

## Conversion from analog to digital format



### Scanners

- In the late 1990's the rise of commercially available hi-resolution (e.g. 600 DPI or more) triggered the mass conversion of analog data (paper archives) to digital format.

### CD-ROMs

- The invention of the first compact disk (CD) in 1982 offered a cheap storage and distribution medium, used not only for storing paper documents but also for the conversion of audio and video analog formats such as LPs, cassettes, film reels, and VHS tapes.

### New formats

- TIFF, DjVu, PDF help convert microfilms and microfiches

### Benefits

- Usability, the speed of access, transferability, and the possibility of further processing.

# Digitalization

## Automation of business processes



### Powerful IT

- The automation of various business processes/operations based on powerful IT hardware and software.

### Enthusiasm

- Huge investments in purchasing, developing, deploying, and maintaining different applications, but still dealing with single tasks using unrelated technologies that hardly 'talked' to each other.

### Phases

- The initial phase where single operations or processes are automated
- The mid-phase where related processes are automated and joined together.
- The third, most complex phase, where multiple systems that support business processes and information flows are integrated.

### Benefits

- Although siloed information and distinct, different, and sometimes redundant applications were common, digitalization helped lower production costs, optimize business results, and sometimes even created new revenue options and new customer experiences.

# Digital transformation

## The creation of a digital company



### Doing things differently

- Creating a new business model by using modern IT, leveraging existing knowledge and profoundly changing the essence of the organization - its culture, management strategy, technological mix, and operational setup. Pursue new revenue streams, products and services.

### Customer-centric approach

- Placing the customer in the centre of all its decisions and actions.

### New technologies

- Maximize use of mobile applications, AI, cloud computing, analytics, chatbots, and other digital services.

### Benefits

- Customer satisfaction, profitability, process streamlining, new business opportunities.




Fun Facts



Within the next 10 years, 85% of all jobs will be impacted by digital transformation (Forrester)

**The pace of change will never be this slow again!**



	DIGITIZATION	DIGITILIZATION	DIGITAL TRANSFORMATION
Focus	Data conversion	Information processing	Knowledge leveraging
Goal	Change analog to digital format	Automate existing business operations and processes	Change company's culture, the way it works and thinks
Activity	Convert paper documents, photos, microfilms, LPs, films, and VHS tapes to digital format	Creation of completely digital work processes	Creation of a new digital company or transformation to a digital one
Tools	Computers and conversion/encoding equipment	IT systems and computer applications	Matrix of new (currently disruptive) digital technologies
Challenge	Volume <i>Material</i>	Price <i>Financial</i>	Resistance to change <i>Human resource</i>
Example	Scanning paper-based registration forms	Completely electronic registration process	Everything electronic, from registration to content delivery
			



**Be the automator,  
not the automated!**

*Forrester Research*

**Thank you!**