



# Your Digital Transformation Primer

Everything you need to know to get started

# What is digital transformation?

Digital transformation means using technology to create or modify your business processes to meet changing business and market needs. Digital transformation can increase your revenue and productivity. Projects can take many forms, including:

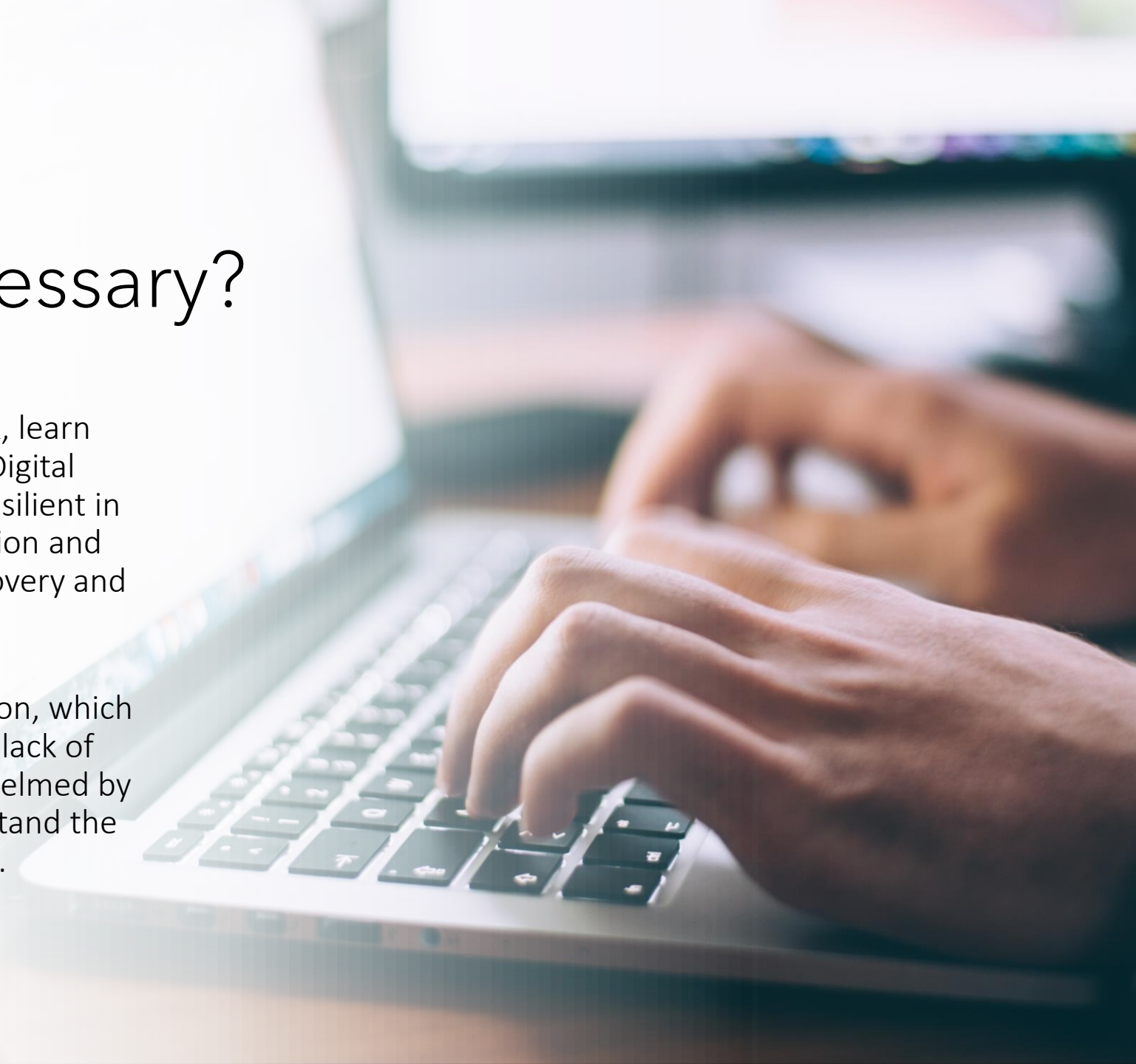
- E-commerce
- Digital marketing
- Robotics
- Cloud computing
- Analytics
- ERP solutions
- Process redesign
- And so much more...


# Why is digital transformation necessary?

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Technology underpins so much of how we work, learn and live, a trend that is only going to increase. Digital transformation helps you be competitive and resilient in this context of change. Post-pandemic, digitization and automation will be crucial to our economic recovery and future prosperity.

Here in Atlantic Canada, we lag in digital adoption, which is hurting our economy. One of the barriers is a lack of knowledge about technology, or feeling overwhelmed by the options. And many businesses don't understand the value that technology and digitization can bring.





**1/3**

Nearly 1/3rd of Atlantic Canadian businesses say they don't understand how technology will help their business remain competitive

**25%**

25% say they haven't been able to adapt to the business changes brought about by the pandemic

**50%**

50% say they know they need technology, but don't know where to start <sup>1</sup>

1 - <https://huddle.today/a-quarter-of-atlantic-canadian-businesses-fear-they-dont-have-the-technology-to-adapt/>



# It's so much more than technology

Digital transformation isn't just about the latest piece of equipment or software: it also involves people, process and culture. When you think about digital transformation, you must put people at the top of that pyramid. How will it impact how your employees deliver services or how your customers experience and receive them? What new processes will you need? And how will that affect company culture?

# How do I know if my company needs digital transformation?

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Drops in revenue and productivity are often warning signs that you need to explore digital. Don't worry if you're not a techie: starting your digital transformation journey doesn't need to be complicated, and there is plenty of help here in Atlantic Canada to get you going. It starts with a digital strategy.



A hand in a black sleeve points to a whiteboard. The whiteboard features a diagram titled "Product Roadmap" at the top. Below the title, there are four circles labeled Q1, Q2, Q3, and Q4, connected by horizontal lines. Each circle is also surrounded by a green oval. To the left of the Q1 circle, there is a tree diagram with three levels of branching, labeled with 'L' and 'D'. The background is a blurred office interior with lights.

# Charting your digital transformation roadmap

There is a community of qualified technology providers in our region who can help you through the five stages of a digital transformation project. These steps are:

# The Roadmap



## 1. Identify Your Problem - what do you need to solve?

- Cost of business: Are costs increasing? Are you trying to make operations more efficient?
- Organization Performance: Have metrics such as sales, new customers, online engagement dipped?
- Employee Performance: Is your staff struggling to do their jobs? Is their work too manual?
- Information Management: Do you often lose paperwork or data? Do you have real-time data?
- Customer Feedback: What are common things your customers say? Can you interact digitally? Are you selling globally via the web?



## 2. Leadership Alignment

- Getting your leadership team agreeing on business priorities and problems and how capital and resources should be allocated is the first step.



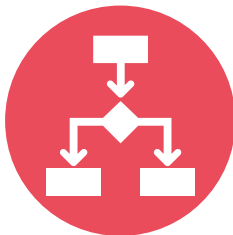
## 3. Technology Providers

- Once you've identified your problem, and your leadership team is onboard, the next step is to find the technology providers with the best experience to meet your business needs.



## 4. Discovery & Analysis

- This work includes: Problem definition and information gathering, analysis of current and desired future states, charting alternatives, finding tech solutions and building a plan



## 5. Implementation & Outcomes

- Once you've implemented your project, assess whether you've achieved the desired outcomes to ensure employees and customers are thriving





# Need help getting started?

If you're interested in learning more, drop us a line at: [cathy.simpson@techimpact.it](mailto:cathy.simpson@techimpact.it). And [sign up](#) for our newsletter to get regular updates on tech programs and events or have a listen to our weekly [TechTalks with Cathy Simpson](#) podcast.

