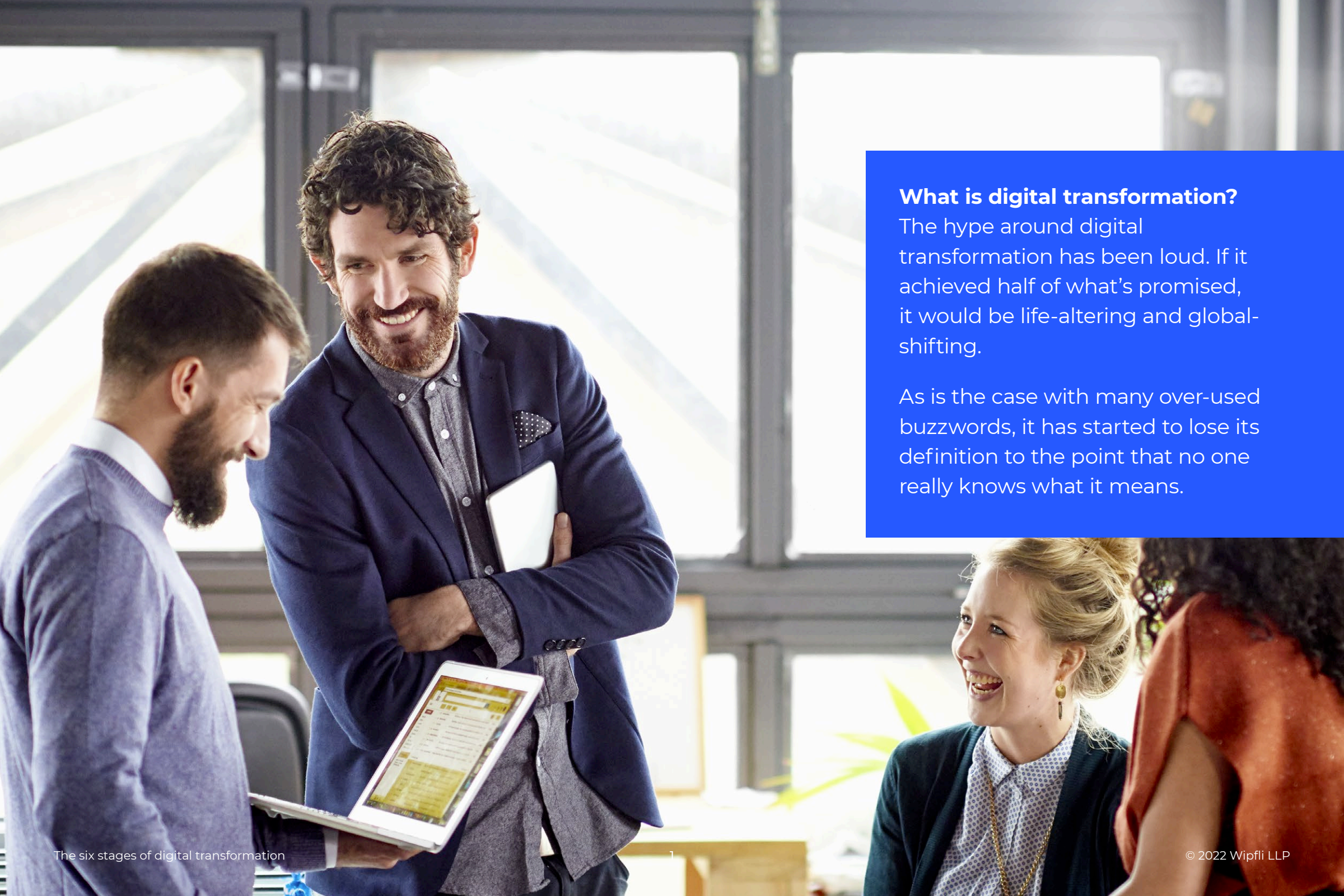


WHERE DO YOU

stand in your
digital transformation
journey?

THE SIX STAGES OF DIGITAL TRANSFORMATION

WIPFLI | DIGITAL



What is digital transformation?

The hype around digital transformation has been loud. If it achieved half of what's promised, it would be life-altering and global-shifting.

As is the case with many over-used buzzwords, it has started to lose its definition to the point that no one really knows what it means.

That leaves a lot of us **CRAVING CLARITY.**

But one thing we do know is that customers are driving digital change, and we can't afford to not respond.

It's a journey we all **NEED TO TAKE** — and here's how we measured where you are on that journey.

THE **SIX STAGES** OF DIGITAL TRANSFORMATION

STAGE 1

Business
as usual

STAGE 2

Experimental

STAGE 3

Formalized

STAGE 4

Strategic

STAGE 5

Systematic

STAGE 6

Integrated

The six stages of digital transformation range from doing nothing (business as usual) to being fully integrated into an organization that eats, drinks and sleeps transformation.

The answers you provided, tell us if you're in the early stages or close to total transformation.

(Did you miss our quiz? Take it to find out how you score.)

THE SIX STAGES OF DIGITAL TRANSFORMATION

Stage 1: Business as usual

If your leaders think your legacy systems and processes are working just fine — but somewhere in your organization someone is asking the question — then you're in the very first stage.

Stage 2: Experimental

You have one-off technology projects and some buy-in from some managers. The pockets of digital transformation are targeted in a single, specific touchpoint. But these technology projects are siloed and don't show business-wide value or aren't backed by enough people to expand scope.

Stage 3: Formalized

You have the support of leadership, funding has been approved, your teams are committed and your culture is embracing change. Now, experimentation from various pockets starts to come together, and new projects are intentional.

Stage 4: Strategic

You have measurable results, and your success is generating support throughout your entire business. Your projects are intentional, aligned with your business strategy and factor in multiple customer touchpoints. Individual groups have come together to collaborate and share insights — developing cross-team strategic roadmaps that plan for digital transformation ownership, work and investments.

Stage 5: Systematic

You have a dedicated digital transformation team that actively contributes to your overall strategy by sharing insights, data and customer-centric goals. The digital transformation team identifies customer journeys, and your company uses that research to alter your infrastructure, business models, processes and systems.

Stage 6: Integrated

Digital transformation stops being a buzzword and is now a part of your normal business operations. Your leaders recognize that change is constant and have adopted an agile mindset. Your transformation team is empowered to identify and pilot new technologies.

STAGE 1

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CHART **YOUR** JOURNEY

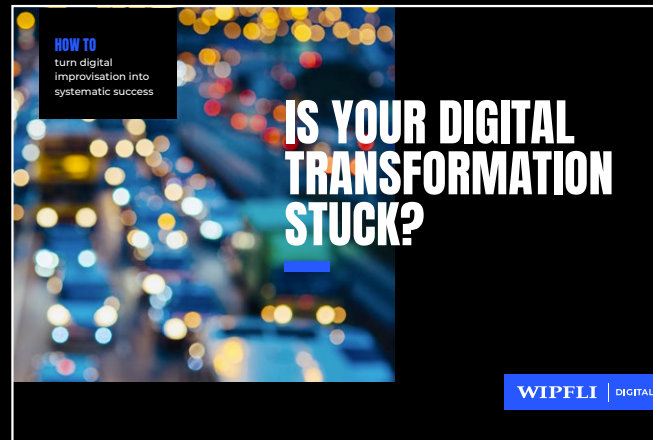
Read our three-part ebook series on digital transformation to provides a breakdown of each step and how to successful move to the next.



Decoding digital transformation

How to get started in digital transformation by focusing on strategy, execution and technology.

[**DOWNLOAD**](#)



Is your transformation stuck?

Move from isolated projects and disconnected priorities to a formalized and strategic digital transformation with cross-departmental teams.

[**DOWNLOAD**](#)



Digital. Transformed.

Ready for be an agile, innovative and transformative organization? See how successfully navigate the final two stages of digital transformation.

[**DOWNLOAD**](#)

LET'S GET STARTED

Wipfli Digital helps you:

BOOST engagement.

STREAMLINE operations.

OPTIMIZE decision-making.

DESIGN compelling experiences.

DRIVE growth.

Take on what's next.

WIPFLI DIGITAL DOESN'T JUST OFFER DIGITAL SOLUTIONS. WE OFFER DIGITAL CLARITY — CUTTING THROUGH CONFUSION TO MAKE THE FUTURE WORK FOR YOU.

User experience

Engage customers and build brand connections

Custom software development

Create better digital experiences for your customers and employees

Sales, marketing, back-office software

Increase efficiency, reliability and productivity

Cloud infrastructure management

Design an approach that gets the most from your investment

E-commerce

Grow online sales and reach new markets

Digital strategy

Go further, faster, with data-driven insights and experienced guidance

Cybersecurity

Protect your organization and provide peace of mind to customers and employees

LET'S TAKE ON WHAT'S NEXT TOGETHER

OUR TEAM IS READY TO HELP YOU
EMBRACE THE FUTURE.

CONTACT US AT
DIGITALDONE@WIPFLI.COM



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