

## **GUITAR EVENT REPORT**

**Name of activity:** Demystifying Digital Transformation

**Nature of the Activity:** Webinar by Mr. Viral Raval, Chief Strategy Officer & Consulting Partner-Digital Services, Digizen

**Date, Time and Venue of the Activity:** 17/06/2020, 02:00 to 03:00 P.M., GSFC University, Vadodara

**Organized by:** GSFC University Innovation, Incubation, Technology and Applied Research (GUITAR) Centre

**Number of participants for the event:** 184

### **Speaker Profile:**

Viral Raval is a seasoned IT business leader and change agent with 29 years of professional experience, with a track record of proven success at multi-national companies of all sizes, across multiple sectors and multi disciplines.

The experience range includes running IT divisions at large MNCs and domestic businesses, managing Information Security, maximizing workforce engagement and productivity, budgeting and resource optimization, management consulting, and driving adoption of best practices. He has served as trusted advisor to CEOs and business owners helping them shape and develop strategies related to digital transformation and technology-based differentiation opportunities.

After working at organizations like Gartner, Suzlon Energy, Wipro, Zensar, General Motors and Larsen & Toubro, he is devoting the time to nurture a boutique Digital Consulting business, which aims at helping CxOs define and drive their Digital Pursuits. He is part of founding team at DigiZen Consulting and works as Chief Strategy Officer and Consulting Partner-Digital Services. He is responsible for Business Strategy and CxO engagements through High Impact Consulting.

He specializes in CIO Advisory, Information Risk Management and Business-IT integration. He is actively involved with B Schools and delivers sessions aimed at making students "Corporate-Ready".

He is passionate about mentoring youth and Digital natives in product strategy, go to market approach and conflict resolution.

With a degree in Electronics, he has a specialization in Business Entrepreneurship, Strategy and Cyber Laws.

### Major discussions point in event:

- Background of Digital Revolutions
- Digital Journey & Stages
- Steps of Digital Journey
- Key Performance Indicators
- Focus area and Essential Component
- Agile Strategy, Agile Infrastructure, Agile Application
- Devops (Development and Operational team develop the product)
- Data Processing
- Technology Stack
- Digital Transformation Mistakes
- Element of Digital life

**Learning Outcomes for the Activity:** Digital Transformation is a journey where need to develop a digital first mindset to coordinate digitization at scale for business outcome. Organization have to look at technology led solutions to solve business problems. Application of Artificial Intelligence, capabilities and agility in organization, seamless structure/slashing siloes, radical focus on customer, top down as well as outcomes-oriented leadership, interdepartmental coordination etc. are the factors that distinguish successful and unsuccessful digital journey.

**How will it be useful for students/School/Universities:** Now a day's majority of the organizations are venturing on their digital journeys and it is an essential requirement for the new normal. The session was very beneficial to all to understand basics, background and hard realities of Digital Pursuits, which help everyone to understand and appreciate the journey.

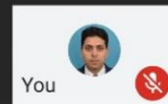
### Webinar Photos:



REC

## SUCCESS FACTORS FOR DIGITAL TRANSFORMATION

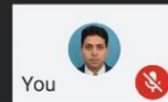
- Factors that distinguish successful and unsuccessful Digital Journey
  - Application of AI
  - Scale of implementation
  - Capabilities and Agility in organization
  - Seamless structure / slashing siloes
  - Radical focus on customer
  - Top down as well as outcome oriented leadership
  - IT-Analytics-Marketing-HR-SCM-Sales coordination
  - Focus on mission broader than profitability
  - Intent for actionable revenue generating business pursuits
- Digital Maturity Traits
  - AI First
  - Omni channel experience
  - Channel agnostic transactions
  - Paramount focus on DCE



REC

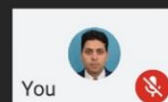
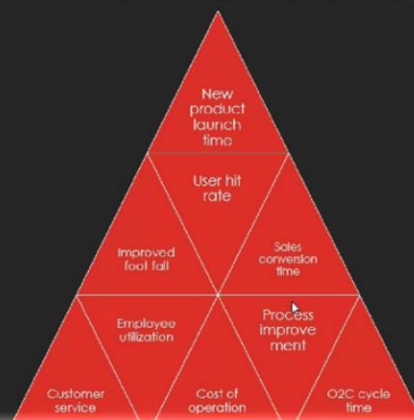
## TAKEAWAYS

- Think Digital First
  - Be data driven
  - Hire Digital natives
- Legacy assets always slow down transformation
  - Have courage to sunset processes, adopt lean processes
  - Encourage manager less, goal oriented dynamic teams
- Strategy formulation itself should be an agile process
  - Alternate rhythms in strategy formulation to avoid fatigue
- Avoid Digital lipstick syndrome
- Experiment, Experiment



REC

## KEY PERFORMANCE INDICATORS



● REC

## DIGITAL JOURNEY AND STAGES

**Digitization:**  
Converting analogue  
to digital

**Digitalization:**  
Use of digital  
technologies to  
expand functional  
capabilities

**Digital Transformation:**  
Coordinated  
digitization at scale for  
business outcome

Need to  
develop a  
Digital First  
mindset

