DIGITAL EVOLUTION

A no nonsense guide

60 INNOVATIONS
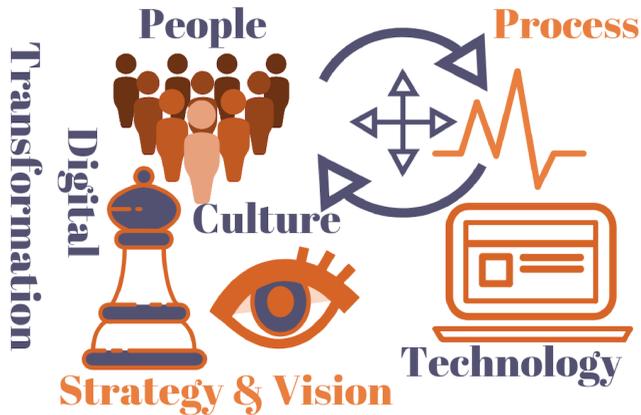
Foreword

Our journey at CarFinance247 has been one of incredible success and growth over the past few years. We are immensely proud of our people, our culture and our tech which have all been an integral part of our story.

We began working with 60Innovations a while ago now, a data centre migration highlighted a few areas of concern in our systems, so Ian & Alex came and helped us take stock. What happened next, and is still happening today is another big step in the CarFinanace247 story. Helping us focus on our strategy & vision for the future, while keeping the current platform working at its best. This is allowing us to plan for our organisation more succinctly than we have before.

We now understand our position in the digital landscape with a level of clarity we didn't have prior to 60innovations involvement with CarFinanace247.

If nothing else once you read this book you will have a much clearer understanding about the size of task digital transformation or evolution is. You will understand some of the simple steps you can take to gain clarity on your position. You will get a good feeling for how 60Innovations can help make a difference to your organisation and it's digital journey.

Reg Rix CEO -
247Group

Introduction

Digital Transformation must be one of the most hyped catchphrases in the business world currently, and has been for a number of years now, but why? The why is easy, you read the books and articles on sites like cio.com, LinkedIn is awash with information about digital transformation, and the wonders it brings and the success. If you take your organisation digital, the world is your oyster, success is guaranteed they say, well one thing is certain if a company now wants to survive or thrive in nearly any industry they need to embrace digital or face being left behind. It is highly likely that what you are undertaking is digital evolution, as opposed to full transformation, from paper to AI in one step for example

We at 60Innovations are digital native, i.e. we think of everything we do and ask can it be done digitally, will it be better for our team, and our clients? If you are reading this book you will likely own a company and want to transform it. Or you may have been asked to lead a business through a digital transformation. You may be experiencing a digital transformation that is not going as you had hoped. You could also be an employee at a company that is undergoing or about to undergo a digital transformation and you are wondering what it means for you!

This short book has been written to cover what we consider to be the 5 pillars of a digital transformation; People, Process Technology, Strategy & Vision, & Culture.

We will touch on many aspects of these pillars and hopefully help you and your organisation out a little on whilst you navigate this journey. It is useful at this stage to actually define what we mean by digital transformation & digital evolution, our definition is as follows:

"**Digital Transformation** is the systemic, holistic change of an organisation. It transforms a businesses offerings to its customers and opportunities for its team through the utilisation of not just the latest digital technology, but through transformation of the culture, strategy & vision and processes of itself in order to best exploit opportunities within the marketplace."

"**Digital Evolution** is the systemic enhancement of an organisation, with some pre-existent digital footprint & capability. The enhancements may be profound, but are not as extreme as moving from paper to full digital for example. Evolution will touch all 5 pillars to a greater or lesser degree, and can be more complex in nature than transformation"

Full release of the Book coming soon

Follow us on twitter for updates
@60innovations

DIGITAL EVOLUTION

THIS BOOK IS FOR ANYONE THAT IS RESPONSIBLE FOR, OR AFFECTED BY DIGITAL TRANSFORMATION IN TODAY'S WORKPLACE, AND IF FIGURES ARE TO BE BELIEVED THAT IS A LOT OF PEOPLE!

IT IS A PRACTICALLY WRITTEN BOOK OFFERING AN OVERVIEW, AND SOME PRACTICAL TIPS TRICKS AND ADVICE TO THOSE INVOLVED IN DIGITAL TRANSFORMATION & EVOLUTION ABOUT HOW TO GET IT RIGHT.

IT SHOULD TAKE NO MORE THAN A COUPLE OF HOURS TO READ. ENJOY!

IAN WALKER