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Demystifying Digital Transformation

By Lionel Mazzella — Director @ D.Evo

If you're part of the 81% of UK business leaders facing the Industry 4.0 challenge and who are ready to invest in new Digital Technologies, you certainly heard about Digital Transformation and all the good it is supposed to make to your business.

But, clearly, what is Digital Transformation? What is all the fuss about and why should you be moving your business in that direction and making Digital Transformation the next priority step on your agenda?

Did you say Digital Transformation?

First, when we talk about Digital Transformation, what are we talking about?

Well, being involved in building digital technical solutions applied to industries for more than 15 years and having spent the last 3 years talking about Digital Transformation, I have seen multiple definitions and understanding of what DT is.

And when explaining Digital Transformation to business leaders, board members and various political and governmental actors, I quickly realised how the complexity of the topic was generating more questions than answers.

The best definition I can give you from my experience is that Digital Transformation is the total and overall societal effect of Digitalisation (The process of using Digital Technologies) with a non-negligible impact on your existing business models, on your socio-economic structures, your legal and policy measures, your organisational and cultural patterns and over all others, on your people.

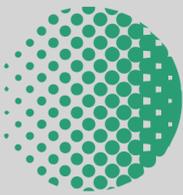
What I'm supposed to do with that?

Whatever definition you will end up with, the key question you have to ask yourself if you want to engage your business toward the Digital Transformation path is:

What will be the real value?

If you keep that in mind when talking with industrial digital solution providers, you'll see that the discussion is rapidly evolving towards selling a product or a technology that you don't necessary need and that won't be giving you the value you're looking for.

In the same way, you'll realise that only few solution providers will be putting a real attention to your business needs and that the main exercise for the majority of them, will be their ability to force the mapping of their product portfolio with your objectives and pain points, whatever they are.



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So, what should be my next move?

From a recent study, many companies are still today at an early stage of their Digital Transformation and 70% of IIoT projects never moved beyond the pilot stage!

Digital Transformation is a journey, not a simple project for deploying a new piece of software or technology, all managed by local IT guys. So, make sure that you find the right partner and level of support before you initiate your own Digital Transformation.

Whatever is the size or complexity of your business, make sure that you have a clear understanding of what is the real value you are aiming for. Instead of trying to get everything on the paper for the next 20 years, work instead to establish a solid foundation that will help you to scale adequately and get more value by implementing the next MVP (Minimum Viable Product) identified by a proper analysis.

Keep in mind the overall and non-negligible impact of a real Digital Transformation, no rush, just work by small increments in order to keep control over cost and resources, leaving time for acceptance of the inevitable changes.

Can D.Evo help me?

Absolutely, and this is the main driver behind the D.Evo's idea: to be your partner for your own Digital Transformation, from Industrial Digital Consulting to Cloud Solutions, Industrial Analytics and Assets Connectivity, we want to support you in transitioning to Digital.

In addition to our expertise, we add something that is generally missing when working with other consulting firms and sales organisations: A Digital Vision for your business.

Keep in mind, Digital Transformation is a journey. So, why not get in touch with us and start together?

About Lionel Mazzella - Director @ D.Evo - MSc, CEng, CMrg



Lionel joined E.ON Power Technology based in Nottingham in 2005, when he decided to leave France where he was running his own IT consulting business.

From Software Engineer, Senior Project Manager, Team Leader, his last position was Sales Director for Russia in charge to develop E.ON Technology's market presence in the country.

In 2016 he decided to join General Electric as the first Power Digital Pre-Sales Solution Architect for Europe, Turkey and Russia/CIS.

From his unique IT and Industrial background, he was appointed Electricity Value Network Lead, supporting Enterprise level and complex Digital deals.

With his deep exposure to customers' needs and challenges, Lionel decided to start his own Industrial Digital Solutions business, aiming to provide industrial customers with an innovative and disruptive offering for their Digital Transformation journey.



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