8 CHARACTERISTICS OF SUCCESSFUL DIGITAL TRANSFORMATION INITIATIVES

In its research report on _Digital Transformation Initiatives: Why You Should Focus on Your Users_ (February 2017), Aberdeen Group describes how the disruptive digital technologies creating new opportunities to transform businesses for the better are also creating certain challenges that need to be addressed. This checklist suggests eight high-level characteristics of successful digital transformation initiatives — how many are present in yours?

- ☐ **Strategic objectives for _rewarded risks_** — i.e., the positive outcomes related to _productivity_, _growth_, _flexibility_, _convenience_, _cost_, _scale_, and so on — that are made possible by leveraging digital technologies to transform your traditional operations, processes, and transactions.

- ☐ **Strategic objectives for _unrewarded risks_** — i.e., the possibility of problems with cyber security, data privacy, or regulatory compliance — which are sharply on the rise, both in likelihood and in business impact. Ignore these, and it will negatively impact the upside.

- ☐ **A clear understanding of your users** — whether your users are employees, partners, customers, or consumers — and their expectations for digital user experience. As the percentage of digital natives in every category inevitably continues to increase, so do their expectations: if you aren't meeting their needs, they'll move to something else.

- ☐ **Visibility into the user experience** in your processes and transactions, across all channels.

- ☐ Investments in **protecting your users** across multiple channels, through proactive **education** on best practices in cyber security and data privacy.

- ☐ Investments in effectively **preventing the compromise of user identities and personal data**, through implementation of an appropriate mix of **controls**.

- ☐ Investments in efficiently **supporting and communicating with your users** in the event that something goes wrong, through **incident response** and **recovery** capabilities that inspire continued user confidence.

- ☐ **A clear understanding and quantification of the risks** related to your digital transformation initiatives, as the basis for making **better-informed business decisions** about incremental investments in technologies and services for protection, prevention, and response.

Read the full report: _Digital Transformation Initiatives: Why You Should Focus on Your Users_

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