



Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovative IT

By Axel Uhl, Lars Alexander Gollenia

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The integration of technological innovations, such as In-Memory Analytics, Cloud Computing, Mobile Connectivity, and Social Media, with business practice can enable significant competitive advantage. In order to embrace recent challenges and changes in the governance of IT strategies, SAP and its think tank - the Business Transformation Academy (BTA) - have jointly developed the Digital Capability Framework (DCF). Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovative IT by Axel Uhl and Lars Alexander Gollenia outlines the DCF which comprises six specific capabilities: Innovation Management, Transformation Management, IT Excellence, Customer Centricity, Effective Knowledge Worker, and Operational Excellence. In cooperation with the University of Applied Sciences and Arts Northwestern Switzerland, University of St. Gallen (Switzerland), Queensland University of Technology (Australia), University of Liechtenstein (Principality of Liechtenstein), and Karlsruhe Institute of Technology (Germany), SAP and the BTA have been validating each capability and the corresponding maturity models based on analyzing several 'lighthouse' case studies comprising: SAMSUNG, IBM, Finanz Informatik, The Walt Disney Company, Google Inc., HILTI AG. Digital Enterprise Transformation presents how these companies take advantage of innovative IT and how they develop their digital capabilities. On top the authors also develop and present a range of novel yet hands-on Digital Use Cases for a number of different industries which have emerged from innovative technological trends such as: Big Data, Cloud Computing, 3D Printing and Internet of Things.

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Editorial Review

Review

'The digital revolution is on everyone's lips. Big data, cloud computing, social media, and mobility cause innovation momentum across many industries. This book shows how novel IT strategies which go far beyond a traditional technocratic approach can enable a company to become a digital enterprise and hence to develop strong competitive advantages. The remarkable amount of expertise brought together and the accompanying 'lighthouse' case studies make this work a 'must read' for every digital transformation practitioner.'

Marc Bechet, Vice President, IT Enterprise Resource Planning at Unilever

'Nowadays, new technologies and IT trends are generating business benefits in the form of increased revenues, for instance, by introducing novel business models. However, in order to be able to embrace these opportunities, enterprises have to be well prepared for the digital journey. This book introduces the Digital Capability Framework to assess the potential for improvement and the readiness for transforming into a digital enterprise based on such trends, and it shows how to make the most use of those opportunities.'

Wim Reedijk, Director of IT at PostNL

'Digitalization has a pervasive influence on all areas of a corporation. In order to harness the innovative force of disruptive technology firms need to understand its thorough impact on the business processes, organizational structure and even the business model. Digital Enterprise Transformation provides a holistic and structured approach on how to reach the goal of becoming a digital enterprise.'

Robert Zimmermann, Managing Director, Berlin Phil Media GmbH, Berliner Philharmoniker

'A solid reference for everyone involved in digital transformation, the book is ideal for C-suite executives, managers, consultants and academics, and the 300+ pages unfold the value of new technology and how Digital Enterprises do business with these technologies. The rich and insightful pages also present readers with a stream of new business opportunities that are based on digital technology. ... It has been difficult to do justice to such a comprehensive book on Digital Enterprise Transformation, but I hope this post has whet your appetite enough to acquire a copy of the book.' --Rob Llewellyn, programme director and trusted advisor to transformation executives

About the Author

Axel Uhl is Head of the Business Transformation Academy and a member of the Business Transformation Services Leadership Team within the Services Division of SAP. Dr Uhl is a professor at the University of Applied Sciences and Arts Northwestern Switzerland. Prior to joining SAP, he held senior management positions at Novartis, KPMG, DaimlerChrysler and Allianz. Lars Gollenia is Head of the global Business Transformation Services at SAP and a member of the SAP Services Delivery Executive team. Lars is the co-founder and sponsor of the Business Transformation Academy, a leadership network comprising leading academics and selected executives. He has held positions in the management consulting space. Gollenia is a Graduate in Business Administration from the Friedrich-Schiller University of Jena, Germany and he studied Strategic and International Management at Harvard University, Boston.

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