

# MAXION DIGITAL TRANSFORMATION

## Collaboration, Agility and the Digital Transformation

Digital transformation is very much the buzzword of the moment with seemingly every organization undertaking some project to transform their business using digital technology. Digitalization quickly gets associated with concepts such as Artificial Intelligence, Augmented or Virtual Reality and 3D printing among other things – all very exciting technologies. But are those really what will enable a successful business transformation?

Many experts agree that a company's effective digital transformation journey is less about implementing new technologies, and more about the strategy, governance, and culture. While the technology has long been proven to work, the shift of a company's culture towards the agile adoption of new technologies and collaboration methods can pose considerable challenges.



### BREAKING DOWN SILOS

The standard model for an organizational structure involves compartmentalizing the business into several departments with each focused on their own respective objectives. In the past, this organizational structure worked well, but in today's dynamic business environment, agility and collaboration are key to success. Working as diverse cross-functional teams is vital, so that problems can be looked at in the context of the complete business ecosystem. Silo walls need to be broken down in favor of open communication channels between various departments so that all business-relevant information can flow across the company.

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With digital automation for example, real-time machine performance data from the shop floor will be transmitted to the Maintenance department, signaling when a maintenance operation is required. Production Coordinators will be able to schedule service intervals at times that minimize the impact on production peaks, thus reducing downtime and increasing overall equipment efficiencies. Meanwhile, the Supply Chain and Purchasing departments receive information about any spare parts required, and Finance in turn will determine the price and supplier for the parts to realize the payment.

The digital world demands a new way of thinking. Everyone and everything is connected, changing the way we will communicate and work together. This can be one of the most interesting cultural shifts for a company when embarking on their digitalization journey.

## AGILITY IS VITAL

Digital transformation requires modern organizations to be both bold and agile in order to keep up with the pace of the evolving landscape and to quickly adjust to ever-changing customer needs. The information created and unleashed will require unified communications tools that access the data, whether it's a document, email or multimedia recording and distribute it to another colleague or company-wide. Companies strive to modernize or digitize the existing processes, and also to facilitate faster time to market for new products.

An agile enterprise is typically better-placed to respond to market developments and shifts in customer demand. This enables the business to respond more quickly to the actions of competitors or popular trends among consumers. A business which has not digitally transformed could lack the insights necessary to make these proactive responses.



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## THE JOURNEY

The digital transformation of any company needs not only an agile solution, but an agile and effective way to implement it. The simple concept of “Think Big, Start Small, Move Fast” is the best way to start your digitalization journey.

When you think big and start small, if you fail, you will fail small. You can then start again, after you have learned the quick lesson. If you succeed and you have always kept in mind the big picture, you can then scale the solution quickly and effectively to the rest of the business.

The digital transformation will be an ongoing journey as long as technology continues to change and evolve. Digitalization is about establishing a new mind-set: teams instead of hierarchies, networks instead of silos, pace over perfection, and learning from customers. Together, we can develop new skills and implement new ways of working together to become the best business we can be.

