Simple ideas about
digital transformation

ACUMEX

Definition of "digital transformation": Digital transformation is the use of new, fast and frequently changing digital technology to solve problems. (Wikipedia)

The superpower of change

We imagine the tadpole in the picture thinking "***now would be a great time to grow some legs and get out of here***". Fortunately for the tadpole it is a competency built into its genes and it may actually succeed in pulling off this transformation. Transformation is a kind of superpower, because it unlocks new capabilities, which means you can do even more, than you currently imagine. To quote Superman: "***You're much stronger than you think you are. Trust me!***" For companies the superpower of change is digital transformation, so let's take a closer look at that.

"Now would be a great time to grow some legs and get out of here!"

The three elements of digital transformation

The "magic" of digital transformation lies in the combination of transforming processes and enhancing them with digital technologies. It is important to do both to achieve the full impact of improved efficiency and effect. Simply put, digital transformation consists of these three steps:

- **Digitization** is the transitioning from analog to digital. The process of making information available and accessible in a digital format. *Digitization relates to formats*.

- **Digitalization** is making digitized information work for you. The process of considering how best to apply digitized information to simplify specific operations. *Digitalization relates to processes*.

- **Digital transformation** is taking advantage of digitalization to create completely new business concepts. It is the process of devising new business applications that integrate all the digitized data and digitalized applications. *Digital transformation relates to fundamental changes on a business model level*.

The simple ideas

Even if you have a lot of data, it is not necessarily in the right place. The consequence is that workarounds accumulate, often seen as individual spreadsheets, information stuck in emails etc. With our Trade Mangement System (TMS) we address the digitalization step for trading between companies by structuring the processes and having the right data in the right place. This paves the way for rethinking business models by applying more advanced technologies in the AI family. Alone or in combination with other digital initiatives it supports the digital transformation of small and large companies alike.

TMS