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Fulcrum Digital  
**The 3 “A”s for A Successful  
Digital Transformation Journey**

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**Assess**

**Adopt**

**Accelerate**



Fulcrum Digital Aim to  
provide One-Stop Solution,  
Digital Acceleration  
& Creativity

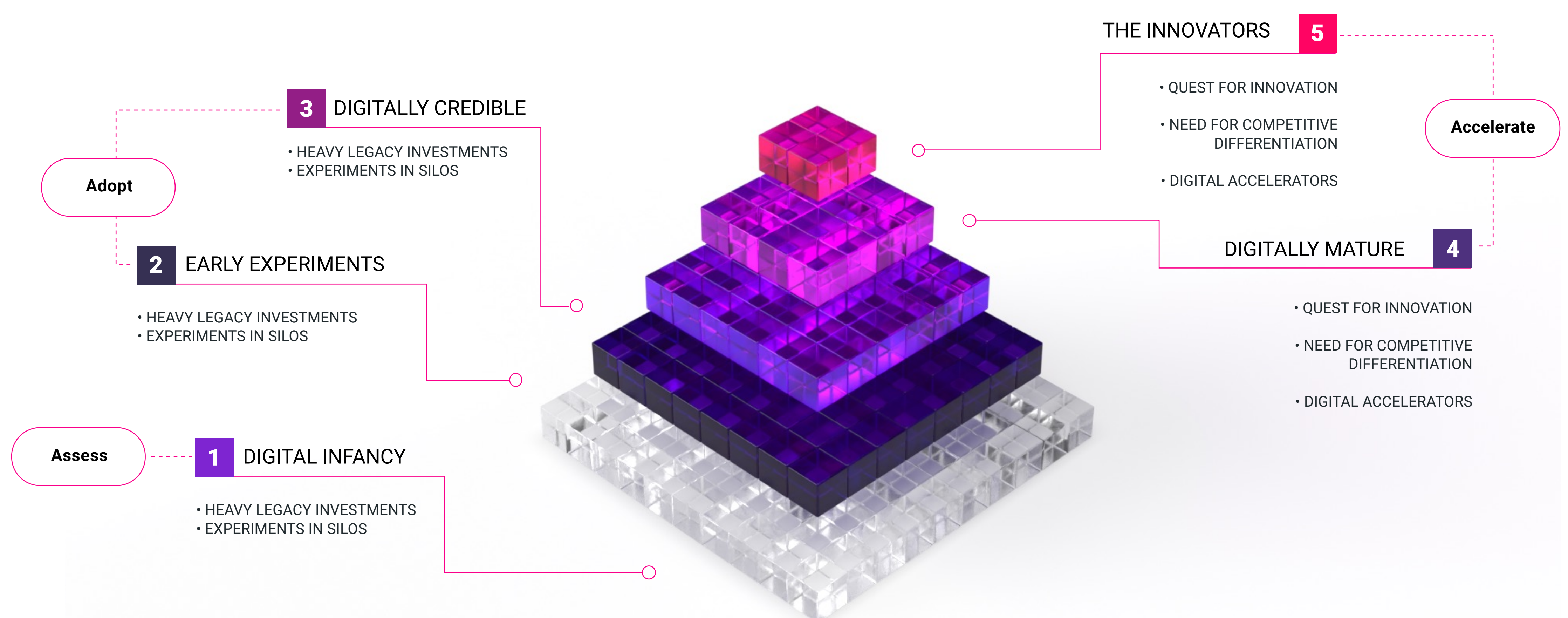


# Introduction - The 3 “A”s

The digital age complexities are closely related to innovation and digital transformation strategies. When it comes to digital transformation, most companies want transparency, clarity, and rapid rollout of new initiatives, while many companies are still struggling to channel their digital ambition. Those whose strategies stand out are the ones who embrace new technologies. To achieve a successful digital transformation journey, these companies create a culture that can:

- Assess
- Adopt
- Accelerate

## Where is your business in it's Digital Journey?



## 5 Stages of Digital Maturity

Digital maturity is a measure of how prepared an organization is to understand and adapt consistently to constant digital change. According to Deloitte research, higher-maturity organizations are nearly three times more likely to report net profit margins and annual revenue growth than lower-maturity organizations.

### Which Stage Are You?

- Stage 1 - Digital Infancy
- Stage 2 - Stage Early Experiment
- Stage 3 - Digitally Credible
- Stage 4 - Digitally Mature
- Stage 5 - The Innovators



## Assess



### 01 / Digital Infancy

The first stage shows how organizations cannot drive change across the business if stuck with siloed systems, legacy processes, and outdated ways of thinking. At this stage, companies start with a small, quick, and minimum viable concept. They develop a priority list of business requirements and conduct a self-assessment to analyze the people culture, technical landscape, business landscape, and API economy landscape to see how each one is connected to enhance the customer experience. Organizations at this stage are likely to get disrupted by competition and act fast to build a strategic plan. Organization-wide awareness is critical for saving business and continuously creating a digital transformation culture.

## Adopt



### 02 / Early experiments

The second stage contains organizations that embraced the digital mindset slowly due to increasing business pressure but have hardly modernized some aspects of their business. They quickly began the process without a cloud platform, technical partner, and API economy. They are predominantly reactive and unable to outpace digital disruption. These companies need to avoid creating more legacy issues to compete in the future. A strategy assessment helps companies plan the next steps and presents a choice on whether to “Build Your Own Platform” (BYOP) or to buy a platform that will put the enterprise on a steady course of Digital Transformation.



### 03 / Digitally Credible

Organizations in the third stage have made steady progress in their digital strategy. They are now learning about what their customers want and how to deliver that experience. These companies have a plan for driving the adoption of a singular digital vision. They take an in-depth view of the industry-specific needs and develop an implementation roadmap to ensure Business and IT are aligned to form a “one team” culture. At this stage, they aim to introduce a fully integrational, industry-ready digital platform despite pockets of innovation and limited foundational activities.

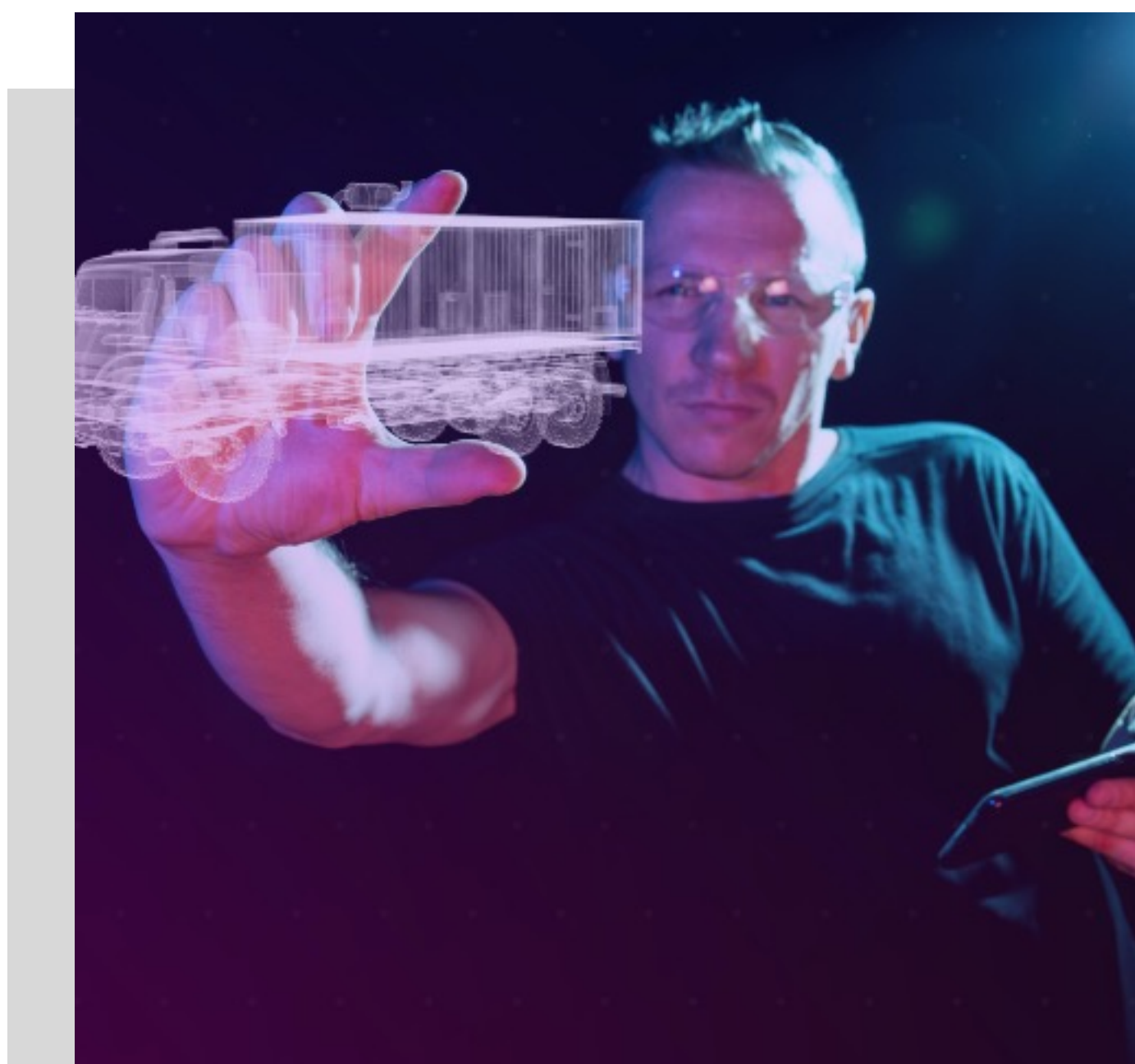


## Accelerate



### 04 / Digitally Mature

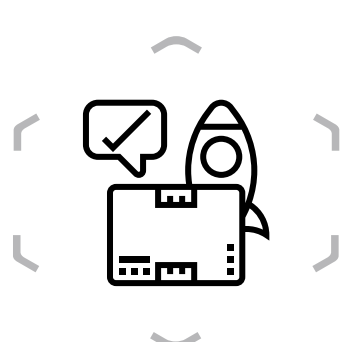
This fourth stage shows how organizations become digitally mature. They compete effectively in the current market but require a future growth strategy. There is a defined concept model for MVP (Minimal Viable Product). The enterprise has adopted a robust suite of digital solutions and delivers using an Agile process. By leveraging a stable API economy, these companies help with the automation of business processes, present integration opportunities to add new value, implement multitenancy, and other innovative ideas that can be on-boarded rapidly. They optimize and address any blockers that prevent them from launching and supporting new digital products or services to leapfrog competitors.



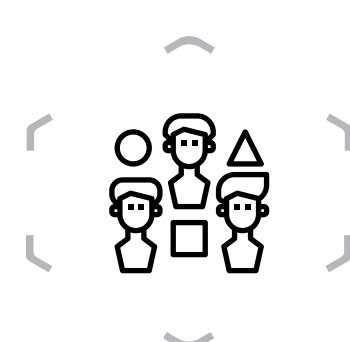
### 05 / The Innovators

The fifth stage shows how organizations attained a continuous maturity model with a deep-rooted digital transformation roadmap. These companies know how to fend off disruption effectively and evolve as needed. They create a culture to integrate faster with innovative ideas than their competition. To realize their full potential and become leaders in the industry, businesses are looking for innovative ideas and creating uniqueness in the market through robotics, VR/AR Apps, predictive analytics, and IoT (Internet of Things). They are reacting swiftly to market trends and speeding up the delivery of new digital experiences.

## Digital Transformation Assessment



Readiness  
Assessment



People  
Culture



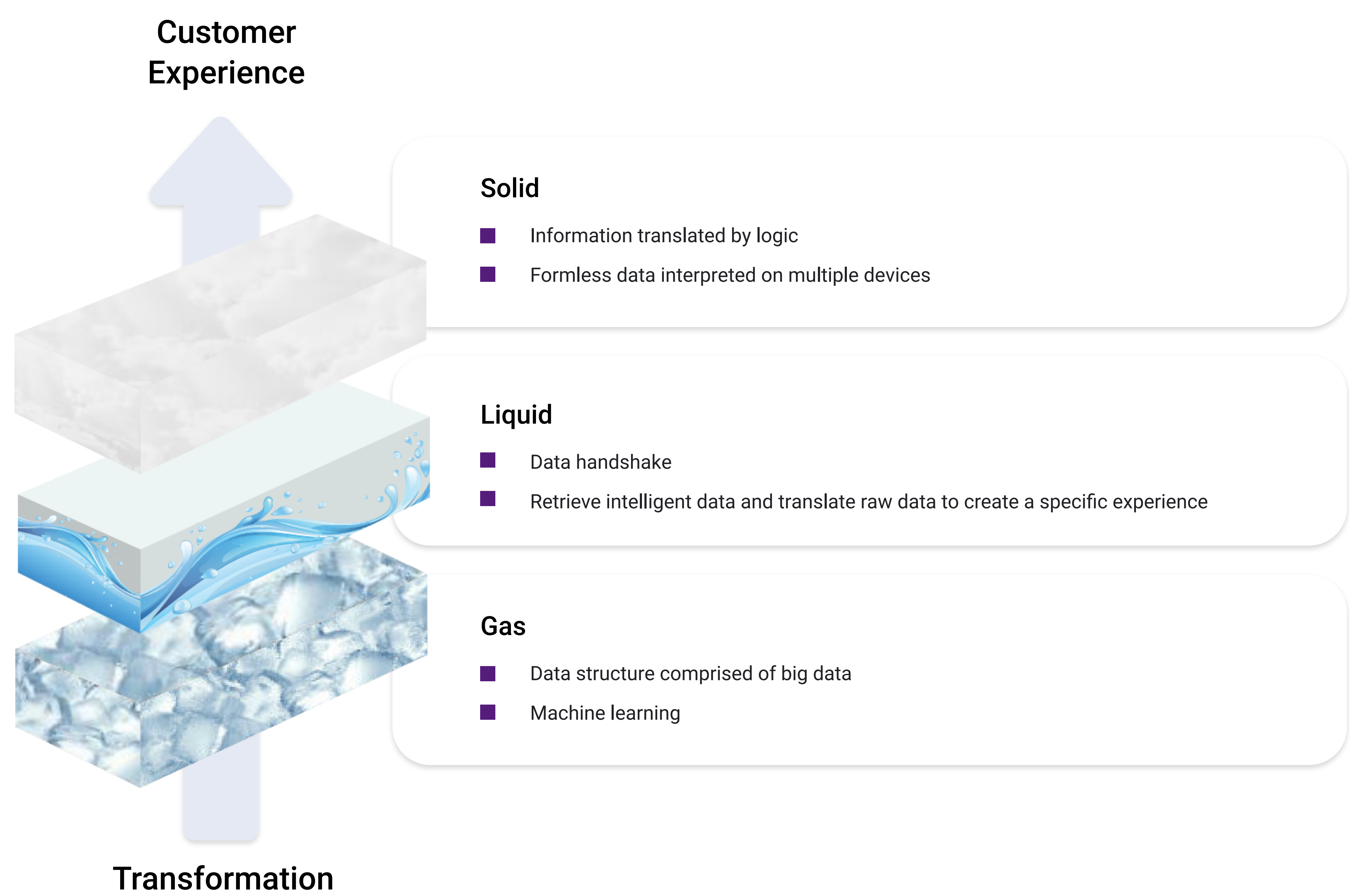
Continuous  
Maturity Model



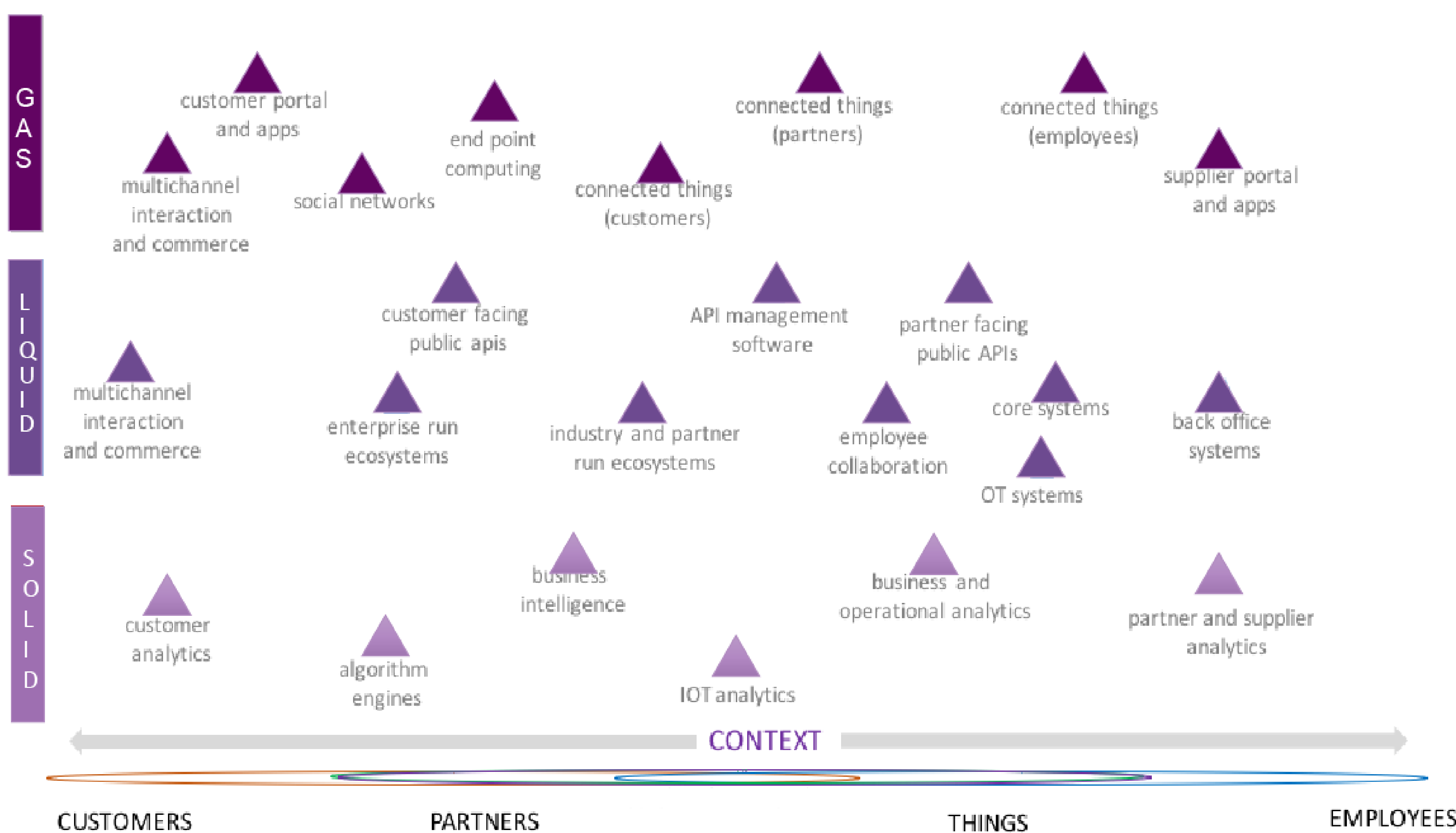
Technology  
Assessment



# SLG Framework





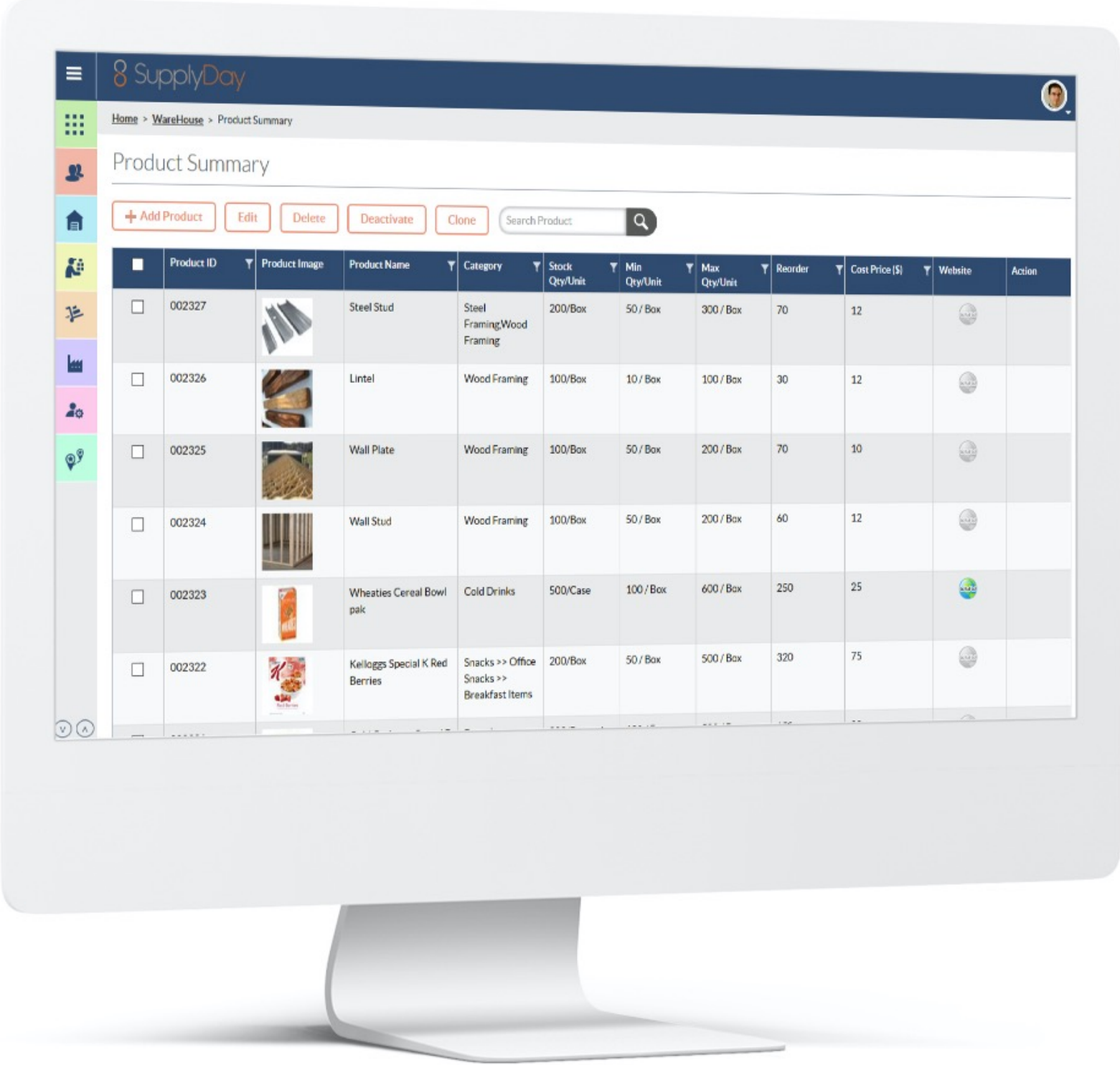
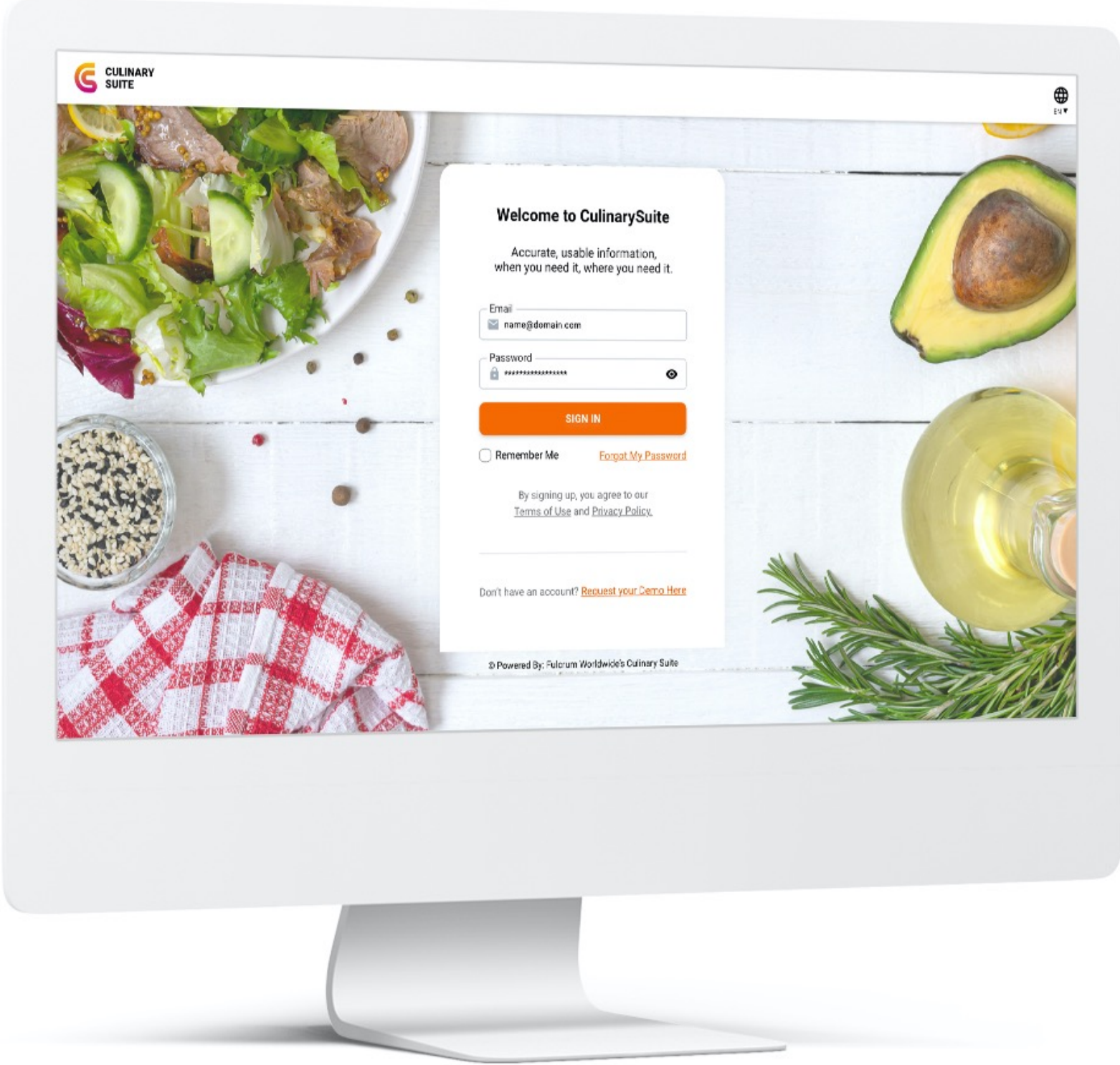
## Solid, Liquid, and Gas Platform





# Horizontal And Vertical Outcomes

	“Buy” - One Platform Approach			“Build” BYOP
Industry Experience	<div></div> <div>Food Service Management</div> <div><ul style="list-style-type: none"><li>Healthcare paRents</li><li>Loved ones/ decision makers</li><li>Students</li><li>Parents</li></ul></div>	<div></div> <div>Higher Education</div> <div><ul style="list-style-type: none"><li>Students</li><li>Staff</li><li>Administraton</li></ul></div>	<div></div> <div>Supply Chain Industry</div> <div><ul style="list-style-type: none"><li>Optimize costs</li><li>Business chains</li><li>Competitive advantage</li></ul></div>	<div>Custom Platforms Solutions</div> <div><ul style="list-style-type: none"><li>Unique features</li><li>Digital maturity</li><li>Innovation</li></ul></div>
	Engagement	Mobile	Ui Interaction	Chatbot/Ai
				Personalization





# Conclusion

Tomorrow is always around the corner; that is the straightforward truth that drives Digital Transformation. It will come regardless of whether you are prepared for it or not, but fortune favors the bold. As such, the only suitable path is to adapt. A successful digital transformation shouldn't be subtle. The three A's can be quite helpful in achieving results. The final mantra is to:

- Build a platform
- Build a culture of innovation
- Continuous maturity model

**Start Your Transformation Journey Today**