

# DIGITAL TRANSFORMATION MODEL

## WHAT IS DIGITAL TRANSFORMATION? A SIMPLE EXPLANATION IN 3 MINUTES.

### TECHNOLOGICAL DEVELOPMENT

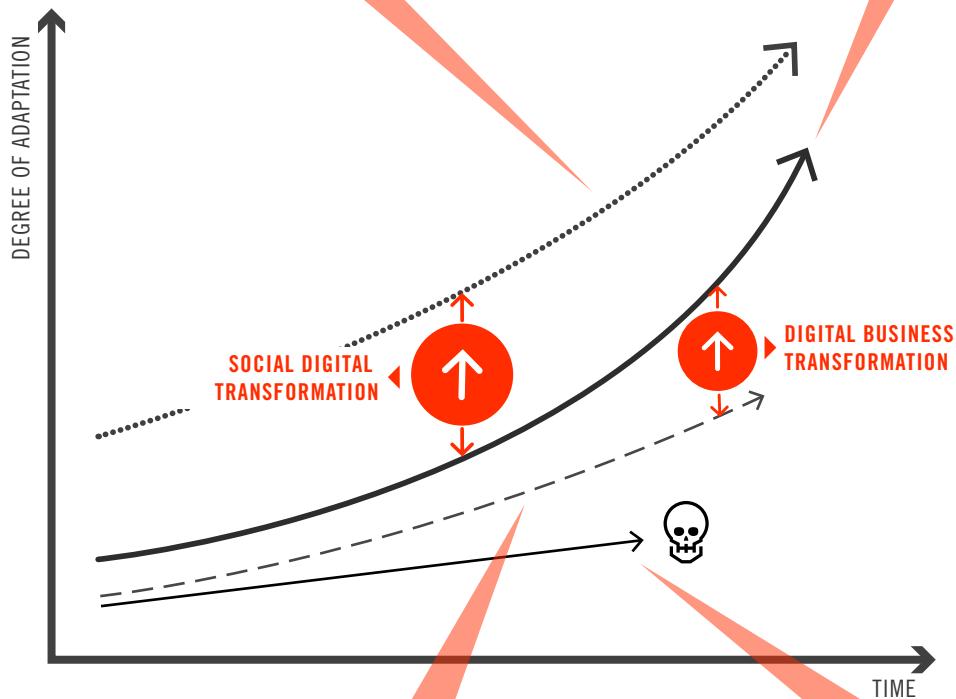
01

This curve shows the course of technological development. Technological development is always ahead of the adaptation by users and companies.

### ADAPTATION OF TECHNOLOGY BY THE CUSTOMERS

02

This curves shows adaptation of the technology by society, resp. the customers. It is typical that new technology is used only haltingly at first. Once a critical mass has been reached, adaptation occurs in waves.



### ADAPTATION CURVE OF AVERAGE COMPANIES

03

This curve is a simplified depiction of the degree of adaptation by average companies. Traditionally, this curve lags behind social adaptation. If, as is currently the case in the digital revolution, the adaptive behavior of the users changes very quickly, then the companies are caught off guard and fall into obvious arrears. This is what has happened in the last 15 years in the digital sector.

### ADAPTATION CURVE OF DOOMED COMPANIES

04

Typically, there are always companies that are unable to adapt to a new market environment. The reasons for this can vary: e.g. missing market analysis, lack of a will to change, missing change management all the way to a stoical "It-has-always-been-this-way-we-have-always-done-it-that-way" attitude. Digital Transformation is changing markets at an ever-increasing pace. These companies will not be able to adapt and will drop out of the market sooner or later.