Journey
to Digital Transformation

How to make your company digitally mature?

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About the Author

Jamal Al-Humoud is an outstanding Digital Transformation and Oil & Gas Business Senior Management professional with world-class experience of leading some of the largest, most complex and highest profile teams within the Kuwait Oil & Gas industries. Proven ability to consistently exceed Business, performance expectations and to always deliver consistent and exceptional results within some of the most challenging of cultural environments. Resourceful and creative, combining excellent strategic and implementation skills with a natural ability to influence senior client, partner and government stakeholders.

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Introduction

The fast-paced, ever-changing growth of technology has led to disruptions across many industries, businesses especially. These disruptions have entirely altered the way business has been carried out over time, shaping a new fashion of business intertwined with technology for increased efficiency and effectiveness in all processes. Digital disruptions are the main reason for digital transformation. Because, without the latter, the former would continue happening uncontrolled, unhinged, weighing heavily on businesses.

Digital transformation enters into the battle to save the day by helping businesses cope with digital disruption. It helps in bringing a business abreast with the changing times so that it can compete effectively and thrive in the face of disruption. Digital transformation is the evolution of business and company culture towards the digitized age of the world today. It marks a giant step towards a better, smarter world where business is done in a seamless and streamlined manner, and consumer experience is one to relish.

What is digital transformation?

I describe digital transformation as reimaging and reevaluating in business strategy, business models and procedures to create value for clients and staff for better decision, optimization, and integration.

It includes changing management, distinct thinking, encouraging innovation and new business models, integrating asset digitization and increasing technology use to enhance the experience of staff, clients, vendors, associates and stakeholders in your organization.

Digital transformation is a journey with multiple intermediate objectives aimed at continuous optimization across strategies, procedures, smart decisions, and business ecosystems where the key success of this journey is acquired by the leaders who should drive the digital transformation through combining the strategy, organization and business change, and tracking tangible values.

Why does digital transformation matter?

Any high-level discussion of the matter may fail to answer the basic question of why you should even care. Is it worth investing time, money, and human capital in this phase?

My brief answer is YES.

It's a matter of survival. Maybe not in the immediate future, but some years on the road. For several reasons, a business can undertake digital transformation. But the most probable reason is that they have to.

Digital transformation is a success-driven enabler. It can streamline procedures and associated effort, while increasing capacities.

Adopting new technologies in a company drives digital transformation. However, owing to a lack of knowledge of how it operates and potential advantages, 48% of company owners are still unwilling to embrace fresh digital technologies.

The main challenges facing companies in their digital transformation journey are as follows:

- Initiatives are not linked with the company strategy
- Team do the work without Leaders support and welling
- Focus on the technology and less focus on change management
- Your journey must be customized for you.
- Driven by contractors without considering the integration and optimization in your digital transformation roadmap

Where the benefits of applying the digital transformation are as follows:

- High cost reduction: Digital instruments and technologies have already profoundly affected the global economy. Cloud-based solutions and technology solutions can assist drive more income.

- Improved economic performance and profitability: Specifically, businesses implementing technology solutions experienced revenue development of 39% and enhanced their time-to-market 21%.

- Employees are 39% more effective, more productive, take less time and are more satisfied.

- Improved customer experience. Client retention rose by as much as 33%.

- Technological transformation enables businesses to hire the finest talent, as the work opportunities provided and the corporate culture itself attract dedicated experts.

Keeping up with the competition: It follows that if digital transformation leads to higher revenues, it is also essential to keep up with your competition, which is implementing a digital transformation strategy.

Digital transformation is no longer a buzzword, its reality. Digital transformation fosters growth. Digital transformation results are already concrete. Digital transformation's impact allows companies globally to surpass their competitors and increase their competitive capacity.

Why you must have a digital transformation strategy?

Before embarking on any fresh digital project, I have recognized that every company needs a sound strategy. Exhaustive study and relevant roadmap will only assist predict probable hazards, rationalize conversion costs, and ensure successful outcomes.

Strategy is greater than technology. For businesses, a digital transformation approach is seen as a means of transforming their company, streamlining procedures, and using technology to improve their interaction with clients and staff, while providing great customer experience. Failure to plan there comes with a greatest cost. One of the biggest obstacles to becoming digitally mature company is lack of digital transformation strategy.

Five key steps for an efficient digital transformation strategy are mentioned below:

1. **Define Goals**

   The days of upgrading only one method or activity are gone. The firm is able to restructure the entire company, enhance its competitive benefit and also create a new one with Digital Transformation Services.

   You must first determine the goals and scope of your digital transformation initiatives. You should mitigate expenses using sophisticated information

solutions and predictive techniques, expand digital presence, reach millions of clients across multiple digital channels, and ultimately optimize the entire company activities. Defining your goals and objectives will assist you predict the outcomes of your attempts and decide the further steps of your digital strategy.

2. Know Your Competition and The Market

This step is the most important keeping in mind the light of modern technology development and market potential. Companies and industries in large numbers succumb to disruptive businesses.

Fast-track industry changes and unforeseen competition moves contribute to this step of your strategy. It is mandatory for every business to meticulously observe and execute a complete market analysis before deciding any digital transformation effort.

3. Perform Customer Research

The objectives you establish at the foremost stage will pattern your roadmap of digital transformation. Nonetheless, your customers' goals are prime. And so, you must scrutinize your target audience and ensure your efforts and investment align with your customer preferences and requirements.

You should also consider revising current experiences, examine digital channels that act as a bridge between your company and your audience, and most importantly, focus on customer feedback. These insights will indeed help you identify new digital customer experiences that will fit your and your customer's goals.

4. Measure Your Current Ranking

With timely assessment, you will be able to pencil in your investment and efforts of your digital transformation journey. Eventually, that analysis will help you identify what updates are needed, what processes you can optimize or automate, and what digital tools are no longer required.

In addition, you should find out that magic asset that can fetch humongous value in your digital transformation journey. Pragmatically, leveraging your data will create a huge impact on your business and no wonder, it has the potential to become a revenue source.

5. **Strengthen Your Groundwork and Talent Strategy**

   The final important step in your digital transformation journey is to gauge and correct your infrastructure and team for the upcoming challenges.

   A digitally competent leadership in the company with – Chief Executive Officer (CEO), Chief Information Officer (CIO), Chief Technology Officer (CTO), Chief Digital Officer (CDO), and other executive certified to supervise and ensure beneficial implementation of your digital strategy is mandatory.

   And, you should reconsider the knowledge and skills in the company and work your employees to the transformation. In this context, you should contemplate training, upgrades, hiring new professionals on board or seeking agencies for help.

How can you get started on digital transformation?

I promise you a smooth journey because you don't have to make the final decision now. Instead, I will review the preparation stage in detail and split it into 5 digital transformation steps.

1. **Define the Challenges You Want to Solve**

   Every business has its unique traits which distinguish it from other competitors. It may be a product feature or a working process - in any case, the word "digital" has a wide range of meanings in the business world. To start the digital transformation strategy the right way, make a list of challenges to solve and prioritize them: put the most important items at the beginning.

   It seems simple, but it brings clarity to your consideration. When all critical issues are kept solely in your head, they do nothing but exhaust your brain. Listed on the paper, each item can be thoroughly thought out and solved with a digital solution.

2. Establish a Digital Solution for Each Challenge

Now you can work on each item separately. Think about this issue's area: does it concern a product or a process? Do you need a product redesign or improved infrastructure? These are some examples of digital solutions:

- Product redesign: for example, lots of companies opt for the IoT, Blockchain, etc.
- Production process: 3D printing, automation, machine learning, etc.
- Data operations: cloud computing and big data solutions.
- Solid system: IT infrastructure of all tools that a company has in stock.

It's not necessary to digitally transform all working aspects at once. Many companies begin digital transformation with one or two measures, but if they have a high priority, changes will be seen with the naked eye.

3. Share Your Ideas with Company Executives

No transformation can start without executive approval. It's often called "getting executive buy-in", which basically means the CEO saying "Yes, go ahead and do it". Even if you're the owner of your company, share your initial ideas with your partner or top management employees.

The most important people at the company should have a similar opinion on the upcoming changes (or at least they should be looking in the same direction). Only on this condition will the transformation process be fast and effective.

4. Find Experts That Will Help You

Obviously, digital transformation requires having specific skills and knowledge. You probably don't have a guru at your office who follows the latest tech trends and brings them to the table. It means you have to find a reliable team who will manage the transformation for you:

- They know how to do it because it's their everyday work.
- They can consult you on any question that arises on the way.
- They lead you through all available innovations and pick the right tool for your business.
- They know the best practices and use them regularly.

This is one of the most important digital transformation steps, because no one else can provide such a high level of expertise. All of the ideas you have had before become real only with the right team by your side.

5. **Communicate Transformation to Employees**

After the strategy for the changes is ready, you should inform the company employees as soon as possible. Structure all the data and share the goal of transformation, list of changes, list of new tools and solutions, etc. Moreover, implementing digital transformation is impossible if employees don't know how to use innovations in their day-to-day work, so you should provide guidelines and training if necessary.

Digital transformation across different industries

Each business is different. Yet, many of the lessons learnt from leading companies show that digital transformation shows very similar aspects across industries. Still, it's also important to look at your business and of course your industry.

1. Oil and Gas

A new wave of technological change is transforming the oil and gas industry. Utilizing many of the same digital technologies increasingly used in other industries, including remote sensors powering the Internet of Things (IoT), artificial intelligence (AI), virtual reality and big data analytics, the impact of digital transformation on oil and gas is profound. Through digital transformation, companies strive to lower costs, deepen customer relationships, drive greater efficiency and create new business models in competitive global markets.

There are significant opportunities for energy companies in all industry sectors to leverage digital transformation. For example, upstream, midstream and downstream industry players can all optimize the use of critical equipment. Utilizing remote sensors connected by the cloud, analytics and IoT, equipment maintenance can be monitored and tracked from the well rig down to the gas pumps at the retail level. For executives

and managers focused on business strategy, business analytics tied to big data and artificial intelligence (AI) can be used to better understand which features and products deliver the best customer value.

Other use cases for digital transformation include enhancing the customer experience, performance forecasting, improve oil recovery, decrease loss of hydrocarbons through theft and leakage, and better asset security.

The following are some technologies to adopt for digital transformation in Oil & Gas:

Artificial Intelligence (AI)

Despite massive advances in AI and machine learning (ML), the oil and gas industry still lags in the adoption of predictive modeling based on big data collection and analysis. Take for instance the fact that one oil rig generates terabytes of data per day, but only a fraction of this data is analyzed and utilized in predictive modeling and decision making. Or despite oil companies spending between a quarter and half a billion dollars to drill one offshore well, only between 20 and 25% of all drilled wells are successful.

Using predictive modeling cognitive technologies powered by AI to enhance current field productivity and significantly reducing exploration risks, the cognitive system will help bridge the gap between investments made in acquiring and utilizing new oil fields and the success rate captured from these activities.

Internet of Things (IoT)

Compared to other industries, the oil and gas industry stands to benefit the most from advances in IoT, especially in the field of Industrial IoT (IIoT). Due to the extensive use of machinery in drilling operations, utilization of sensors to monitor equipment performance, maintenance requirements and possible points of failure can have a massive impact on industry-wide operations.

Example of how IIoT is transforming the oil and gas industry is using smart sensors and predictive analytics to monitor and anticipate the failure of electronic submersible pumps (ESPs). By mining data and analyzing it for patterns, it is possible for the oil and gas industry to reduce wastage,

enhance utilization of existing assets and enhance safety and environmental stewardship.

Blockchain

An almost-immutable distributed ledger of records, blockchain has multiple possible applications in the oil and gas industry that could help reduce revenue leakage while enhancing supply chain operations. As the industry is heavily dependent on the collaboration of multiple vendors, use of smart contracts can help keep a clear record of transactions and reduce time and resources wasted in performing repetitive verification tasks.

Digital transformation also comes with the threat of malware and cyber attacks, an issue that blockchain can address effectively. By maintaining a distributed network of records of transactions carried out by smart systems, oil and gas organizations can significantly reduce such occurrences as each function executed would be verified by other blocks within the blockchain before execution.

Drones (UAV)

While drones (Unmanned Aerial Vehicles) are currently utilized to monitor, examine and report on remote oil fields, pipelines, and other assets, this is but the tip of the iceberg in possible applications. Consider the combination of drones with robotics where a drone is capable of not only fly-bys but also to land, execute mechanical tasks and then take off. Such an application would be especially useful in situations where the drone flags a critical issue, and immediate action must be taken to avert disaster.

Further applications include data collection by drones on climatic, geological and seismic activity to identify patterns hard to spot from the ground. By analyzing and subjecting this data to predictive analytics, it is possible for an oil company to anticipate issues like pipeline leaks and seismic-triggered equipment damage. Overall, drones can improve efficiency, speed, and expenditure on risk assessment.

Autonomous Vehicles (AV)

The mining industry is perhaps the best known for utilizing AVs to carry out mining activities. With the use of AVs, the mining industry has seen a rise in productivity and a reduction in risk to human personnel. In the oil and gas

industry, it is possible to see such gains through the adoption of AVs. One specific area of interest is the use of AVs to manage critical oil discovery operations for offshore rigs.

As oil exploration depths often exceed 2 kilometers below the surface, using Underwater Remotely Operated Vehicles (ROVs) can help improve efficiency and reduce risk associated with these often-dangerous activities. For operations in remote areas, utilizing AV trucks may provide a sustainable solution to the massive amount of trucking required in such a hostile environment. Such developments create an opportunity for oil executives considering going after hard-to-access oil deposits that may currently not provide a favorable cost-to-benefit ratio.

Augmented Reality (AR)

One of the greatest concerns in the oil and gas industry is safety. Elaborate signage and checklists help ensure safety but only to a certain point. In most cases, the single point of failure is often because of a missed step in a procedure, or a critical failure of equipment. AR advances may help reduce such instances.

2. Banking and Finance

Looking back at the history of financial services, we start to see the emerging trend of digital transformation as a means of solving existing pain points. In turn, this practice has helped drive the innovative development of the entire sector forward.

Today, mobile apps are widely used in financial organizations, and the trend of developing new financial mobile solutions seems to grow at a constant pace. Today there are hundreds of payment, saving, budgeting and document processing apps that help users manage their personal finances in a more convenient and user-friendly way.

Cloud computing is the next growing trend in finance and has led to increased application performance and productivity while staying in-line with security and compliance regulations. Many financial organizations have

made the move to the cloud to create more accessible, cost-effective and scalable applications.

The next disruptive technology is Blockchain. This tech has moved beyond its association with Bitcoin and is seen as a valuable asset for digital payments, loan processing and the acceleration of payroll operations around the world. For the financial sector, using blockchain solutions has made it possible to process a large amount of complex business data faster.

Machine learning and artificial intelligence have made it possible for financial organizations to provide better customer service while staying cost efficient. For example, AI-powered chatbots can answer common customer questions and tasks. By taking care of these processes that used to be manual, financial organizations not only lower costs but provide the 24/7 customer support that consumers demand.

3. Healthcare

We are now at the early stages of a second phase of digital transformation that focuses on using technology to revolutionize the way patients are diagnosed, treated, and monitored and to deliver more timely, precise, and efficient care. The following are four examples of truly transformational technology:

Analytics

Big data analytics is the computational analysis of data to uncover trends, patterns, and associations that can be used to reduce costs, track, and prevent epidemics and detect medical fraud and identity theft. Big data software can lower the rate of medication errors by alerting doctors and pharmacists to inconsistencies between a patient's health and drug prescriptions. Analytics can also help a practice manage staffing more efficiently and streamline workflow.

Artificial intelligence

Artificial intelligence (AI) makes it possible for machines to perform human-like tasks and learn and adapt from experience. The more data an AI application receives, the more accurate it becomes. The ability to gather,

process, and act on information without human input eliminates routine tasks, improves efficiency, and minimizes risks.

AI provides precise and accurate data that leads to better diagnoses, treatment plans, and patient outcomes across all practice specialties. In oncology, AI powered software can analyze thousands of pathology images of various cancers to deliver highly accurate diagnoses and predict the most effective anti-cancer drug combinations. Surgeons can use AI for real-time guidance to increase precision in removing tumors. Radiologists using AI can spot details that escape the human eye. Similarly, lab tests can be quickly analyzed for patterns of existing or missing data to predict easy to miss conditions.

On the administrative side, AI makes easier to navigate and automates routine processes associated with them. The use of chatbots to help patients with care plans and answer routine questions is increasing as well.

Internet of Medical Things

The Internet of Medical Things (IoMT) refers to medical devices, equipment, and software applications capable of collecting and exchanging data via the web. WiFi enabled devices link directly with cloud platforms for data storage and also communicate with similarly enabled devices.

These devices, including wearables, implanted devices, infusion pumps, and more, can monitor, inform, and provide objective actual data to identify issues, and allow for earlier intervention before they become critical. The large amounts of real-time data they collect and generate about patients creates a more efficient healthcare system with more accessible, personalized, and proactive healthcare services for all, and also provides data to help train AI.

Diagnosis, treatment, and monitoring can be done remotely, reducing the need for routine office visits and checkups. Patients can spend more time at home, rather than in a hospital or doctor's office, and doctors can spend more time with patients requiring critical care.

Robotics

While robots have long been a part of healthcare performing tasks, such as assisting a human surgeon or performing surgeries autonomously, their use in medicine has recently been expanding. Here are some examples:

As life expectancy has increased, robot companions are being used to interact with aging patients to help them remain independent and alleviate loneliness.

Robotic nurses designed to perform repetitive tasks, such as taking vitals, monitoring a patient's condition, restocking supplies, and drawing blood, free up human nurses to perform tasks requiring empathy and human decision skills.

Several projects are working to develop micro-robots that can travel through bodily fluids to precisely deliver medication or repair damaged cells.

Other emerging technologies similarly provide vital tools for patient care. Virtual reality and augmented reality tools are helping Alzheimer's and dementia patients retrieve memories; genomes are being sequenced faster, leading to better diagnoses and more accurate treatments; and 3D bio-printing is allowing doctors to look into the body more accurately than with any X-ray or scan.

4. Retails

Digital transformation is about using innovative tools and technology for engaging those customers in the places they like to shop (both digitally and physically), and connecting in new and exciting ways. Because a customer's purchase is not simply a transaction it's the customer's emotional investment in that product. The following are some tools for Digital Transformation in Retail:

Machine Learning and Predictive Analytics

Creating an emotional bond between your brand and your customers is critical to the customer experience. Retailers must make customers feel valued and appreciated, as well as feel that visiting the store and purchasing is worthwhile.

Machine learning is key to cementing that bond between retailer and customer by helping the retailer better understand and predict what the customer wants.

Machine learning data enables retailers to identify patterns in customers' shopping and buying behaviors, and adjust promotions and special offers, personalize product recommendations, or even tweak pricing to what customers are most comfortable paying, creating forecasts based on historical trends. Machine learning can also help with correctly timing different product or promotional changes, such as customer preferences based on the different holiday seasons.

Artificial Intelligence

Customers expect answers and assistance any day, at any time – and the easier, more convenient it is, the better. Artificial intelligence (AI) is an important new way to deliver the attentive 24/7 service that shoppers now expect. For instance, AI-driven chatbots can act as an online (or smartphone) store associate, instantly responding to customer queries through texts or Chatbot messages. Chatbots can also upsell or cross-sell products, pointing customers toward merchandise they may be interested in, based on the customer's engagement.

Chatbots are a cost-effective and rapid response service tool that can help seal conversions and create new sales. In addition, chatbots deliver messages that are consistent with the brand's voice – the chatbot says what it is programmed to say. There's no worry that a chatbot will share something it's not supposed to, or that it will be rude and impatient with a customer's questions.

Unified Commerce

Shoppers are using multiple channels to share and connect – web, mobile, social media – and they expect you to be ready and waiting for wherever they want to connect. Unified commerce is the key to a seamless, Omni-channel experience. What is unified commerce?

Unified commerce is a single, fully integrated software platform that manages all the different systems that a retailer uses to conduct business, from one interface.

Before the unified commerce concept, retailers used different systems for managing components of their business. For example, one system would be dedicated to running the ecommerce shop, a different system would run the brick-and-mortar store, another would handle the call center, and a completely separate system would take care of the loyalty program.

The challenge with these many disparate systems is that they create data silos, making it difficult for retailers to spot trends or get a clear view of their overall business health. If a retailer does not know how their business is running – from both a granular and broader perspective – then they cannot determine how to effectively move the business forward, nor identify and correct challenges.

Trying to reconcile data pulled from multiple systems is a time-consuming, resource-draining process. In addition, when multiple systems are relied upon to work together for the functioning of the business, should one system malfunction or provide incorrect data, all the other systems will be affected. In order to keep data integrity intact and secure, data siloes must be broken down, and data from disparate sources integrated into one system.

5. Logistics

The logistics industry is at the forefront in embracing new technologies to improve efficiencies and transparency. Here is our rundown of the technologies that will have the greatest impact on logistics and transport:

Artificial intelligence and machine learning

The potential for AI and ML in logistics is huge: a supply chain is a veritable goldmine of structured and unstructured data, and by harnessing and analyzing it, identifying patterns and generating insight into every link of the supply chain, logistics companies can dramatically transform operations.

ML can help companies uncover patterns in supply chain data using algorithms that pinpoint the main factors influencing their supply network's success, while learning continuously and simultaneously. These patterns can relate to inventory levels, supplier quality, forecasting demand, production planning, transportation management and more, and give companies the

knowledge and insights to reduce freight costs, improve supplier performance and minimize supplier risk.

Many examples of how AI is improving business are already in place: natural language processing (NLP) can help logistics companies detect financial anomalies by extracting critical information from invoices; predictive network management can identify potential shipping delays and help companies plan freight more efficiently; and predictive risk management means using NLP tools to monitor online news and conversations related to supply chain factors and take proactive corrective action.

IoT track and trace

Assets can be tracked between manufacturing facility and vendor premises, deliveries and materials can be tracked around your own manufacturing facility, and analysis of the data created by tracking and tracing these assets again lets companies identify patterns, predict consumer preferences and identify potential breakdowns in the supply chain. This means reduced costs, enhanced customer service and increased delivery visibility for customers.

Fleet management will also benefit, with sensors on vehicles helping enhance corporate social responsibility (CSR) and employee safety. Data collected from IoT devices gives fleet management companies valuable insights into driver and vehicle behavior, any possible acts of law breaking by the driver, breaking speed limits and more.

Blockchain

Blockchain could improve transparency for customers by enabling them to see the whole journey a product takes before it arrives with them. It can make audits more transparent and also improve security by making spotting attempted fraud quicker and easier.

Blockchain can help supply chain companies establish greater trust and enable smart contracts, and make digital payments safer.

Autonomous vehicles and platooning

Autonomous forklifts are already quite commonplace in modern warehouses, airports, ports and other supply chain locations. And we will soon see autonomous trucks on the roads, delivering goods to be unloaded

by autonomous forklifts and put in warehouses by automated conveyor belts and robotic arms.

Vehicle-to-vehicle communications will allow autonomous trucks to platoon, whereby multiple trucks drive bumper to bumper to reduce costs. The improved drag and reduced concertina from slowing down and accelerating means less fuel is used, which makes up 30 percent of the total operating costs of a truck.

6. Telecommunication

The telecommunications (telcos) industry provides the digital backbone that innovative companies in other industries are leveraging to create value. At the same time, telcos have struggled to move beyond traditional service offerings. Communications service providers (CSPs) are now realizing they must look to innovative strategies that leverage emerging technologies more effectively for combined operational performance and revenue generation.

For example, CSPs are interested in IoT as both consumers of the technology and as purveyors of IoT solutions. IoT applications can help carriers efficiently manage and maintain everything from fleet vehicles to communications devices to network equipment. As telcos gain an understanding of the power of IoT, they are looking to offer IoT-as-a-Service to their enterprise customers, including data collection, secure communications, and data analytics offerings.

Similarly, blockchain is an emerging technology that cannot be overlooked. It can enable smart contracts that track the status, ownership, and repair history of communications devices and components throughout the supply chain. It can also efficiently track the billions of mobile customer devices, service contracts, and repair histories. This can directly drive better customer support and retention opportunities.

Analytics and machine learning also hold promise. They offer the ability to analyze the massive amounts of Big Data generated by customers, communications devices, repair fleets, and employee actions. From this data comes insights that can improve processes and provide insight into both optimized operational configurations and predictive maintenance and repair schedules. It can also provide value by understanding customer behavior and

linking it directly to margin and profitability. This can lead to more effective and personalized products and support.
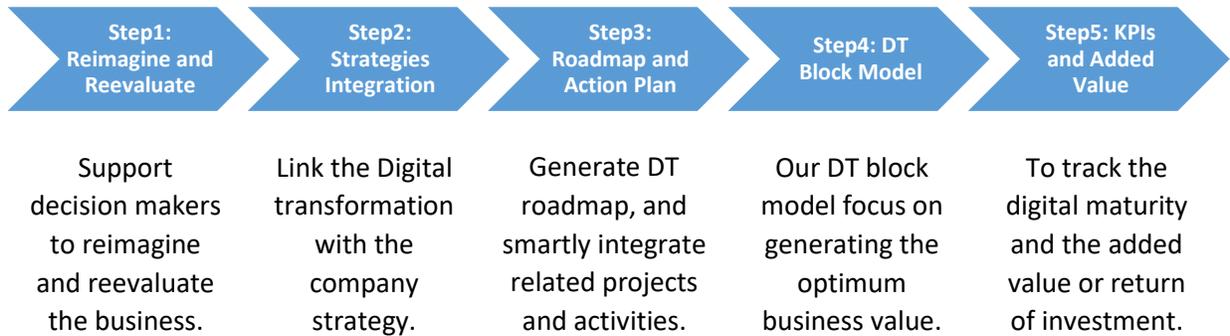
7. Aviation and Travel

An airline could extend its prevailing business model of selling scheduled seats between airports to offer not just outcomes instead of products, but also provide solutions to travelers' mobility requirements. Such a scenario, while quite appealing from many consumers' perspectives, is a long way away from the current digital transformation initiatives being introduced by even the leading airlines, airports and aircraft manufacturers. Here are some examples of recent digital oriented initiatives in the aviation industry:
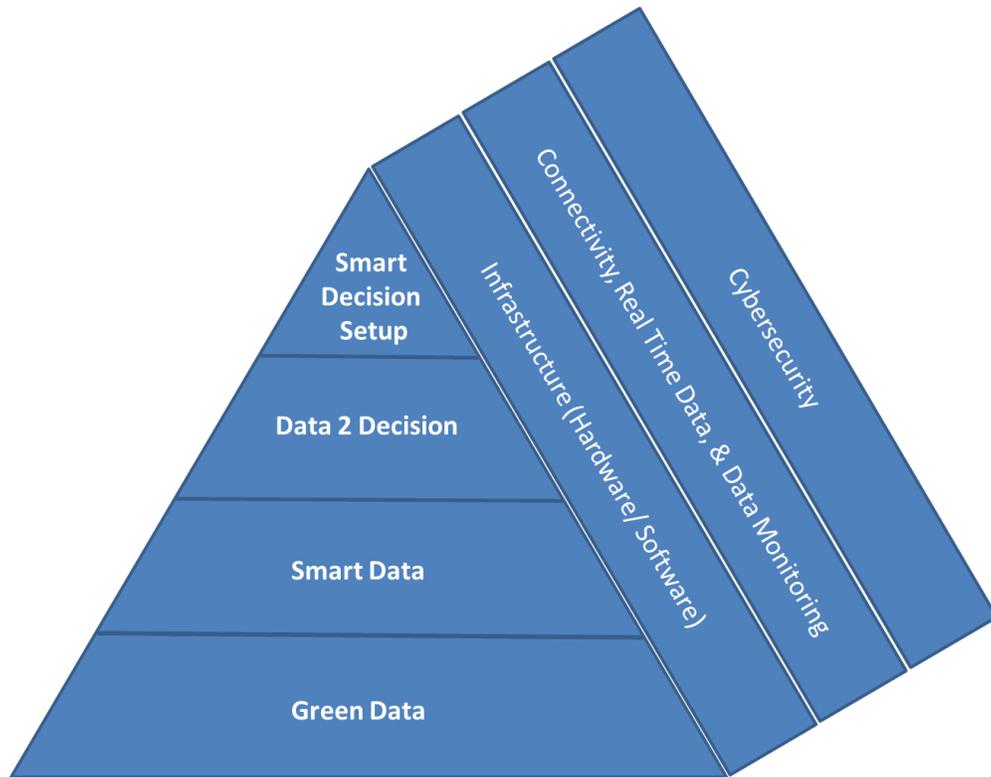
- Some airlines are experimenting with the use of facial recognition technologies to improve the check in and boarding processes;
- Some airports are experimenting with the introduction of robots that can make air travel less stressful. A robot can come to the curb side of an airport, take a passenger's bag, tag it and transport it to the appropriate location inside the airport. Also an intelligent check in kiosk robot can move to a congested area at an airport to expedite the check in process;
- Some airplanes manufacturers have been designing customizable modules to provide airlines with the capability to reconfigure aircraft interior cabin layouts to offer passengers dramatically different options on how they spend their time in the cabins.

J🌐urney to Digital Transformation

We help our client in their Digital Transformation Journey. Illustrating below our proposed steps to guarantee your business success in the digital transformation.

Step1: Reimagine and Reevaluate	Step2: Strategies Integration	Step3: Roadmap and Action Plan	Step4: DT Block Model	Step5: KPIs and Added Value
Support decision makers to reimagine and reevaluate the business.	Link the Digital transformation with the company strategy.	Generate DT roadmap, and smartly integrate related projects and activities.	Our DT block model focus on generating the optimum business value.	To track the digital maturity and the added value or return of investment.

Description of our Digital Transformation block model:

Smart Decision Setup

Data 2 Decision

Smart Data

Green Data

Infrastructure (Hardware/ Software)

Connectivity, Real Time Data, & Data Monitoring

Cybersecurity

The Digital Transformation Block Model pyramid: starting from Green Data up to Smart Decision Setup.

Main focus areas in the digital transformation block model:

- **Green Data:** the process that includes acquiring, validating, cleansing, gap filling, storing, protecting, and processing required data to ensure the accessibility, reliability, and timeliness of the data for its users.

- **Smart Data:** is generally considered to be data that is prepared and organized at the collection point such that it is ready and optimized for analytics at the highest quality and speed. It is data from which signals and patterns have been extracted by intelligent algorithms such as Artificial Intelligence.

- **Data 2 Decision:** is advanced analytics and technology to help users understand how their business is working and how to deploy it more effectively to improve returns and drive growth.

- **Smart Decision Setup:** is a high-tech means for visualizing the necessary information that enables better business decisions. It helps executives see the big picture all at once from trends and numbers to hot spots and challenging areas. This allows people in different capacities of decision making to mutually identify the most likely routes for success.

The digital transformation block model is supported with:

- Cybersecurity
- Connectivity, Real-time Data, and Data Monitoring
- Infrastructure (Hardware/Software)

My sincerest thanks for reading this book. I believe that you have gained a better understanding of the subject matter and achieved insights for better implementation in your business.
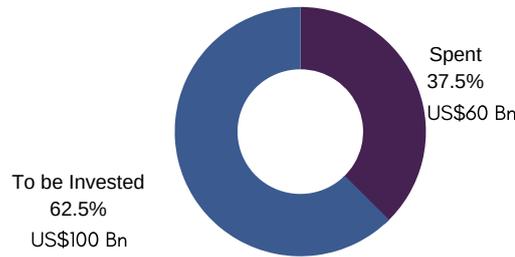
Warmest regards,

Jamal Al-Humoud
Founder & CEO of Journey

EXECUTIVE SUMMARY

- Global digital transformation market is expected to grow to US$ 2,279.4 Bn by 2025.
- Kuwait spends $60 Bn on 2035 Vision, another $100 Bn to be invested.
- Kuwait to fuel digital innovation market to reach more than $980 million.

Spent
37.5%
US$60 Bn

To be Invested
62.5%
US$100 Bn

Spent vs. to be invested on Kuwait 2035 Vision
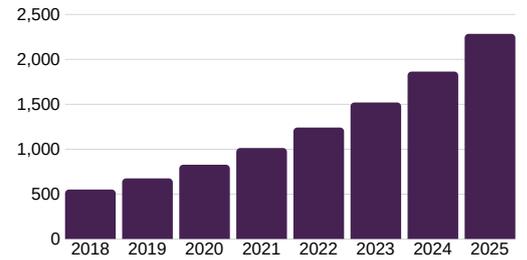
Global Digital Transformation Market Growth (Bn US$)

OUR VISION & MISSION

To create a valuable future through digital intelligence and innovation.

Our mission is to make the Digital Intelligence more flexible for startups and organizations to use powerful innovations and digital intelligence every day, to shorten the path from digital to insight, and to inspire bold new discoveries that drive progress. The result is digital culture that breaks down barriers, fuels ambitions and gets results.

OUR SERVICES

Consultancy: We provide Expertise with different competency related to Digital and Intelligence core Activates, and establish the synergy between us and our customer challenges road-map.

Technology & Services: We provide solutions to Key Digital Intelligence challenges through Services, tools, materials and technologies.

Training: Through our team of experts we provide special training programs to support the staff development plan of our customers.

Digital Culture & Events: We organize events related to Digital Intelligence in GCC area, to promote the most advanced technology, methods and best practices, and through digital culture we promote the Community awareness.

Investment Opportunities: We provide to our customers the opportunities to invest (direct or portfolio) in local and international projects or enterprise.

Innovative Products: We create and establish Innovative products in different scale.

ABOUT US

We are an indigenous business firm with primary interest in digital transformation consulting, services, distribution, and organization's representation in the Gulf Cooperation Council (GCC) and the Middle East markets. Our team has more than 28 years of experience in the Digital Transformation, Smart Cities, Big Data, Cloud Computing, Artificial Intelligence, Internet of Things, Blockchain, and Digital Twin in several industries.