BUSTING THE MYTHS

Myth #1- Digital Transformation is cordoned-off in the domain of IT.

Reality: It is applied to almost every part of the company's value chain.

Myth #2- Digital transformation implies radical disruptions, with huge new investments.

Reality: It is just using digital tools to better serve customer needs & deliver the core value proposition.

Myth #3- Digital will replace physical.

Reality: It will eliminate inefficiencies and will be more of a "phy-gital" hybrid, tapping into synergies.

Myth #4- Digital is about technology.

Reality: It is more about serving customer needs, streamlining operations & connecting siloed activities.

Myth #5- Digital requires overhauling legacy systems.

Reality: It is more often about incremental bridging, in a modular, agile fashion.

Source: Harvard Business Review