

Many organizations are accelerating the ramp up of digitalization of businesses and operations. This trend is visible in many ways: the hiring of chief digital officers, creation of digital centers of excellence, testing service-based solutions, etc. Yet many of these same organizations are having difficulty scaling digital transformation beyond pilots or proving investment return. Reasons include:

- Lack of organizational readiness in terms of time and skills
- Impact of deeply-entrenched cultural barriers
- Limited business-wide understanding of the operational hurdles associated with digital change

ARC's Digital Transformation Planning and Roadmap workshops help companies understand how to position themselves to take advantage of emerging opportunities and counter competitive threats.

### Typical Challenges to Overcome

The industry is at an inflection point, starting to move beyond the old way of doing things. Challenges include:

- Underestimating the disruptive potential of the exponential pace of technology change
- Baked-in but unrecognized biases that reinforce traditional approaches and the status quo
- Executive leaders who hold multiple and inconsistent views of the needed changes
- Dated technology and systems that impede needed change

### Develop Your Digital Transformation Roadmap

Many of these challenges can be effectively addressed by improving the planning-to-execution processes of digital transformation strategies. ARC's Digitization and IIoT team, together with the [Digital Transformation Council](#), offers a half-day interactive workshop to present these

concepts to industrial technology end users and infrastructure owner-operators. Attendees will learn:

- How to assess the organization's capacity to transform, including pinpointing gaps and level-setting expectations
- How to build a framework for identifying and prioritizing activities, as well as determining available technology pathways that might apply
- How to create an execution plan that connects strategy to tactics, eliminating barriers that limit pilots and scale



### Who Should Attend

This workshop is for executives within industrial, infrastructure, and smart city organizations who are responsible for and engaged in strategic planning associated with digital transformation and Industry 4.0. Attendees of the workshop include those leading digital transformation teams within a manufacturing company, such as:

- Chief digital officers and other C-suite executives
- General managers, plant managers, and operational excellence executives
- Vice presidents and directors of strategy, planning, and innovation

### For More Information

The [Digital Transformation Council](#) is a collaborative technology end user organization of industry, energy, and public sector owner-operator professionals. Founded in 1986, [ARC Advisory Group](#) is the leading technology research and advisory firm for industry, infrastructure, and cities.

For more information on the workshops, please visit [www.arcweb.com/consulting-services](http://www.arcweb.com/consulting-services) or [contact us](#) at 781-471-1000

