



CHANGE IS A BITCH



Edition 22

Managing the
Digital Transformation



Digital transformation refers to the integration of digital technologies into all aspects of a business, fundamentally changing how it operates and delivers value to customers.

This includes the use of data analytics, automation, the internet of things (IoT), and cloud computing to improve efficiency, increase innovation, and enhance customer engagement.

The goal of digital transformation is to create new business models, revenue streams, and customer experiences that drive growth and competitiveness.

It often involves a cultural shift within an organization, as well as changes to processes, systems, and infrastructure.

We Can Help

Give us a call and let's discuss how you pivot for transformation.

Curt Doty
Executive Creative Director



Source: ChatGPT

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Publisher

Curt Doty

Contact

MediaSlam

mediaslam2023@gmail.com

curt@curtdoty.com

310.994.7810

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