



Accelerating Your Digital Transformation



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HOST
Rich Vurva
Industrial Supply
magazine

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What will I learn today?

- What is Digital Transformation?
- Is there specific technology that I should consider to drive our digital transformation?
- How do I know if my organization is ready for or even needs digital transformation?
- How do I get started with a digital transformation initiative?
- What are the key success factors to consider?
- What are the failure points to avoid?



What is Digital Transformation?

- Going paperless
- Implementing or improving eCommerce
- Creating an internal Knowledgebase
- Developing customer self-service options
- Building a vendor collaboration portal
- Deploying Artificial Intelligence that improve processes
- Driving towards exceptional decision-making





Remember
filing
cabinets?



Going Paperless





Sales Evolution

- Engaging, solution-focused website
- Integrated customer engagement
- Implementing or improving eCommerce
- 24/7/365 availability

Transforming tribal knowledge



Creating an internal
Knowledgebase



Determining what you want to
be known for



Developing external-facing
knowledge



Rapid problem solving



Strengthening your Supply Chain

- Building a vendor collaboration portal
- Utilizing blockchain technology to track shipments
- Creating redundant supply sources





Using Artificial Intelligence for Good

- Designing workflows to improve processes
 - Automating approval processes
 - Developing personalized email responses
 - Answering internal HR questions
 - Increasing marketing and sales velocity
- Reducing workload and errors
 - Converting emails to orders
 - Aligning regional demand with inventory capacity
 - Developing a likable chatbot



Artificial Intelligence Resources

- [How Is Artificial Intelligence Used In B2B Companies](#)
Forbes Magazine, Oct. 2, 2020 by Bernard Marr
- [Artificial Intelligence and its implications for market knowledge in B2B marketing](#)
Journal of Business & Industrial Marketing, Aug. 5, 2019 by Jeannette Paschen, Jan Kietzmann, and Tim Christian Kietzmann
- [Applied Artificial Intelligence, a handbook for business leaders](#)
Published Apr. 30, 2018 by Mariya Yao , Adelyn Zhou, and Marlene Jia
- [Will Artificial Intelligence Impact Industrial Distributors?](#)
Industrial Supply Magazine, Sep. 2019 by David Panitch



Intelligent business decisions

- Driving towards exceptional decision-making
- Leveraging business intelligence
- Managing by exception





“Is there specific technology that I should consider to drive our digital transformation?”

A top-down view of a desk with a laptop, keyboard, glasses, pencil, smartphone, and coffee. The desk is dark, and the items are arranged in a circular pattern. The laptop is open, and the keyboard is visible. A pair of black-rimmed glasses is resting on the laptop. A pencil is lying on the desk next to the laptop. A smartphone is in the top left corner. A white coffee cup with a saucer is in the bottom right corner.

Consider These Technologies

- Artificial Intelligence
- Document management
- eCommerce
- Customer portal
- Handheld data entry
- Vendor portal

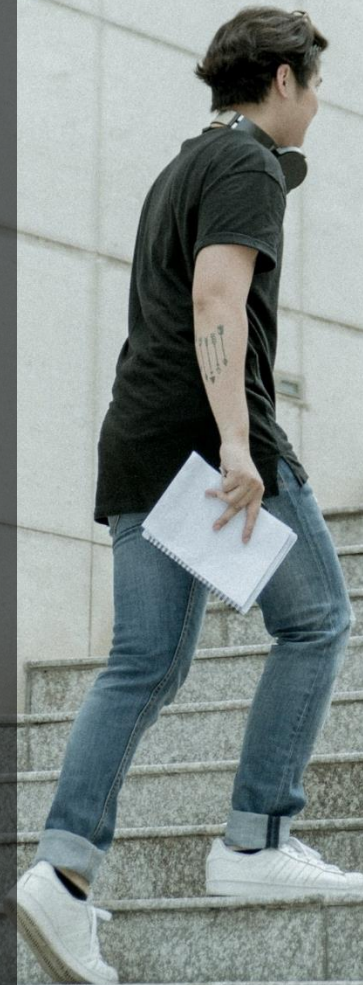
Ask these key questions...

- Is there commitment from leadership?
- Do we have numerous manual processes?
- Are there unmet customer requests for real-time, anytime information?
- Are we experiencing market share slippage?
- Is there evidence of profitability compression?



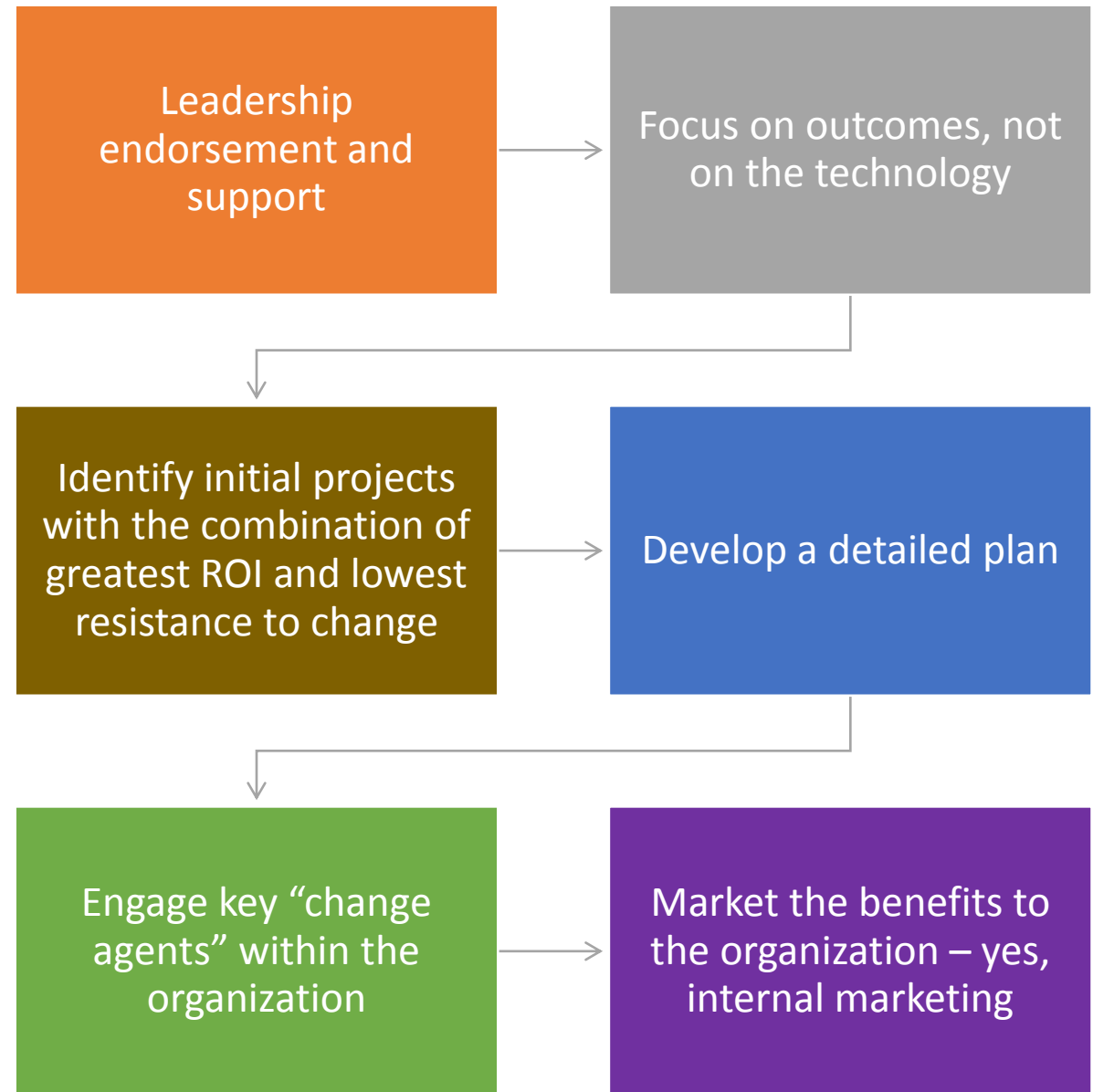


“How do I get started
with a digital
transformation
initiative?”





High-level steps to Digital Transformation



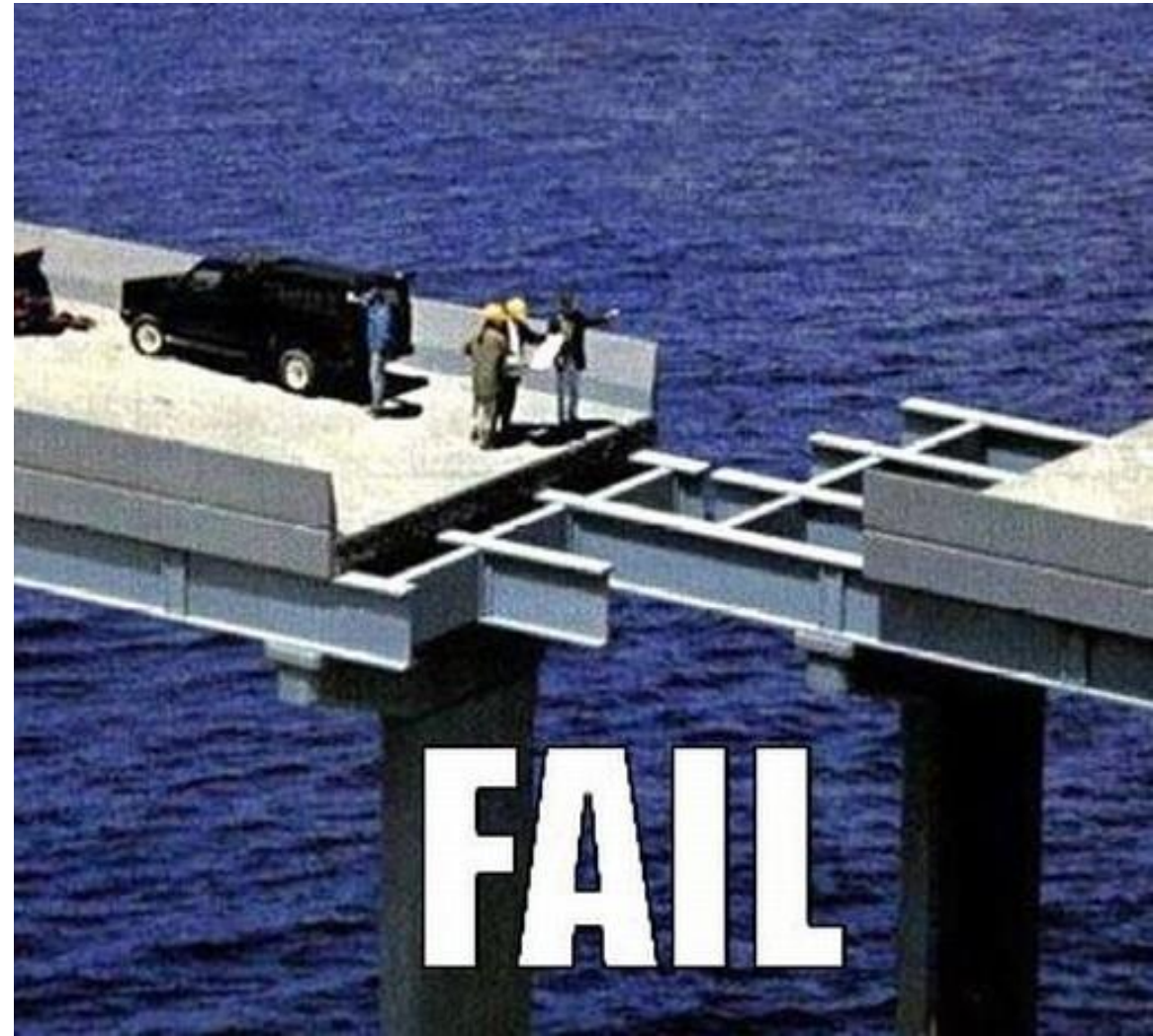


“What are the key success factors to consider?”

- Committed leadership unwavering support
- Deliver clear, consistent, and concise communication
- Build an implementation team of your “A” players
- Deliver small “wins” throughout the initiative
- Focus on the successful end in mind



Eliminate
failure and
reduce risk



What are the failure points to avoid?

Beginning with unreasonable expectations

Catering to everyone's wishes (project scope creep)

Shifting organizational priorities

Leadership abandonment of the project

Distracted implementation team

Lack of project accountability





What can I do tomorrow?

- Take a look around – what’s working, what’s not
- Ask key customers what would make their lives easier
- Create a “task force” of your most innovative team members
- Develop a risk/benefit matrix to identify valuable and achievable projects
- Don’t stand still



Thank you!

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RESULTS
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Guiding your most complicated technology initiatives