



YOUR OPERATING MODEL: MOVING FROM TRADITIONAL TO DIGITAL


From strategy to structure to speed, digital companies have a fundamentally different approach to operations.


TRADITIONAL OPERATING MODEL


- Heuristic**
Decisions are made based on past performance and prior, potentially outdated experience.



- Manual**
Analog processes, done by hand or requiring human touch at every stage.



- Hierarchical**
Rigid power structure that drives top-down decision making and siloed departments.



- Periodic**
Quarterly or year-end project reviews.



- On-Premise**
Data, IP and infrastructure managed on site through physical drives and filing cabinets.


- Waterfall**
Linear or sequential problem solving one issue at a time.


- Projects**
Teams measured and motivated by project status and completion.


- System-Centered**
Work and process guided by technology or organizational structure.


- Analog-Focused**
Prioritized physical experience / Viewing online vs. offline as distinct customer experiences.



DIGITAL OPERATING MODEL

- Data-Driven**
Data is a catalyst for change and influences faster decision-making.


- Algorithmic**
Automates decision-making and process where possible, focusing humans on complex tasks.


- Decentralized**
Interdisciplinary teams that put the customer vs. the boss at the center.


- Real-Time**
Continuously gathering data and review performance.


- Cloud-Based**
Data, IP, and infrastructure are managed in the cloud often in a multi-tenant environment.


- Agile**
Responsive, data-backed approach to problem solving—one outcome at a time. Fast is better than perfect.


- Products**
Teams measured and motivated by product development and improvement.


- Human-Centered**
End user is at the center of everything, from strategy to operations to experiences.


- Integrated**
Online and offline experiences are fluid and connected.



DON'T DO DIGITAL. BE DIGITAL.

It takes digital thinking to drive real change. Learn how you can stop failing at digital transformation projects and become a digital business.

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