

## RT Insights, U.S.: Maximizing Your Digital Transformation Experience



“The new digital theater of interacting with customers and engaging them confounded businesses that had been prospering for more than fifty years,” writes **Andres Angelani**, CEO, Cognizant Softvision. “With the assistance of real-time data, companies will be able to evolve to a more agile model, and more effectively implement a digital transformation.”

*Excerpts from RT Insights’ article:*

“Whether you define it according to process, modernization of legacy systems, or an evolution of business, three commonalities exist when we consider ‘digital transformation:’

- Digital transformations begin and end with the customer at the center of everything
- A nurturing and curious culture encourages continuous and sustainable innovation
- The mind-set and intelligence to embrace and collaborate with partners that bring new thinking and skill sets that would enable them to reach new heights together.

In this new era of companies driving to transform all aspects of their business digitally, they are discovering they have great difficulty trying to accomplish the transformation without outside help.

In Rosabeth Moss Kanter’s 1994 Harvard Business Review article, ‘Collaborative Advantage: The Art of Alliances,’ she outlined three basic criteria that fit today’s partnering strategy nicely. They are self-analysis, chemistry, and compatibility.”

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