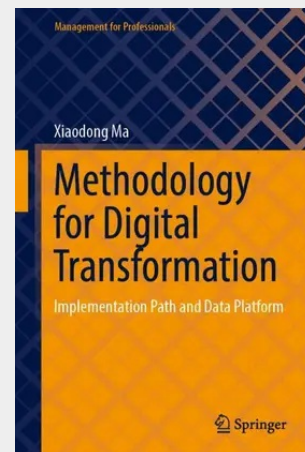


Methodology for Digital Transformation

Implementation Path and Data Platform

This book focuses on why and how to achieve digital transformation for enterprises and organizations by introducing cases in China. Its purpose is to highlight the importance and improve the understanding for digital transformation and related issues, like human resource allocation, and how to improve the efficiency and success rate in a low-cost and low-risk way. In this way, the cases in the book avoid the most common traps during the digital transformation process, enabling R&D and business personnel, and data practitioners in the organization to figure out the implementation and processes involved, and hence better understand how to work with senior management team when implementing the transition plan. The middle and senior level managers such as company executives, presidents in banks and universities, and officials in government, are also the target audience.

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