FUJIFILM | Business Innovation
Value from Innovation

Work happily ever after

5 principles to drive digital transformation

Contents

Digital transformation: Writing your business's next chapter

Just like every great story, a successful transformation has key elements: a strong foundation, the right tools, and a clear vision for the future. When people, processes, and technology work together seamlessly, work becomes easier, smarter, and more fulfilling – helping your business and employees to work happily ever after.

Australian organisations are under constant pressure to compete, stay relevant, and adapt to the growing demands of customers and employees. Driving efficiency, staying up to date with new technology and maximising data-led insights are important for growth, but navigating this unfamiliar territory without the right expertise can be challenging.

Digital transformation isn't a new concept – it has been a focus for businesses for decades. However, momentum only continues to accelerate, with global spending projected to grow by more than 50% by 2027 (New IDC Spending Guide, 2024). This growth is largely driven by the rise of artificial intelligence (AI) and Generative AI which is accelerating at unprecedented levels.

Our lived experience transforming our own business, and partnering with countless organisations on theirs, has proven that success comes from a structured approach that aligns digital initiatives with long-term business goals. When done right, digital transformation unlocks hidden opportunities. But innovation and change come with challenges – from overcoming resistance to knowing which area of your business to start your digital transformation efforts.

Success lies in an approach that considers both the opportunities and the obstacles helping you drive real, lasting impact.

Questions to consider

- Do my teams have the tools they need to work effectively?

- Are manual processes holding us back?

- Are we engaging with our customers in the best way?

- How hard is my data working?

- Can we remain competitive in a digital marketplace?

- How do I fund the investment and where do I start?

Organisations that fail to innovate risk losing relevance in today's competitive landscape. Yet, many businesses struggle to demonstrate a positive ROI from their digital transformation efforts.

According to McKinsey & Company (2024), "89 percent of large companies globally have a digital and AI transformation journey underway, but they've captured only 31 percent of expected revenue lift and 25 percent of expected cost savings."

The key to unlocking full value lies in a strategic approach—focusing on differentiation, building valuable digital assets, and leveraging the right expertise to drive sustainable success.

The risks of inaction

- Manual workflows create inefficiencies and slow down operations

- Consumers expect seamless and personalised interactions

- Data is vulnerable to breaches causing reputational damage

- Legacy systems and rigid processes stifle growth

- Ability to pivot or respond quickly is limited

The benefits of digital transformation are clear, but the strategic roadmap will look different for each business.
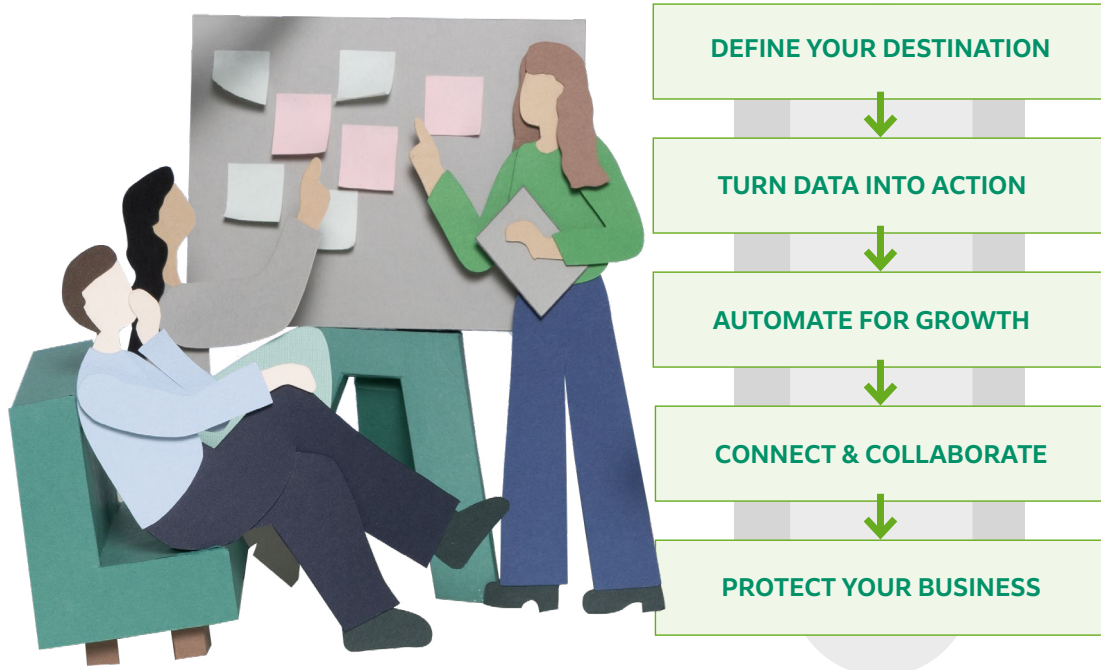
Your transformation roadmap to work happily ever after

A structured approach, aligned with your business goals, is the key to lasting success. By making informed decisions at every step, you unlock efficiency, uncover new opportunities, and build a future-ready business.

The first step in your digital transformation journey is a detailed transformation roadmap, to ensure your business remains agile, capable, and ready for long-term success. By identifying clear objectives and defining a tailored strategy, you set the foundation for transformation.
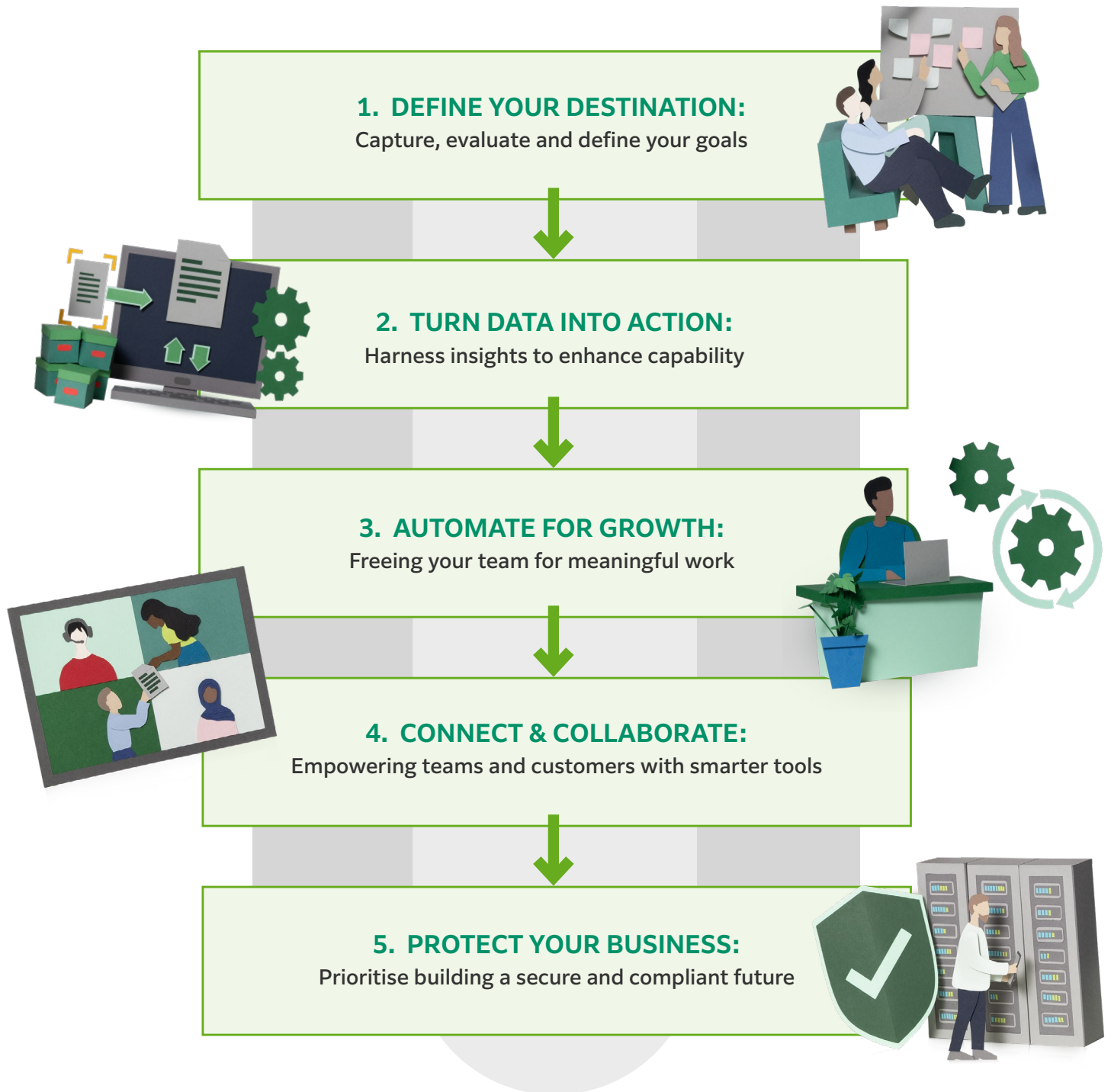
Each stage plays a vital role in your business' next chapter. This means your business can thrive, evolve sustainably, helping your organisation and employees work happily ever after.

Every business is unique and success comes from a phased, strategic approach. The right solution should be flexible and build momentum to create a foundation for lasting change. With the right expertise and a clear plan, you can drive meaningful outcomes that deliver strong results.

DEFINE YOUR DESTINATION

TURN DATA INTO ACTION

AUTOMATE FOR GROWTH

CONNECT & COLLABORATE

PROTECT YOUR BUSINESS

The 5 principles of digital transformation

These five digital transformation principles are designed to work in harmony with your core business objectives, unlock new growth opportunities and harness technology to take your organisation to the next stage.

1. DEFINE YOUR DESTINATION:
Capture, evaluate and define your goals

2. TURN DATA INTO ACTION:
Harness insights to enhance capability

3. AUTOMATE FOR GROWTH:
Freeing your team for meaningful work

4. CONNECT & COLLABORATE:
Empowering teams and customers with smarter tools

5. PROTECT YOUR BUSINESS:
Prioritise building a secure and compliant future

1. Define your destination: Capture, evaluate and define your goals

Every great story begins with vision. Define what success looks like for your business before you start your transformation story

In an ever-shifting technological landscape, innovation has never been more necessary to achieve sustainable growth. For some businesses, this may only mean a few small tweaks. For others, it represents the challenge of implementing greater change to remain competitive. Without a clear strategy, the prospect of integrating digital systems can seem overwhelming – and can prove a costly exercise with missed opportunities.

Questions to consider

- What are our long-term business goals?

- Which processes are holding us back?

- Are we engaging with our customers in the best way?

- Do we have the right expertise and resources in place?

- What are the risks if we do nothing?

Key benefits to your business

A well-defined strategy that clearly depicts your current state, and your long-term objectives is an essential starting point. Recommended solutions can enhance your existing operations. Evaluating existing systems, tools and processes will identify inefficiencies and resource constraints, enabling a cohesive and phased approach to implementation. This approach ensures a seamless integration that enhances both operational performance, and team satisfaction to provide:

- A structured roadmap to digital transformation

- Optimised workflow and improved efficiency

- Increased productivity and empowered workforce

- Reduced costs and associated risk

- A future-proofed business model that can adapt to demand

The next chapter of your transformation story:

1. Evaluate current systems, processes, and workflow: Gain a clear understanding of existing operations, identify inefficiencies and areas for improvement.

2. Analyse communication and collaboration capabilities: Review digital tools to facilitate interactions, document sharing and remote collaboration.

3. Assess security and compliance risks: Perform a risk assessment to identify potential threats in areas like data, technology, cloud adoption, and third-party integrations, while ensuring compliance and ongoing monitoring throughout the transition.

4. Identify inefficiencies and bottlenecks: Uncover obstacles that hinder productivity and look for automation tools such as AI to improve efficiency.
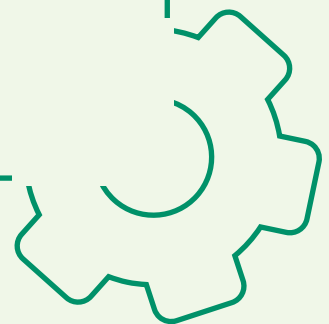
5. Understand employee engagement and digital readiness: Ensure your team are ready and equipped for the changes ahead, fostering a culture of inclusivity.

Write a new story of innovation and opportunity

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"Digital transformation is more than technology; it's about readiness and alignment. Our experience helps pinpoint critical areas, like culture, process, leadership, and change management. We help make your business proactive, adaptable, and opportunity-focused, transforming your organisation for sustainable growth in a dynamic digital world."

Stephen Sims, Chief Customer Officer, FUJIFILM Business Innovation

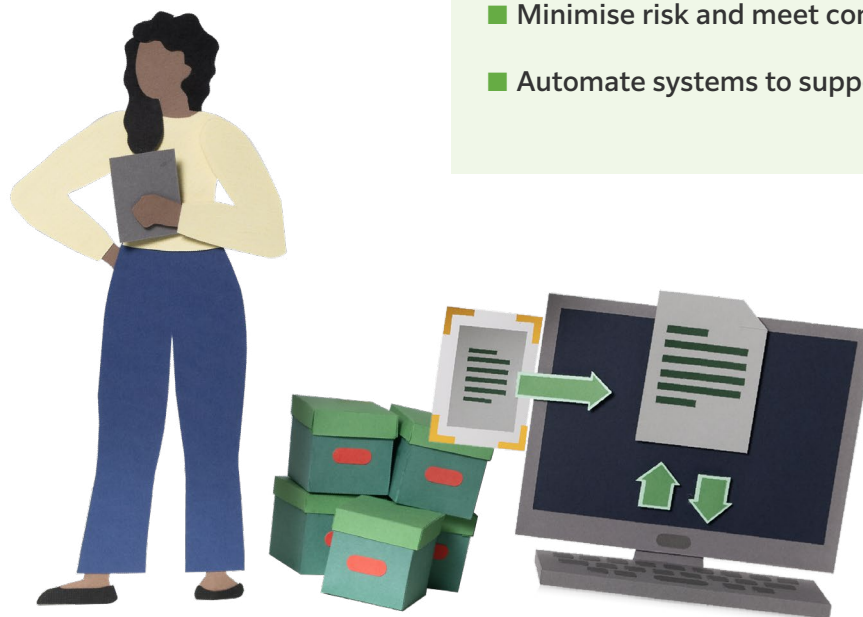# 2. Turn data into action: Harness insights to enhance capability

Data is the foundation of a smarter workplace. Harness it to make informed decisions that drive progress.

The data inside your documents can unlock new opportunities that deliver a competitive edge. But many businesses are drowning in physical documents, manual processes, and disconnected data systems. With information fragmented across formats and siloed within departments, it becomes nearly impossible to extract meaningful insights or drive strategic decisions. The challenge has shifted from data collection to useable data intelligence. Without the capability to turn data into useful insights, your business risks falling behind.

Key benefits to your business

By replacing legacy systems with digital processes, the data in your documents can reveal valuable insights that support the wider business objectives. By turning raw data into strategic assets that drive better outcomes, you could:

- Unlock intelligence and capture critical information

- Integrate complex processes seamlessly across your business

- Eliminate operational inefficiencies and reduce costs

- Access accurate, timely information

- Minimise risk and meet compliance

- Automate systems to support growth

The next chapter of your transformation story:

1. Comprehensive data audit to assess current systems: Identify all potential sources of data to reveal inefficiencies and opportunities.

2. Establish a data framework: Create an overarching strategy for data collection, integration and utilisation.
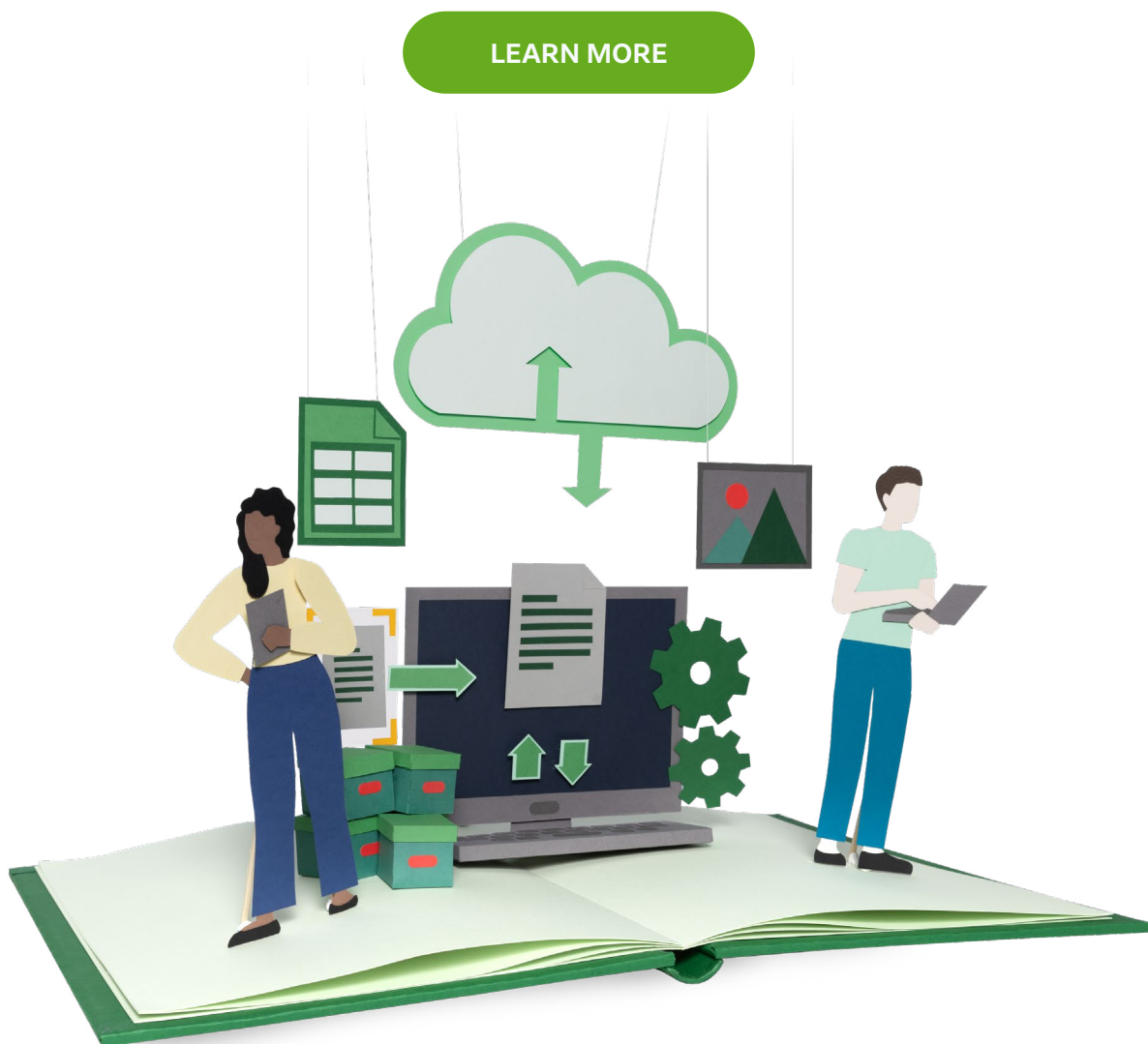
3. Consolidate data streams to create a single source: A centralised source of truth eliminates inconsistencies and minimises risk of error.

4. Streamline workflows: Optimise key processes to improve operational efficiencies and transfer manual effort to high value tasks.

5. Digitise documents and forms: Transition to digital records to streamline records and retrieval.

6. Use AI to automate and identify patterns: Predictive analysis provides insights for quicker and smarter responses.

Your documents and data can tell a better story

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3. Automate for growth: Freeing your team for meaningful work

By automating repetitive tasks, employees can focus on creativity, problem-solving, and innovation – leading to a more fulfilling work environment.

Delivering more with less has become the standard, and yet there are a surprising number of organisations still reliant on manual systems. These outdated processes drain resources, introduce risk of error, limit scalability and stifle productivity. Rather than aligning with business objectives, they add complexity making it difficult to remain competitive.
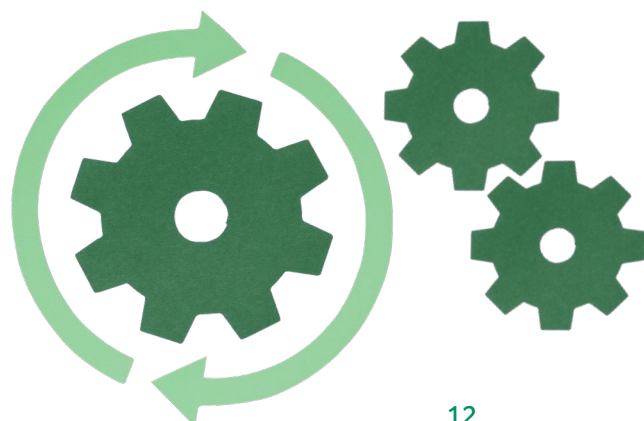
Questions to consider

- Which tasks consume the greatest time and resources?

- Where do we notice the most frequent errors?

- Are there high value areas that could benefit from attention?

- What are our audit and compliance requirements?

- Could our customers benefit from automation?

- Can we risk doing nothing?

Key benefits to your business

With teams spending more time on strategic initiatives than routine tasks, your employees can focus on high-value work. By using technology to automate operations, your business can adapt quickly to changes in the market, enhance customer experiences, and ultimately drive innovation. This leads to:

- Improved efficiency and productivity

- Greater accuracy

- Simplified compliance

- Scalable operations and processes

- Improved agility and greater innovation

- Better customer experience

The next chapter of your transformation story:

1. **Identify opportunities for automation:**
Start with simple tasks and then expand to more complex processes for greater impact.

2. **Establish the best tools and technology:**
Review your options against your specific use cases and ability to seamlessly integrate into your existing stack.

3. **Select a pilot program and test performance:** Controlled testing isolates efficiency gains and identifies any challenges.

4. **Implement and scale:** Integrate with your wider systems and consider a change management program to boost user adoption.

5. **Optimise and improve:** Continuously monitor performance and identify areas for further improvement.

Make hyperautomation the hero of your story

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4. Connect and collaborate: Empowering teams and customers with smarter tools

Great stories are built on strong connections. Leverage communication and collaboration tools to foster teamwork and innovation

Effective communication is key to success, whether that's collaborating across teams or engaging with customers. Despite the availability of advanced technology, many businesses still struggle with disconnected communication systems, inaccessible data silos and a lack of real time collaboration – all resulting in operational inefficiencies. In more serious cases, it can lead to data breaches and compliance risks.

Externally, slow response times and inconsistent communication leads to a poor customer experience, impacting loyalty and satisfaction. Without the necessary expertise, many organisations are resistant to investing in change.

Questions to consider

■ How well do our teams communicate?

■ Are we set up for secure hybrid working?

■ Can we deliver a timely and personalised customer response?

■ Do inefficient communication processes cost the business time?

■ Are our collaboration tools secure and compliant?

■ Can we risk doing nothing?

Key benefits to your business

Clear and consistent communication tools lead to greater transparency and trust – which in turn delivers an engaged and motivated workforce. Data-driven insights enable personalised interactions that strengthen customer relationships driving long-term loyalty through:

■ Streamlined internal communication

■ Seamless real–time connectivity

■ Improved collaboration

■ Personalised customer engagement

■ Secure hybrid working opportunities

■ Reduced costs associated with multiple platforms

The next chapter of your transformation story:

1. **Assess current communication gaps and inefficiencies:** Start with simple tasks and then expand to more complex processes for greater impact.

2. **Develop a communication strategy to deliver the greatest impact:** Review your options against your specific use cases and ability to seamlessly integrate into your existing stack.

3. **Select the tools and technologies:** Controlled testing isolates efficiency gains and identifies any challenges.

4. **Implement and integrate solutions:** Integrate these tools with existing systems to minimise disruption across the business. Don't forget to outline governance and guidelines for employees to ensure seamless adoption of these new tools.

5. **Monitor, optimise and adapt:** The best laid plans are just that – plans. Make sure you're monitoring usage of your communication tools to keep an eye on adoption and measure this against your goals. You may need to adjust your recommendations based on practical, day-to-day usage.

Have everyone on the same page, from anywhere

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5. Protect your business: Prioritise building a secure and compliant future

A strong foundation includes security and compliance. Safeguard your transformation to ensure lasting success.

It's easy to get lost in the complexities of IT management, trying to stay on top of evolving technology whilst securing privacy, meeting compliance and minimising risk. It has the potential to divert attention away from strategic priorities such as finding opportunities for innovation and growth. Whether that's staying ahead of cyber threats, meeting stringent compliance requirements or simply optimising costs and maintaining efficiencies. The stakes have never been so high – a simple security error or compliance misstep could lead to irreversible financial and reputational damage.

Questions to consider

- What are our IT challenges and how does it impact the business?

- How well does our existing IT infrastructure align with compliance requirements?

- How confident are we in meeting security risks?

- Is our IT infrastructure capableof supporting growth and scalability?

- Do we have the resources and expertise internally to manage our IT environment?

- What happens if we do nothing?

Key benefits to your business

A well-managed, secure IT environment can transform daily operations and build long-term resilience. By adopting proactive strategies, businesses can enhance decision-making, minimise performance issues, prevent costly disruptions, and mitigate the risks of system failure. In an era of evolving cyber threats and increasing compliance requirements, maintaining a secure, adaptable IT infrastructure delivers:

- Enhanced security to safeguard data and systems

- Simplified compliance with regulatory standards

- Scalable technology to meet growing business needs

- Cost-effective IT management

- Comprehensive support across all organisational systems

The next chapter of your transformation story:

1. Map out your IT landscape: Assess and document your entire IT environment including infrastructure, applications, security and compliance.

2. Identify gaps and vulnerabilities: Perform an audit to pinpoint high-risk areas and vulnerabilities where your organisation may be exposed.

3. Implement core security measures: Introduce robust security systems to protect against external threats or breaches.

4. Introduce new technology and onboard staff: Transition services into your new infrastructure ensuring staff are properly trained and equipped to use new tools effectively.

5. Establish review cycles: Regularly evaluate and optimise IT systems to ensure they continue to align with business goals and evolving needs.

Start a new chapter of IT support

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Digital Transformation with FUJIFILM Business Innovation Australia

As a business that started in print, we understand the challenges of pivoting and diversifying to succeed. Embracing digital innovation is key to staying competitive and relevant.

Every business has unique needs that deserve a tailored approach. Our consultants bring deep expertise and technical knowledge that can identify the best solutions for each stage of your transformation journey.

We immerse ourselves in your business to better understand your vision, while identifying challenges and unique opportunities.

As an extension of your team, we offer a tailored approach that aligns with your strategy. Our flexible solutions are designed to adapt as your business evolves.

Whether you're making small adjustments or implementing broader changes, we're here to assist and guide you at the pace you choose.

As a long-term partner, we're committed to monitoring, training, and supporting your business as it continues to grow. Our approach ensures that digital transformation leads to sustainable success, empowering your business to thrive well into the future.

Your transformation story starts here

We can help you build a workplace where people, processes, and technology work together – so your business can thrive now, and into the future.

Ready to work happily ever after?

GET IN TOUCH TODAY