



# 5 Steps to Getting the Results You Want from Digital Transformation

## Where is your business on its digital transformation journey?

Enterprises throughout various industries and of all sizes have organically or strategically embarked on their digital transformation journey, aiming to optimize cost, scale operations, and most importantly deliver faster, better, and more meaningful service to their customers.

Digital transformation is revolutionizing entire industries and rapidly changing customer expectations. However, many organizations have already reached a plateau in the digital transformation journey and are facing limitations in their ability to expand, achieve higher value, and significantly impact the business outcome. The reasons often root in lack of visibility and true understanding of the business processes, particularly the way that people, content, and the processes interact.

Implementing a higher level of Digital Intelligence into enterprise digital transformation initiatives can resolve the issues causing stagnation. Using a fundamentally new approach to automation, Digital Intelligence starts with understanding business processes and their execution, including the content that enables them, and helps organizations elevate automation initiatives to the next level.

# Your 5 Steps to Impactful Digital Transformation

## 1 Take a holistic approach to business process automation

Implementing disparate automation solutions in departmental silos is by far not enough to influence significant change. Organizations are now required to elevate their initiatives to the level of hyperautomation—a connected, coherent, and systematic approach to technology implementation. Digital Intelligence delivers the insights and technologies to deliver the necessary understanding of both process performance (Process Intelligence) and content meaning (Content Intelligence). These insights act as the glue connecting and enhancing RPA, BPM, ECM, ERP, and other business systems, enabling you to achieve hyperautomation.

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## 2 Understand your processes and where automation matters

Real-life business processes never follow the blueprint. In reality, almost every transaction follows an individual path, often one of least resistance. Facing this reality and being able to analyze the reasons that drive behavior is crucial for efficient automation. Automating the wrong process or automating a bad process can slow down the achievement of organizational digital transformation goals or even damage the entire business. A thorough, real-time and end-to-end analysis of business processes is the key to achieving the expected results.

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## 3 Extract meaning and value from content

The majority of business processes are fueled by documents, content, and meaning. Achieving true automation and straight-through processing without humans in the loop is only possible if automation tools and business systems can access and understand the information contained in these documents. Understanding documents and content is the first step. Even more important is to enable automation platforms and digital workers to extract meaning from these documents in order to be able to independently make business decisions and complete the business process end-to-end without human interaction.

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## 4 Augment human resources with self-sufficient digital workers

Digital workers empowered with the skills to read, understand, and extract data from content can truly augment your human workforce by independently executing high-value, content-based business processes, which typically require cognitive skills. Employees liberated from repetitive, standard procedure tasks can focus their time and valuable expertise on activities that utilize their resources better and have higher impact on your business bottom line.

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## Increase customer service quality for competitive advantage

While many think of digital transformation and business process automation as an opportunity to save costs, the true value comes from the impact that, when done intelligently, it can have on an organization's ability to serve customers—faster, easier, and simply better—giving organizations an edge over competitors. Using the powerful insights into the business operations provided by Digital Intelligence, organizations can serve their customers in innovative and scalable ways, while simultaneously optimizing cost, efficiency, and Return on Experience (ROX).

## ABBYY Digital Intelligence opens new doors for exceptional customer experiences

Improving your processes and wowing your customers shouldn't involve guesswork. ABBYY's Digital Intelligence platform allows you to gain the valuable, yet often hard to attain, insight into your operations that enables true business transformation. With the right approach that combines access to better data about exactly how your processes are working and the content that fuels them, Digital Intelligence empowers you to make tremendous impact where it matters most: customer experience, competitive advantage, visibility, and compliance.

↳ Only ABBYY elevates the intelligence of organizations' digital transformation. Learn more about perfecting your process performance at [abbyy.com](https://www.abbyy.com)