

## Exploit the potential of new technologies

In order to fully exploit the potential of new digital technologies for a company, it is not enough to implement

- a new business-model
- new products/services
- new processes.

For a comprehensive digital transformation process in particular, certain prerequisites must be created upfront, such as the preparation of

- the **IT landscape**
- the creation of a supporting **organizational structure**,
- the development of **new skills**,
- but above all a digital **corporate culture**

So that means, as one important basis you have to establish and sustainably live values of a **digital culture**.

Mainly these are: customer-centric, employee-oriented, commercially focused, visionary, technology-literacy, open and transparent, flexible and adaptive, agile and responsive, exploring and curious, entrepreneurial and innovative, collaborative and learning from failure, willing to change, courage to take risk.

