Facilitating Supplies of Digital Transformation: Data Sharing and Data Culture

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ABSTRACT

Digital transformation is similar to magic wand. However, human intelligence can't be overtaken by technology. We are basically working on creating tech skilled workforce. Best organizations primarily focus on culture to come in tune with technology. They avoid sweeping changes and ham-handed approach. The transition requires more time and energy. Digital transformation is happening but in siloed manner. If digital transformation is equipped with the data sharing and data culture we can achieve the true potential immersed in it. Digital transformation is gateway to success.

Keywords: Digital transformation, transition, siloed, data sharing, data culture.

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INTRODUCTION

Digital transformation is a trump card for the business organizations. Digital transformation empowers the business. It demonstrates the commitment of a company to serve the stakeholders in a better way. Data is like gold mine and it is an imperative asset for digital transformation. Goals of 21st century are centered on empowered organization with high competence and deep commitment. To build competitive strength we need data, a new mandate for staying ahead. A data driven organization is synonymous with an innovative, competitive and profitable organization. Culture is fundamental for data driven organization. To confer the fruits of digital transformation we must acknowledge the value of data. It is essential that people must understand how to handle the data and how to use it and unearth treasure from it. The key factor to success is one who is in- charge of that transformation. If it is handled well then it can bring down tensions and create growth oriented environment.

Data sharing and data culture are critical to accomplish the potential of digital transformation. Correct decisions write the success story of the organization Decision backed by insights developed through data is free from bias and human driven errors. Culture explains the health and strength of the organization. If we are engrossed in the practice of data sharing and data culture then we can achieve the untapped potential of the organization.

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DIGITAL TRANSFORMATION

Digital Transformation is the assimilation of the technology and growth mind set. It is about to make the people and the organization incredibly powerful. It is about cultivating an idea of lifelong learning and rejecting the status quo. It provides plethora of opportunities to change, adapt and innovate.

Westerman et al. 2014 attempted to provide meaning of digital transformation. He described it as a use of technology to pioneer major change. Gimpel and Röglinger 2015; Jung et al. 2018 research efforts focused on impact of digital transformation. His evidences showed that it affects the whole organization. Also, the impact on society can be seen in long run. Bharadwaj et al. 2013 explained the effect of information , communication and computing on digital transformation. Hinings et al. 2018 in an investigation regarding digital transformation propounds that digital transformation plays significant role in determining the future and success of the organization. It affects the organization in a considerable manner. Fitzgerald et al. 2014 study designed to evaluate the effect of digital transformation reveals that it enhances the customer experience and entails innovative approach in business models. The study further manifests that digital technologies like analytics, cloud computing, internet of things, mobile, or social media were also the reasons of success of business models. The study conducted by Westerman et al. 2012 found that disruptions compelled the organization to update themselves. Author suggested that revision and overhauling will improve the process cycle. The results of the study conducted by Fitzgerald et al. 2013 confirmed that disruptive technologies will affect all the organizations whether big or small. Kane et al. 2015, 2016 research efforts focused on how to familiarize and the steps for implementing digital transformation strategy. Abolhassan 2017; Matt, Hess & Benlian 2015; Westerman et al. 2011.also confirmed the factors affecting the digital transformation. These factors are way to bring strength and competitiveness in the organization.

For a complete understanding of digital transformation it is imperative to bring out the complete picture in this regard. Major roadblock in ensuring digitization are hierarchies, silos, down and out structure and complex administrative process. It is due to structural rigidness in the organizational system we are having poor synergy in the organization and it makes us inflexible and difficult to transform. We need to equip ourselves with new mindset. It is only by strengthening teamwork, network, speed and learning environment we can bring desired results. Finally these efforts are going to be instrumental for the health of organization.

To make our digital endeavors worthwhile we must work strategically and in non- siloed manner. Businesses generally follow the same flawed principle of imitating competitors without understanding the need of the business.

DATA SILOS

To take a meaningful and impactful decision we need to separate ourselves from the tendency of non- sharing of data. The fundamental concern is to initially narrowing down the data silos for a thorough understanding of data.

To develop a big picture, we need the bundle of data. But usually what happens is that the custodians of the data do not share the data with others. Generally, in an organization different department restrict the use of data up to themselves only. The withholding of data is known as data silos. Data silos is a situation in which one department or group or team have exclusive access on data; which is intentionally or unintentionally not shared with others. It affects the

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growth of organizations to unimaginable extent. Data silos can muddle the success. Vast data is still unexplored and in raw state because of the problem of data holdings. Organizations have huge amount of data stored in their repository. Data has a considerable role in organization building. Silos hide useful data from analysis. Breaking down the silo is daunting task . Siloed data creates silo mentality and leads for siloed data culture. We need to dismantle data silos. Hopes are pinned on data sharing and data culture for removing silos.

DATA SHARING

Successful digital transformation demand data sharing in the organization so that better insights can be developed through data and the objective of value creation can be achieved. Digital transformation is not a holy grail. Data helps us to come out of whims and fancies. Data is generated by each individual in the organization. Data sharing is instrumental for the success of digital transformation. Data sharing facilitates the requirement of making the data available for the user. Aligning decision-making with data can fuel growth across the business. Such type of practice will help the organization to achieve its mission and to take a leap in the competitive world. Data sharing brings prosperity. Data is translated into actionable insights Digital transformation can't be sustained without data sharing. A sharing mindset need to be developed rather than the custodian mindset. We need to nourish the data sharing culture. Non data sharing not only affect the growth but hampers knowledge creation. Data sharing eliminates the problem of data silos.

DATA CULTURE

To derive business value we need to develop data culture. Data culture is a new concept and we have little understanding about data culture There is total disconnect between data culture and digital transformation. We need to fill this disconnect. Fragmented data culture can be catastrophic for digital transformation. Data driven culture is now believed as a strategic tool to create and sustain competitive advantage. It supports data-soaked decisions. We must re-wire the organization culture to turn data into actionable insights. Data sharing and data culture provides immersive experience for restructuring the organization for digital transformation. It explores deep sense of commitment and provides meaningful change.Breaking down silos is more easily done with a data driven culture.

The underlying reason for poor data culture is the complexities inherent in organization data silos. The lack of accessible data is preventing for digital transformation. A strong data culture provides myriad of opportunities. We must create data culture taking into account the fears of people and later nurturing the data culture over time. Make the people comfortable with the data and also make them data savvy. Data culture is honest and promising culture.

Generally, data-driven culture is misunderstood as playing with numbers. Here numbers ae not followed blindly. It generally encourages data interpretation skills and critical thinking. A culture based on data is a matter of learning mindset and attitude rather than of control. Cultural shift towards data need participation from every corner. Establishing a data culture is not a quick process. Treating data as an asset empowers the data team. Organizations often depend upon technological aspect rather than data driven culture. Now a days adopting a data culture is becoming a necessity to stay competitive. It facilitates meaningful conversation where we focus on promoting collaboration between teams, data democratization, cutting down the cost, bringing everyone on the same page.

Data culture and digital transformation are intertwined and interdependent. Organizations can't have one without the other. It is important to understand that before starting a journey we need

to plan in advance. Similarly to assimilate data driven culture we need to add following stuff in our repertoire:

1. Collecting data as operational routine
2. Storing the data
3. Easy retrieval of data
4. Analyzing the data to bring fresh perspective.

Great challenges open new opportunities. Many times we overlook the challenges for maintaining status quo. But we must believe in data and its huge potential. May be the results can be difficult to accept but we must recognize it. Although developing data culture is disruptive but it has enormous opportunities in its kit.

Mature organizations evolve themselves as data first mindset. This mindset gives a positive spin. In the absence of such mindset organizations find themselves in the situation of firefighting. However we can come out of it by creating a platform for open discussion. This will serve as preliminary step to explore and innovate.

Developing data culture is not one shot job. It is product of a strategic plan. It is well planned process which needs encouragement on regular basis. On the surface it seems exhausting affair but rewards are overwhelming. Data has taken added importance in digital transformation. This experience could be enriching as it brings receptiveness and will to improve in the organization. It adds oil into business to run smoothly.

It restructures the business into a well functioning machine which help us to defend against vulnerabilities and building long term competitive advantage.

Conclusion

The role of data sharing and the effect of data culture is perennial. By gearing the data culture mindset the significant results from data transformation could be achieved. The commitment of nation for being truly digital can be achieved with it. The unread cause of digital transformation is data silos and poor data culture. These two factors illuminate the blind spots of the organization. Absence of data driven culture jeopardizes the success of digital transformation. Digital transformation is tough for many organizations. It is like power muscle for an organization. By gaining strength they can take brave moves. Organizations must reset themselves to thrive in the era ahead. Although digital transformation is a difficult task but the solution of this task is simple. Be tough on business and soft on people.

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