

“Digital Business Terms Unravelling”

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When we discuss “Digital” as it relates to business, organisations and people there is a vast array of terminology and opportunity for confusion or miscommunication. This short paper attempts to unravel the main terminology and what it refers to.

“Digital Business Terms Unravalled”

Most conversations I have heard or engaged in recently where the topic being discussed relates to “Digital-Business”, “Digital-Organisation”, “Digital-Transformation” or “Digital-Agenda”, regularly confuse terminology which can lead to misunderstandings. Hopefully below will clarify what each key term refers to.

Digital Technology refers to the actual technical components that come together to enable value creation for the user. Hardware, Software, Firmware, Platforms, Databases, Protocols & Models/Standards. Whether Legacy, Recent or Emerging all are Digital Technology categories. Though more recent innovations such as Social Media, Mobile Computing, Data Analytics, Cloud, Block-chain, and Internet of things (SMACBIT) are often the focus, they only represent the newer technologies that are enabling recent radical transformations. They often must coexist or integrate with legacy technologies. The span of consideration must include the broader eco-system of connections where our technology environment connects with other public, private and hybrid technology eco-systems.

Digital Business/Organisation normally refers to an organisation whose business leverages technology extensively either as core to their business in that it has a core competence and capability that is applied to its internal and external engagement with stakeholders. It acquires or develops *Digital Technologies* to create advantage and/or achieve its aims.

Digital Workplace refers to the eco-system that Individual and Team Stakeholders engage with and leverage “Digital Technologies” in carrying out their roles. As an organisation rolls out new *Digital Technologies* roles, skills, competencies and tasks often change for Individual stakeholders. Understanding and managing these changes is central to realising the benefits of new technologies.

Digital Agenda refers to the vision, aims, plans, processes and resources and organisation has to leverage new and emerging technology, legacy and new data to change or improve the organisations performance (May be inter changed with *Digital Transformation* as segments of the market often use these terms to mean the same thing)

Digital Transformation refers to the process of changing the organisations mandate and/or performance from its current situation to its target situation through the adoption and leverage of *Digital Technologies*

(Digital) Management Techniques or management models/methodologies usually refer to how we manage the delivery and/or use of technologies. From the evolution of production of goods or services for internal consumption or commercial transaction man has learnt and codified how to improve efficiency and effectiveness so best practice at any time can be shared. E.g. “Automation”, “Production Line”, “Theory X & Y” and so on to more recent “TQM”, “JIT”, “6-Sigma”. More recently “Lean” and originating in the IT sector “Agile”, “Dev Ops”. In the discussion of “**Digital**” Agile & Dev Ops reflect cultural and model changes to more effectively and efficiently deliver IT business solutions with high levels of end user engagement and satisfaction.

Digital Advantage refers to the benefits and strengths derived from the successful adoption and use of digital technology leveraging legacy technology and data and/or new and emerging technologies.

- **Hard Innovation:** New Business Models, Eco-Systems, Products, Services, Processes, Tools, Techniques, Data & Information, KPI's.
- **Soft Innovation:** Talent Release & Cultural Change (Behavioural) Agility, Responsiveness, Collaboration
- **Innovation Advantage:** Cost, Growth, Experience, Productivity, Value, Quality, Security, Compliance

Related Reading

- [@note 28 Digital Workplace v1-1](#)
- [@Note 27 Digital Value Maturity Improvement](#)
- [@Note 20 Digital Business Maturity & Performance](#)
- [The 8 States of Digital Business Maturity @note 21 1-0](#)
- [@Note 19 Creating Digital Advantage \(The Digital Agenda\)](#)
- [Traction & Results from Collaboration platforms](#)

