



# Essential Factors for Business Growth and the Role of Digital Technologies

For SME Business Leaders

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# What is Digital Transformation?

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## **Dematerialization**

Converting physical assets to digital formats.



## **Democratization**

Making technology accessible to everyone.

## **Deintermediation**

Removing intermediaries to streamline processes.

# Why Digital Transformation is Crucial?

By 2025, 50% of all business technology investments will be in digital transformation. *(Source: Gartner)*

Enhances competitiveness  
and market advantage.



Drives productivity and  
efficiency.



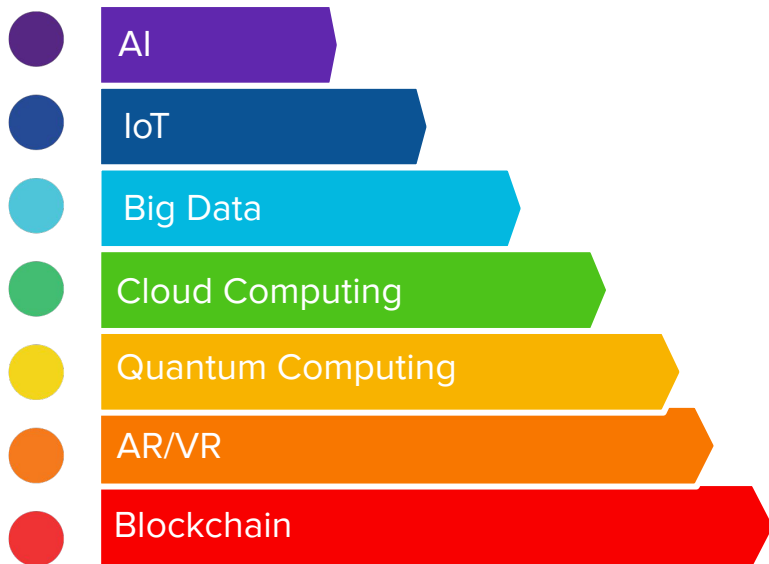
Fuels growth and revenue.



# Key Components of Digital Transformation

## Digital Capabilities

Technology can do wonders, but only if we know how to use it!



## Leadership Capabilities

Guiding vision with strategic governance



Vision



Engagement



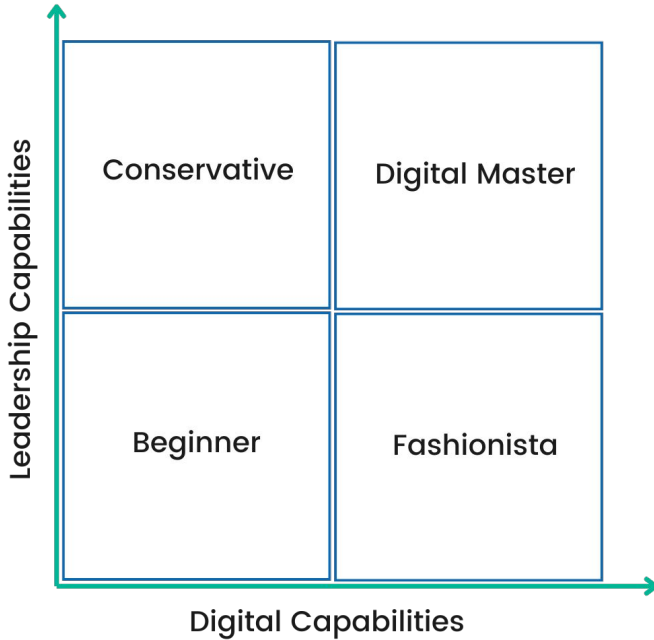
Governance



Capability building

# Assessing Your Business's Digital Optimization

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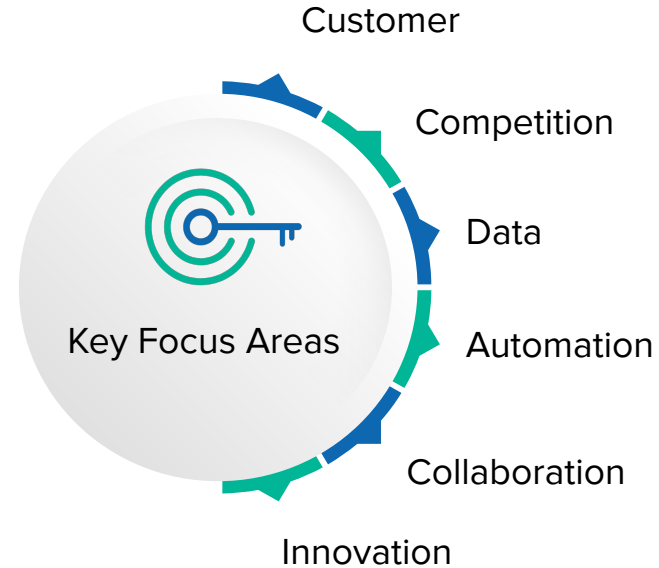
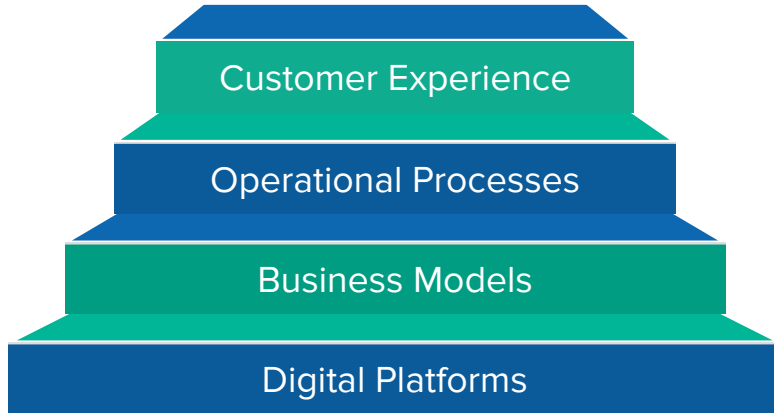


Growth isn't just about getting bigger;  
it's about getting better!

# Implementing Digital Transformation

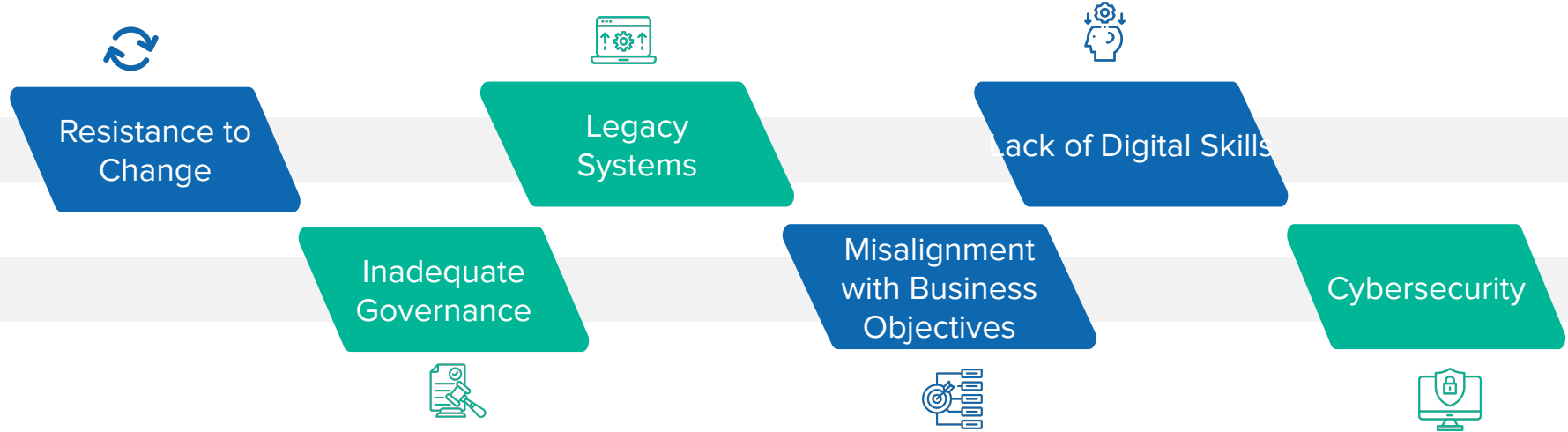


Areas of Implementation



# Challenges in Digital Transformation

70% of digital transformations fail due to the lack of user adoption and management support.  
(Source: Harvard Business Review)



# Future Trends

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By 2030, 85% of jobs that will exist have not been invented yet.



SMEs represent about 90% of businesses and more than 50% of employment worldwide.  
*(Source: World Bank)*



Preparing for Future Digital Advancements



Importance of being ready for future digital trends and technologies.



**Peter Drucker**

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The best way to predict the future is to create it.



# Thank You

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For more information, please contact us;  
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