



# ANALYSIS OF CURRENT TRENDS IN DIGITAL TRANSFORMATION OF ENTERPRISES

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# DIGITAL TRANSFORMATION

fundamental process that goes far beyond the simple implementation of technology. It is a systemic transformation that encompasses all aspects of a company's operations: from internal communications and customer service to the creation of fundamentally new products and services based on innovative technologies. Unlike superficial digitalization, DT is aimed at achieving deep strategic goals, such as increasing labor productivity and strengthening competitiveness in the new digital economy







# ARTIFICIAL INTELLIGENCE

is one of the most powerful vectors of digital transformation, providing significant benefits for enterprises. Its capabilities lie in the area of automation and optimization of routine business processes: from controlling robotic production lines to processing customer requests and payments







# CLOUD TECHNOLOGIES

The main advantage is significant cost savings, as companies can refuse to purchase and maintain their own expensive equipment and software. Flexible payment models allow you to pay only for the resources used and easily scale them according to current business needs.





# BLOCKCHAIN AND THE INTERNET OF THINGS (IOT)



technologies that are transforming processes where transparency, security, and automation are essential. Blockchain provides data immutability and transparency, which is critical for financial reporting because it creates a decentralized ledger that minimizes the risk of errors and fraud. Blockchain can also automate routine transactions, such as recordkeeping and payments, using “smart contracts,” which increases efficiency and reduces the need for intermediaries.







# VIRTUAL REALITY



technologies are changing the way customers interact with products, transforming passive consumption into interactive experiences. Examples of AR use cases include IKEA Place, which allows you to virtually place furniture in your home, and L'Oreal's Makeup Genius, which allows you to virtually try on makeup.







Today's digital transformation is fundamentally changing the way we interact with customers. It recognizes that the customer journey is a combination of digital and human interactions. Innovative technologies give companies unique access to data about consumer behavior, allowing marketers to tailor communications to each customer, achieving a level of personalization previously only possible for small businesses.





# COMPARATIVE ANALYSIS OF SUCCESSFUL AND UNSUCCESSFUL TRANSFORMATION CASES



**NETFLIX**

## **Sphere of transformation:**

Business model, customer experience

Transition from physical product to digital service, focus on R&D and customer needs  
Constant market analysis and business model adaptation are key to survival.



## **Sphere of transformation:**

Business model, product, operations.

Integration of technologies into the product, creation of a unique ecosystem, direct sales, innovative approach.

Transformation should concern not only processes, but also the essence of the product.



## **Sphere of transformation:**

The whole company.

Lack of an overarching strategy, focus on technology rather than business model, lack of management support.

DT cannot be the task of a single department; it requires the participation and vision of all management.



# COMPARATIVE ANALYSIS OF SUCCESSFUL AND UNSUCCESSFUL TRANSFORMATION CASES



## **Sphere of transformation:**

Customer experience,  
automation.

Lack of "common sense" and proper controls in AI systems, which led to reputational and financial losses. It is necessary to implement strict verification and control mechanisms in automated systems.



## **Sphere of transformation:**

Operational activities.  
Transition to a customer-centric production model thanks to a digital planning system. Technologies allow us to change the very essence of production processes, making them flexible and adaptive.





# DIGITAL TRANSFORMATION IN UKRAINE



## **The USAID Digital Transformation Assistance (DTA)**

project is a key initiative with a budget of \$150 million aimed at economic recovery, transparent reconstruction, and democratic governance



## **Ukrainian business is transforming**

Particular attention is paid to strengthening cybersecurity, as the number of cyber incidents has increased significantly. Also important is the trend towards adapting Ukrainian digital legislation to European Union norms.





# THANK YOU!

As we look to the future, these technologies will play a crucial role in shaping a better world for generations to come.

