

WAYS OF DIGITAL TRANSFORMATION OF ENTERPRISES IN THE FIELD OF ICT

S. A. Hakimov

Assistant teacher of Tashkent University of Information Technologies

e-mail: hakimovsaydahror@gmail.com

Abstract: *The positive change that has taken place in the recent years in the standard of life of the population is connected with the radical change of the economic relations in the world community. These changes are the result of the unprecedented growth of scientific and technological progress caused by digital technologies in developed countries. It is becoming increasingly clear that the process of digital transformation of enterprises conducted with the help of digital technologies will play a decisive role in accelerating this progress.*

Keywords: *Business transformation, digital technologies, competition, business model.*

Introduction

Digital transformation is the renewal of the way an enterprise works through the continuous adoption of new digital technologies. As stated in McKinsey's book, the main goal of digital transformation is to provide a competitive advantage by continuously implementing digital technology at scale to improve the customer experience and reduce costs.[1]


Effective use of digital technologies in an enterprise, which is the basis of every economy, shows that there is a huge opportunity for innovative development of enterprises. This innovative development leads to the growth of the quality of goods and services, the efficiency of production and the creation of new jobs.

Analysis

The answer to the question why digital transformation is important can be seen in the results of the research carried out by ACCENTURE. These studies have shown that companies that adopt digital technologies have grown twice as fast as their competitors and have therefore doubled their technology investments to grow faster. [2]

Companies are increasingly using digital technologies, including cloud systems and artificial intelligence, to outpace their competitors. They quickly adopt innovative technologies and make large investments.





Companies, especially in the field of ICT, can dramatically increase the potential of their services for customers through digital transformation of their activities, that is, by integrating digital technologies into all areas of their business . This can also be seen in the example of research conducted in the banking sector. [3]

Businesses need to embrace innovative digital technologies to be able to adapt and respond more quickly to changing customer demands. With the help of digital transformation, enterprises can offer digital solutions such as mobile applications or e-commerce platform, move from internal server infrastructure to cloud computing and reduce operating costs with smart sensors.

The process of digital transformation of enterprises should not be limited to the introduction of new technologies into the enterprise. In order to achieve the expected result, changes or transformation must occur in all aspects of the company's activities.

When we talk about the ways how to digitally transform the activities of enterprises in the field of ICT, the following main types of digital transformation that can be implemented come to mind.

- Change in the Business process
- Change in the Business model
- Change in the Corporate culture [4]

For instance, nowadays the tendency that enterprises provide its customers the opportunity to manage some of its services after having digitally transformed their own business processes is growing. This kind of transformation which takes advantage of the following services has substantially improved customer satisfaction.


- Using cloud computing systems
- Reduction of invoice processing time
- A high-performance cloud storage system for communicating with multiple clients through a website and applications

These digital transformation efforts reduce workflow burden and operational costs in enterprises, while increasing customer satisfaction. [5]

Businesses take different paths in digitally transforming their businesses. Each enterprise creates its own road map, taking into account its internal and external needs. Based on this road map, it strives towards the goal.

Summary





In order for digital transformation to be successful in enterprises, it is desirable to carefully develop strategies and implement them on a planned basis. In the process of digital transformation of the enterprise, project planning should be aligned with the overall goals of the enterprise. In this way, digital transformation ensures an increase in the performance of the enterprise and accelerates the time to achieve the goal.

LIST OF USED LITERATURE:

1. [Rewired: A McKinsey Guide to Outcompeting in the Age of Digital and AI](https://www.mckinsey.com/featured-insights/mckinsey-on-books/rewired), (Wiley, June 20, 2023) <https://www.mckinsey.com/featured-insights/mckinsey-on-books/rewired>
2. [Why is digital transformation important?](https://www.accenture.com/us-en/insights/digital-transformation-index), <https://www.accenture.com/us-en/insights/digital-transformation-index>
3. [Harvard Business Review: The Value of Digital Transformation](https://hbr.org/2023/07/the-value-of-digital-transformation), <https://hbr.org/2023/07/the-value-of-digital-transformation>
4. Definition of digital business transformation: <https://www.sap.com/central-asia-caucasus/insights/what-is-digital-transformation.html>
5. Support for digital business transformation: https://www.oecd.org/eurasia/competitiveness-program/WebBeyond%20COVID-19%20Advancing_digital_business.pdf

