

Panel discussion on Foundations of Digital Transformation

On 7th June 2024

Speakers:

Venugopal Rao K S, Director, IBS Hyderabad

Anand Chandramouli, Head of Transformations for Platform Business Processes, L&T Mindtree Ltd.

Lakshmi Narasimha Moorthy K, Co-Founder and CEO, nicheBrains
Venue- Big Conference Hall, IBS Hyderabad Campus

No. of Participants: 65

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Incredibly grateful to everyone who joined us for the Digital Transformation Colloquium at IBS Hyderabad! The panel discussion on the Foundations of Digital Transformation was an outstanding success, thanks to our esteemed panelists and engaged audience.

Special Thanks to our experts-

[Anand Chandramouli](#) – Head of Transformations for Platform Business Processes, L&T Mindtree Ltd. ;

[Lakshmi Narasimha Moorthy K](#) – Co-Founder and CEO, nicheBrains;

[Dr. Venu Gopal Rao K.S](#) – Director, IBS Hyderabad and Sanjay Fuloria Ph.D. in coordinating the entire event.

Great work by the volunteers of [DOT - Develop On Technology](#) and [Centre of Excellence for Digital Transformation](#)

Our panelists highlighted that digital transformation goes beyond technology, encompassing cultural shifts, process improvements, and strategic realignment. We delved into critical drivers such as customer expectations and technological advancements, while also addressing challenges like change management and regulations. The importance of strong leadership in guiding and sustaining digital transformation initiatives was underscored.

Participation and enthusiasm of students of Managing Platform Businesses and Managing Digital Transformations electives made this event truly special. We look forward to continuing this journey of learning and innovation together.

Stay tuned for more events and discussions that push the boundaries of business and technology.

Event Report:

The Digital Transformation Colloquium at IBS Hyderabad was a resounding success, featuring distinguished speakers Anand Chandramouli (Head of Transformations for Platform Business Processes, L&T Mindtree Ltd.), Lakshmi Narasimha Moorthy K (Co-Founder and CEO, nicheBrains), Dr. Venu Gopal Rao K.S. (Director, IBS Hyderabad), and Dr. Sanjay Fuloria, who coordinated the event. The session, supported by DOT (Develop on Technology) and the Centre of Excellence for Digital Transformation, focused on the Foundations of Digital Transformation (DT).

The panel emphasized that digital transformation is a comprehensive business transformation encompassing cultural shifts, strategic realignment, and process optimization. A lack of strategy and improper technology selection were identified as common reasons for DT failures. Instead, DT should be strategy-led and focused on creating value for stakeholders.

Key discussions included leveraging technology to optimize processes across organizations and managing the cumulative impact of all transformations to align with business objectives. Critical drivers such as customer expectations, technological advancements, agility, and open tech stack architecture were highlighted, alongside challenges like managing change, regulatory compliance, and employee alignment.

The importance of omnichannel integration for seamless customer experiences, advanced data analytics for personalization, supply chain optimization, and strong leadership to navigate complexities was underscored.

With vibrant participation from students of electives like Managing Platform Businesses and Managing Digital Transformations, the event successfully fostered engagement, innovation, and a commitment to excellence in the evolving landscape of digital transformation.

