

# Chapter 7

## Summary

This book provided two insightful definitions for the digital transformation of business models in Chap. 2.

Then, in Chap. 3, the definition of the digital transformation of business models was developed within a synthesis of previous works. Finally, the future of digital transformation was considered.

In Chap. 4, four examples of successful digital business model transformations were presented, complete with the initial starting point, problems to be solved, objectives, solution approach, results, and application to the first phase, Digital Reality.

In Chap. 5, existing approaches to digital transformation were outlined and these were also used as the basis for the Roadmap.

In Chap. 6, the Roadmap was explained along with its five phases: Digital Reality, Digital Ambition, Digital Potential, Digital Fit, and Digital Implementation. The phases of the Roadmap were discussed along with their respective objectives and the relevant questions which need to be asked when establishing those objectives. Afterwards, innovative activities were put forth, each with its corresponding tools. Finally, the procedure model was presented, which summarizes all the phases of the Roadmap and contains objectives, activities, and results.

The Roadmap and the procedure model for the digital transformation of business models is based on existing approaches and experiences which were garnered within the framework of consulting and research projects.

### What You Can Take Away from This Book

- Support for the digital transformation of your business model through the use of a compact Roadmap with five phases
- Practical activities and tools for each phase which are illustrated by examples
- Focused awareness of the Status quo in the first phase: Digital Reality
- Definition of objectives for the digital transformation in the second phase: Digital Ambition

- Conceptualization of options for the digital business model in the third phase: Digital Potential
- Assessment of the suitability of those options in the fourth phase: Digital Fit
- Realization of the digital business model in the fifth phase: Digital Implementation