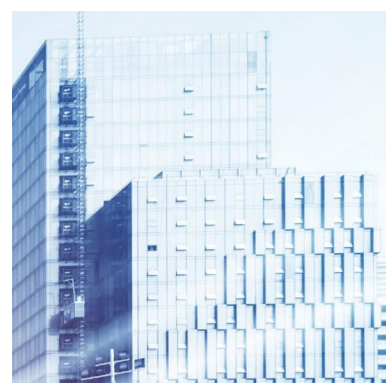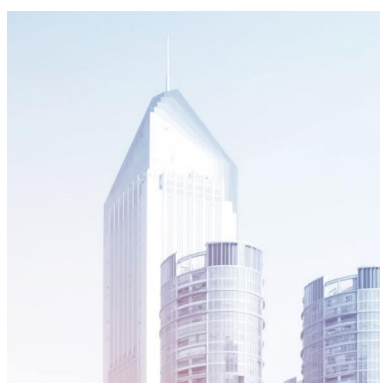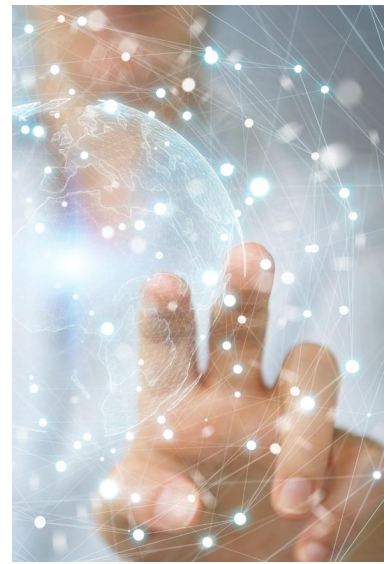# WEB RATIO®

Leading the Digital Transformation

Managing digitalization projects through a methodology that combines Design Thinking, Lean Startup, and Agile development on a low-code platform

We often read about new technologies that unleash the previously inaccessible potential of data and information. However, we also think it would be useful to stop and think about how innovations are helping to unleash the latent capabilities of people who perform repetitive and predictable tasks.

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01 The pillars of Digital Transformation

Digital Transformation involves introducing digital technologies into companies in order to simplify and automate processes and bring about cultural and organizational change. This change takes place in all areas, transforming the way the organization creates value and offers it to its customers.

Digital Transformation means thinking about business models — and the processes they are made of — in order to complement them with technologies that permit activities to be simplified and automated, offer one's products or services to customers via new channels, and satisfy the growing expectations that new technologies themselves are creating in the market, such as expectations for omnipresence, dematerialization, and simple and immediate access to products and services.

Digital Transformation is about the potential to redesign and evolve the processes that govern businesses and which, through a combination of technological solutions, can reach consumers in ways that are completely new and still partially unexplored.

Digital Transformation is a trend worldwide as a result of two contributing factors: the development of new, enabling technologies and the reduction in the costs of adopting these technologies. The Digital Transformation can become disruptive when companies, through the use of innovative technologies, offer revolutionary products, services, or business models in their markets or even create new situations and markets.

Companies cannot ignore this trend without risking failure, because being up to date will enable them to meet the needs of their customers, who are becoming more and more demanding. Mastering the fundamental elements or main pillars of this transformation is worth it, as it brings with it benefits that until now had been unthinkable.

Computerization

The ubiquitous presence of information technology in objects, products, and services has introduced and strengthened a new intelligence in the managing of processes.

Automation

The ongoing automation of work has brought with it speed, efficiency, and a reduction in the number of errors.

Dematerialization

The ability to represent almost anything digitally has triggered a virtuous circle of information, creating new approaches for complementing and sharing between people and machines.

Virtualization

With the latest generation of software, physical resources get transformed into digital resources, and with cloud computing, even hardware for execution gets dematerialized within a network, permitting the hardware to be used and provided in new ways.

Mobile technology

Mobile devices allow the contribution of individuals to be constantly integrated with digital processes, thereby increasing individual productivity and bringing greater availability and flexibility to the world of work.

Artificial Intelligence

The ability of software to "reason" on the basis of enormous amounts of data permits automatic systems to make decisions and perform actions that normally would be the work of humans.