

Digital Transformation Enterprise (Sponsored by Magnet Networks)

This category recognises an organisation that has transformed its customer service and marketing process into the digital arena, with digital being at the core of internal and external strategies. The judges will look for creativity, innovation, efficiency, performance and integration.

Objectives

- Description of objectives
- Business needs being fulfilled
- Improved Business Agility

Strategy

- Total Budget
- Planning/Execution
- Digital Platforms used

Design

- Creativity
- Best-practice interactive design

Innovation

- Innovation
- Platforms used in the digital arena
- Data Utilisation

Integration

- Digital culture integration through the business.

Implementation & Results

- Performance results against objectives and strategy
- A clear outline of the results achieved through digital transformation
- A return on investment
- Evidence of value added services to your customers as a result of the digital technology