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Nota di contenuto	Chapter 1. Where Are We Now? Where Are We Heading? From RPA To Digital Transformation -- Chapter 2. A Strategic Approach to Robotic Process Automation -- Chapter 3 Robotic Process Automation: Just Add Imagination -- Chapter 4 RPA in Financial Services -- Chapter 5 Managing Agility at Scale -- Chapter 6 Managing Complexity -- Chapter 7 Achieving Combinatorial Innovation -- Chapter 8 Intelligent Automation/AI: The Value Potential -- Chapter 9 Intelligent Automation in Banking -- Chapter 10 Challenges and Customer Experience in Utilities -- Chapter 11 Risk and Intelligent Automation in Insurance -- Chapter 12 The Knowledge Switch in Telecommunications -- Chapter 13 – Healthcare: Crisis Dividend? -- Chapter 14 AI: Ethical and Social Responsibility Challenges -- Chapter 15 Managing the Digital Catch 22 -- Chapter 16 On the Yellow Brick Road: The Technologies That Pave the Way -- Chapter 17 The Blind Spot -- Chapter 18 Core Capabilities for Digital Transformation -- Chapter 19 How to Catch Up on Digital Transformation -- Chapter 20 Digital Platform as Foundation -- Chapter 21 The Heart of The Matter: Effective Change Management -- Chapter 22 A Case in Point: DBS Bank.

This book is an indispensable guide for executives, programme leaders, and business owners on maximising value from automation and digital transformation. It provides a real-world journey map of automation, from RPA through to intelligent automation, with a focus on practical strategy and management principles intended to help seize the trillions of dollars that are still being left on the table by companies that have not yet made this leap. Though grounded on the research and advisory work of the author team, this book offers clear eyed, easy to read advice for avoiding the 'transformation bog' where many organisations find themselves, struggling to maintain their strategy in an environment that feels increasingly dynamic and confusing. This book is not blinded by the brilliant new technology and hones in on what works and what distracts. It provides a total value of ownership framework for navigation and identifies seven core digital capabilities required for success. Ultimately a book for realists rather than digital idealists, it will be a vital resource for professionals who must chart a course to verifiable business performance improvement through digital enterprise empowerment amid often conflicting priorities.

Leslie Willcocks is Emeritus Professor at the London School of Economics, UK, and the Research Director of Knowledge Capital Partners. He is a recognised global authority, regular keynote speaker and has published widely in books and journals, as well as major media outlets such as Forbes magazine and Harvard Business Review. John Hindle is Managing Partner of Knowledge Capital Partners. He has an extensive international business background and holds a doctoral degree from Vanderbilt University and has held Adjunct Professorships in Human and Organisational Development with Vanderbilt, and International Marketing with New York University in London. Matt Stanton is a marketing professional with over 20 years' experience across fast moving consumer goods (FMCG), pharmaceutical and biotechnology sectors. His professional experience spans global marketing roles, providing marketing consultancy services for leading international organisations, along with business start-ups in FMCG, pharmaceutical and biotechnology space and he is a Partner of Knowledge Capital Partners. John Smith is Knowledge Capital Partners' communications specialist. He is an advisor and writer with exceptional experience of working with business leaders on communications critical to the outcome of major changes designed to increase the growth, sustainability and value of their organisations.
