

ATERA





ATERA

Digital Transformation

Jacob Duus - Solution Architect & Evangelist

“Every major company, including yours, is undergoing some form of transformation. The real question is: Are you steering it in the right direction?”

ChatGPT-4o, OpenAI

transformation

[C or U] — uk /ˌtræns.fəˈmeɪ.jən/ us /ˌtræns.fəˈmeɪ.jən/

*a complete change in
when companies attempt to adapt to
the appearance or character of*

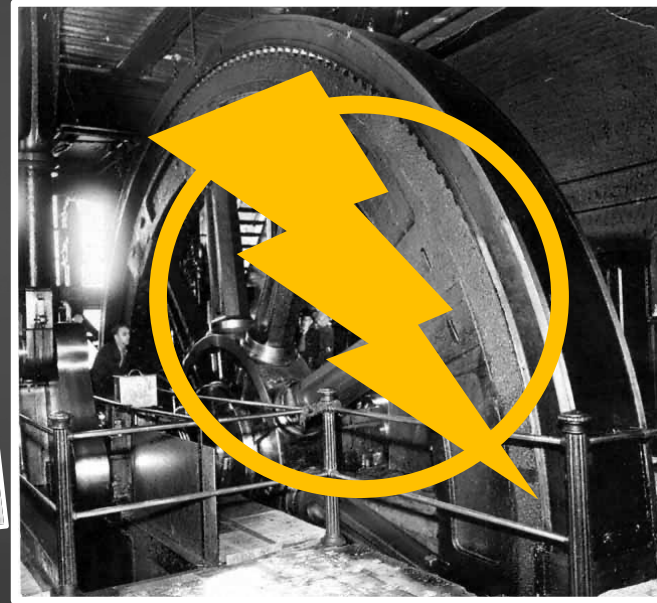
**New
Technologies**

**Market
Conditions**

**Customer
Demands**

Storytime – Textile mills

ATGA



So what about **AI** is a tool



	Modernization	Transformation
Purpose	Incremental improvement	Fundamental change
Approach	Streamline existing processes	Reimagine and redesign processes
Outcome	Faster or more efficient results	New ways of creating value

Modernization

Moving to Cloud

Migrating existing on-premise applications to cloud infrastructure for scalability and cost savings.

Transformation

Developing New Cloud-Native Applications

Creating applications that leverage cloud features (like auto-scaling, microservices, and global distribution) to enable new business models or customer experiences.

Modernization

Adding Chatbots to Customer Service

Using AI chatbots to handle common customer queries, improving response times and freeing up human agents for more complex issues.

Automating Data Analysis

Using AI tools to speed up traditional data analysis tasks, such as generating reports or identifying basic trends.

Implementing Fraud Detection Algorithms

Using AI to identify and flag potentially fraudulent transactions, reducing risk in real-time.

Transformation

Creating an AI-Driven Customer Experience

Integrating AI across customer service to provide personalized recommendations, anticipate needs, and offer proactive support, creating a seamless and responsive customer journey.

Building Predictive and Prescriptive Models

Leveraging AI to not only analyze data but to predict future trends and prescribe specific actions, allowing the company to act strategically based on insights before competitors do

Redefining Risk Management with AI

Developing an AI-driven risk platform that continuously learns and adapts to new fraud patterns, assesses market shifts, and proactively alerts decision-makers.

Modernization
requires
Installation



Transformation
requires
Implementation



Tech is just one piece of the puzzle

ATERA

Transformation

Implementation (Project Management)

Execute with a structured, goal-oriented approach

Technology

Select and implement the right tools

Change Management

Prepare the organization and build buy-in

Strategy

Define goals and vision

You are here





“Remember the details?”

Your role in Transformation



Understand

your company's
transformation goals

Assess

tech with strategy in mind,
not just efficiency

Remind

the leadership to make the
strategy operational