

## From the CEO's Desk



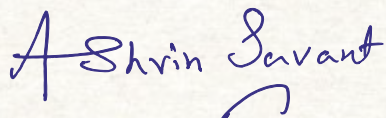
Welcome all to the family of InfinityX, the X factor of digital transformation.

InfinityX has experienced an exciting renaissance of many areas of its business over the last several months, and it is a reflection of that evolution in Digital Transformation.

We aim to establish InfinityX as a digital transformation company enabling SME sector in their pursuit of industry 4.0. InfinityX specializes in the field of IIoT, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR) platform; creating and implementing experiences for manufacturing and services organizations. InfinityX also works very closely with educational institutes (Academia) in setting up Centre of Excellence (COE) in IIoT, AR / VR technologies thereby helping to create a conduit between Industries and Academia.

You could say it's symbolic of our continued mission: that we are always getting better and always seeking ways to improve things every day, whether it's for our employees or our customers.

It's an exciting time to be at InfinityX, and I couldn't be more proud of our team as we embark on a new chapter of our journey!



**Ashvin B Savant,**  
Founder & CEO

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## Digital Transformation...

Digital transformation looks different for every company; it can be hard to pinpoint a definition that applies to all. Digital Transformation sometimes means moving away from long-standing business methods that companies are usually built upon in favour of relatively new practices that are still being defined.

Digital transformation is the union of digital technology into all areas of business, basically improving how you operate and deliver worth to customers. It's also a promising transformation that requires organizations to continuously challenge the status quo, experiment, and get comfortable with failure.



# What's the difference between Digitization, Digitalization, and Digital Transformation?

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These three terms are often confused as synonymous, but there is a vast difference in all three words.

## ***What is Digitization?***

Digitization refers to designing a digital description of physical objects. For example, we scan a paper document, save it as a digital document (e.g., PDF). In other words, digitization is about transforming something non-digital into a digital illustration or representation. Computer systems can then use it for various use cases.

## **What is Digitalization?**

Unlike digitization, digitalization doesn't have a single, precise definition. 'Digitization' and 'digitalization' are two conceptual terms that are closely associated and often used interchangeably in a broad range of literature.

"Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities," according to Gartner's glossary. "It is the process of moving to a digital business."

*Digitalization, is quite distinct from digital transformation.*

An organization might undertake a series of digitalization projects, ranging from automating processes to retraining workers to use computers. Digital transformation, in contrast, is not something that enterprises can implement as projects.

## ***What is Digital Transformation?***

Digital transformation is the profound transformation of business activities, competencies, and business models to fully leverage the opportunities of digital technologies.

For example, a company has personal information about many customers. Other companies have to verify personal info to do business (e.g., insurance companies). Based on the customer info, the company provides an identity verification product for other companies who want to verify a person's information. And since the company has many customer info, other companies will likely use this identity verification product.





# Why is Digital Transformation Important?

Adopting and adapting to digital is more than an afterthought in business today. To stay competitive and relevant, companies must begin and progress their transition to digital transformation.

With digital disruptors fastening at the heels of many industries, success comes to the businesses that ensure their workforce is skilled in the best practices of the digital age. Moreover, this transformation must be weaved into the fabric of the company and championed by leadership to have maximum impact.

The concern for many businesses is that they've already fallen behind. Some think they are too late to get started. Digital speed is as much as five times faster than a traditional business, and that pace is essential to becoming a leader or a fast follower.

Transforms Customer Experience

Drives data-based insights

Encourages collaboration across departments

Increases agility & innovation

Updates skillsets & knowledge

Fosters a digital culture

# How To Lift Digital Transformation For Your Organisation

To leverage digital transformation, it's not sufficient to remain up to date on technology trends - you also need to be able to use them. Here's how:

In today's digital age, many digital transformation companies have grown as more digital technologies are sprouting up – from advanced analytics to automation and cloud-based applications and software. However, for a business to be digitally transformed, it is not enough that you are up to date on technological trends.

If you are a starting company that wants to use their digital transformation as leverage, here are some ways that may help you do that:

## 1. Start By Enabling Digital Transformation Tools

One of the things that you can do this is to make use of cloud-based applications. Most customers and clients are now discovering that manual business processes are not useful anymore, most notably now that they are experiencing high volume workloads.

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## 2. Accelerate through Changing Your Business

Secondly, for a business to grow organically, specific strategies and techniques must be done. One of which is by moving into a cloud-based environment that can help you to develop a global focus quickly. This will significantly enable you to do continuous testing and development processes that can respond to feedback and resolve issues.

## 3. Consistently Promote Your New Digital Workplace

Last but not the least, is that you can use digital transformation as leverage for your business by enabling your employees to work together, and at the same time, share the data that is needed without any hassle. To do this, always make sure that you continuously attract new talents that are tech-savvy, retrain your employees, and to support the changes in the management in your company.

**This is the beginning of our new journey,  
and with this, we would like to keep all our associates  
updated on the latest technological trends.**



Corporate Office:

2, Anil Apartment, Baner Residency,  
Next to Sakal Nagar, Aundh, Pune - 411007  
MH | INDIA

+91 98230 73322

info@theinfinityX.com