



The Digital Matrix: New Rules for Business Transformation Through Technology

By Venkat Venkatraman

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Is your business ready to win in the digital future? or destined to be disrupted?

Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way? what is yours doing?

The Digital Matrix will help you understand the **three types of players** that are shaping the new business landscape; the **three phases of transformation** that every firm will encounter on its journey to business reinvention; and the **three winning moves** that will ensure your company's success along the way.

With *The Digital Matrix*, you will:

- Learn to navigate the world of digital ecosystems.
- Discover ways of competing and collaborating with other companies to create and capture value.
- Realize how powerful machines can amplify your company's human talent.
- Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future.

The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, *The Digital Matrix* shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation.

Your company's future depends on its ability to harness digital technology. Don't wait!

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Editorial Review

Review

"Venkat Venkatraman has created an essential new model for digital business strategy in the age of cognitive systems and artificial intelligence – at once simple, pragmatic and quietly groundbreaking. Although written for incumbents in traditional industries, *The Digital Matrix* will, I believe, prove invaluable for all leaders, whether of established institutions or born-on-the-cloud startups. It is nothing less than a roadmap for the next era of business transformation."

— Ginni Rometty, Chairman, President and CEO, IBM

"This timely book reveals how you can shape your business strategy around the global trend of digitization not only to survive but to prosper."

— Sir Martin Sorrell CEO, WPP

"An invaluable framework to help leaders master digital shifts and win in their space."

— Clark Golestani EVP, CIO, Merck

"The *Digital Matrix* harnesses digitization powerfully and succinctly through a conceptual framework and real business examples. Professor Venkatraman has produced an extremely readable and insightful book."

— Michael S. Scott Morton Professor Emeritus, MIT Sloan School of Management

"Venkat's book is super helpful to all of us working to drive change in an increasingly digital world."

— Mike Wright, Global CIO, McKinsey & Company

"For any CXO executive, this book is a must-read. Professor Venkatraman brilliantly describes a practical step-by-step guide on how to transform a legacy company into a digital enterprise. An essential survival guide for today's evolving digital economy."

— Alejandro Martinez, Senior VP and CIO, Quintiles

"A refreshing read from a scholar who has been at the forefront of strategy and digital technology for over two decades."

— Ranjay Gulati, Professor, Harvard Business School, author, *Reorganize for Resilience*

"No firm, no industry and no market is immune from the transformative forces that disrupt the practices of the past, and we may have no better guide through these forces than Professor Venkatraman. No enterprise leader should be without this useful guide."

— Benn Konsynski, PhD, Professor, Emory University

"This book is definitely the best I have read dealing with the digital challenges and how to address them."

— Jo Guegan, Strategic IT Advisor, Former CTO and EVP of Canal+ Group, Former SVP, Capgemini Consulting

"Venkat Venkatraman enthralls with a sense of urgency and offers a practical and composed approach to assess threats and devise winning and competitive strategies."

— Don Bulmer, VP, Gartner; Former VP, Shell, SAP

"This book contains invaluable insights and should be required reading for executives to step beyond their

industry boundaries. I can't wait to apply these ideas in practice.”

— Georges Edourad, Dias Co-founder and CSO, Quantstreams, Former CDO, L’Oreal Paris

“The Digital Matrix captures the different challenges and opportunities of pursuing a disruptive digital strategy for a traditional business. All leaders must be aware of how digital can transform their organization if they want to thrive in this new era.”

— Tim Theriault, Former Global CIO, Walgreens Boots Alliance, Former President of Corporate and Institutional Services, Northern Trust

“The Digital Matrix provides a framework for participation, learning, and building relationships across all phases of transformation. No longer just in the realm of innovation, the practical application of this framework needs to be an active and present part of corporate planning processes.”

— Jim Ciriello, AVP, IT Planning & Innovation, Merck

“The Digital Matrix offers compelling insight into why traditional organizations should embrace digitization and stay vigilant to the signals at the periphery.”

— Mahesh Amalean, Chair, Co-founder, MAS Holdings

“To Venkatraman, Facebook and Tesla are not traditional companies bound by product boundaries or SIC codes; they adapt digital tools to solve problems. This book gives you a strategy roadmap to stand alongside such problem solvers, to anticipate their next move, to compete against them. Without it, you risk being wiped out by them.”

— Bhaskar Chakravorti, Senior Associate Dean, International Business & Finance, The Fletcher School at Tufts University, author, *The Slow Pace of Fast Change*

“The Digital Matrix is not just another descriptive or speculative account about future technologies and their predicted impacts?it is the definitive guide to becoming a proactive player in the new digitally mediated economy. This book will survive the passage of time.”

— Ben M. Bensaou, Professor, INSEAD, Fontainebleau

“The Digital Matrix should be read as a clarion call to executives and board members. For the new wave of leaders, this book will be a go-to guide.”

— Rick Chavez, Partner, Digital Practice, Oliver Wyman

“No silver bullets, no killer apps. Instead, Venkatraman provides a brilliant exposition on the perfect storm of digital technologies that will severely test the leaders of every organization, and a framework for analysis and action to help us survive and thrive in the coming decade.”

— Brinley N. Platts, Chairman, CIO Development

“Venkatraman is a brilliant thought leader in the area of digital business strategy. This book will definitely turbocharge your digital future!”

— Omar El Sawy, Chaired Professor, USC Marshall School of Business

“This is an important and timely book. With deep familiarity, clear examples and nuance, Professor Venkatraman offers a much needed, sophisticated roadmap for incumbent firms to leverage digitization and thereby prosper in our new competitive era.”

— Mel Horwitch, University Professor and Former Dean, CEU Business Administration

“The Digital Matrix is a wake-up call for any business intersecting with the digital world. Health care leaders need to heed this call and consider how they must lead in the increasingly digital world.”

— Chris Newell, Psy.D, Director, Learning and Development, Boston Children’s Hospital

“Understanding these insights is essential if we are to clearly see the challenges and opportunities created by the digital revolution. Venkat Venkatraman challenges our conventional thinking and encourages us to become transformational leaders in our own fields of endeavor.”

— Mike Lawson, Professor Emeritus, Boston University Questrom School of Business

“Venkatraman perfectly blends academic and consultant into one clear roadmap for leading change, enabling leaders to act immediately after putting the book down.”

— Steve Newman, Former Director, Executive Programs at Ericsson

“The Digital Matrix is a brilliant window into digital strategy, with practical insights that blend academic theory and the practice of management in a way that only Venkatraman can deliver.”

— John C. Henderson, Professor Emeritus, Boston University Questrom School of Business

“This book is a powerful guide to the most important change to management of the last century—the digital transformation of every organization. It offers a practical vision of what it will take not only to adapt to the networked society, but to lead it. An enlightening book and a terrific read!”

— Richard Leider, bestselling author, *The Power of Purpose*

About the Author

Venkat Venkatraman is the David J. McGrath Jr Professor of Management and past Department Chair at the Boston University Questrom School of Business. He has previously taught at MIT Sloan School of Management and London Business School. His research, teaching, and consulting lie at the interface between strategic management and digital technology.

Users Review

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Ruby Freeman:

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The book untitled The Digital Matrix: New Rules for Business Transformation Through Technology contain a lot of information on the idea. The writer explains your girlfriend idea with easy technique. The language is very clear and understandable all the people, so do not necessarily worry, you can easy to read it. The book was authored by famous author. The author brings you in the new era of literary works. It is easy to read this book because you can read on your smart phone, or program, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site in addition to order it. Have a nice go through.

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Michael Castillo:

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