



## Digital Transformation

Digital transformation is not just about implementing the latest apps, mobile devices and collaboration tools. Rather, it is about leveraging technology to change people, change mindsets, change behavior and fundamentally transform organizations to best respond to the digital challenges facing modern-day business.

**85%** of enterprise decision-makers feel they have a timeframe of two years to make significant inroads on their digital transformation before suffering financially and/or falling behind their competitors. (Source: Progress)

Forward-thinking CIOs can enhance their impact on top and bottom lines by thinking about the deployment of digital capabilities less in terms of technical details and more in terms of employee engagement

**52%** of executives cite “a lack of familiarity with technology” as a barrier to digital transformation. (Source: Santoku)

Precisely what do we want our employees to do (or be able to do) with these technology solutions? What do we want to enable? Collaboration among users? Smarter decision-making? Sharing of best practices?

**55%** of companies without an existing digital transformation program say the timeframe to adopt one is a year or less. (Source: Progress)



UC Interlink’s adoption-centered User Experience change management methodology provides organizations with a tailored user adoption framework that covers the necessary strategy, governance, processes, metrics and tools to enhance and accelerate returns on digital investments.



Our products and services reflect a commitment to digital transformation.



Our User Experience (UX) Workplace Audit works to redesign apps to fit how you work.



Our User Experience Assessment captures what your company does today, identifies what you want to change and helps deliver those business-enabling experiences.



Our Adoption Analytics™ platform tracks and predicts behaviors in alignment to digital transformation outcomes and business goals.

When you think digital transformation, think user adoption. Think UC Interlink.

## ASSESS

and define the current state and future state vision with a recommended course of action. .

## ANALYZE

user experience data to understand gaps in key performance, identify pain indicators, establish benchmarks, and define measurable success targets.

## INITIATE

digital projects with our technology adoption framework to ensure business outcomes are realized.

## BUILD

on planned and current strategies with resources to execute the plan.

## LEAD

effective digital marketing strategies with innovation in communications tools to expand your audience base, excite the current base, and strengthen relationships.

## TRAIN

for new skills and curriculum design with knowledge transfer specializations to accelerate users and customer behaviors through the journey of business transformation.

## CELEBRATE

the wins with end-of-year or quarterly performance reports to showcase ROI, measure the change, tell your story of value, and gain visibility in your winning outcomes.

## About UC Interlink, Inc.

UC Interlink was founded in 2008 by Stephanie L. Carhee, a digital strategist with more than two decades of experience in the technology industry. Since 2008, UCI has delivered transformation projects for more than 1 million internal and external users.



© 2017 UC Interlink, Inc. All rights reserved. Confidential

To learn more about UC Interlink's Digital Transformation Team of consultants, contact us at [sales@ucinterlink.com](mailto:sales@ucinterlink.com) or by phone at 408.623.6973