Digital transformation is a necessary disruption in the current business models. Brands are preparing for potential digital disruption. As we depart on the Digital Transformation Express, we can see the importance of iterative digital transformation.

**Initiation Station**
- Brands need to realize the need for transformation.
- Someone needs to initiate the change by taking the first steps.
- You know you've arrived here when "an individual or group of people realizes the need for transformation."¹

**Transformation Town**
- Brands might get off at Transformation Town, but without visiting Routinization Road, they won't experience the full Digital Transformation Express. You haven't experienced the full Digital Transformation Express if you haven't reached Routinization Road.
- Brands need to be constantly iterating on their current operations. And, with customer expectations increasing in tandem with accelerated digital growth, brands need to transform.

**Routinization Road**
- Brands have seen a rise in stock price growth rates.
- It's never too late to start. Regardless of how long the transformation takes, brands have seen a rise in stock price growth rates. To move towards the phase of Transformation, brands have to be prepared.
- Brands need to consider the fear of failure, as it may prevent them from achieving creative insight needed for transformation.

**Transformation Town**
- The digital innovation team at a large medical devices company says that "they have been able to work around them more easily when not in the office." - Deloitte⁴
- Nearly one-third of B2B respondents say that fear of customer resistance to changes was a barrier, but only 24 percent of B2B respondents acknowledge that they were behind their peers in their use of digital technologies—40 percent say so, compared with 24 percent in 2017.⁵
- IDC³ reports that 90% of CEOs said COVID-19 sped up their plans for digital transformation.

**Realization Road**
- Most CEOs believe that global digital technologies, such as AI, are important to help "future proof" their strategy.
- Digital transformation isn't just about transforming; it's about measuring relevant interactions and experiences that customers love.

**Routinization Road**
- Digital transformation isn't about pulling some tech, but about improving the tech that's already in place.
- Efficient, powerful tech is used in many cases, so brands just need to improve upon what they have.

**Transformation Town**
- The current business models will be beneficial to brands, especially in a world where some companies have not adopted a digital-first business strategy or plan to do so.
- According to a survey, 90% of companies think digital will be a key focus for their business models through 2023.

**Digital Transformation Express**
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