

Why A Digital Transformation Of Dairy Has Little To Do With Technology

Brent Raeth





Tech support... I'd like to
report a **FARMER IN THE DELL!**





Hello

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CATCHMARK[®] CM

Technologies



“Technology Problem Solvers”



What is Digital Transformation?

The integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and how they deliver value to customers.



Industries Transformed

PAST

News/Media



Travel



Transportation



PRESENT

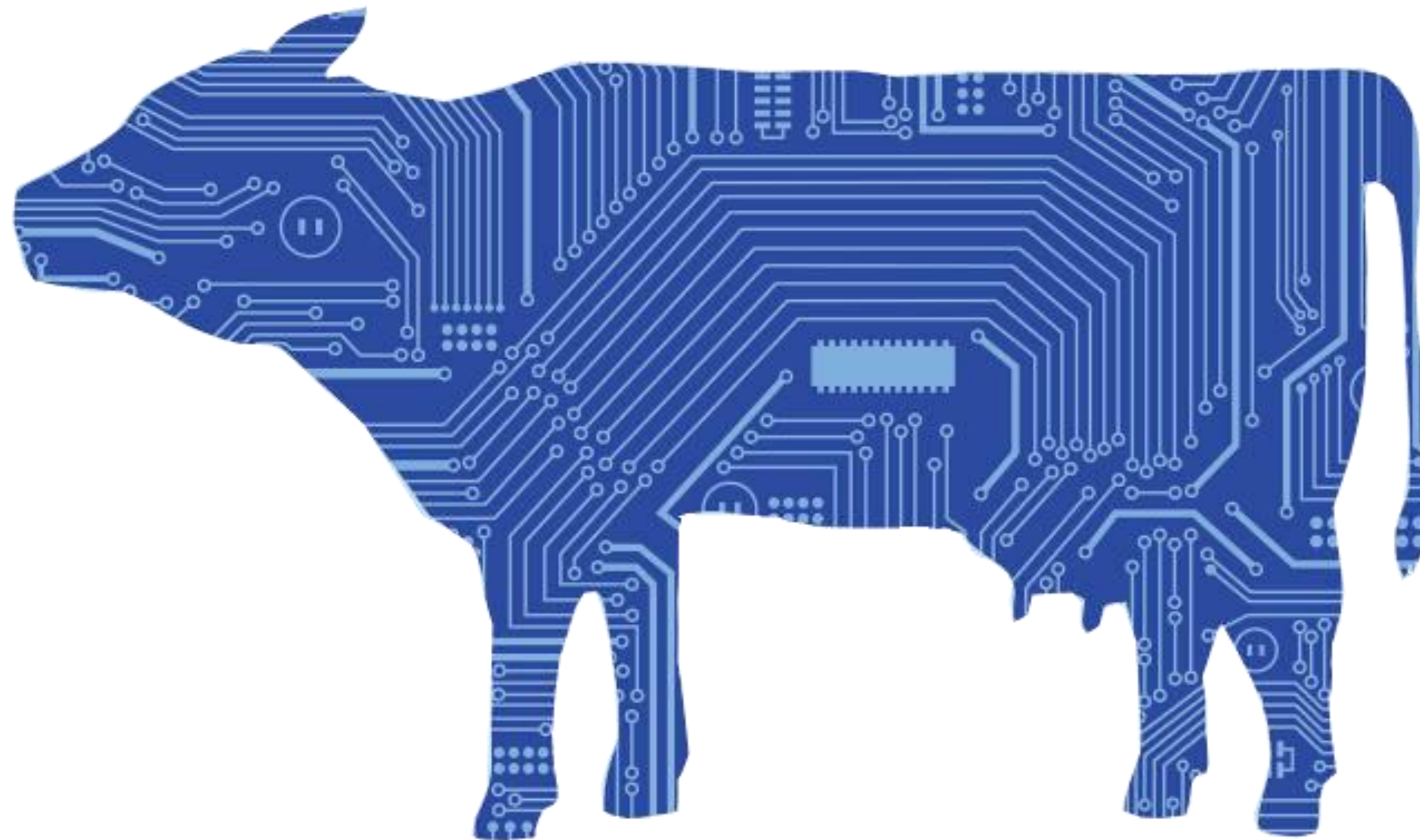


The Transformation Graveyard



Disclaimer





**The
transformation
in dairy is
happening
now!**

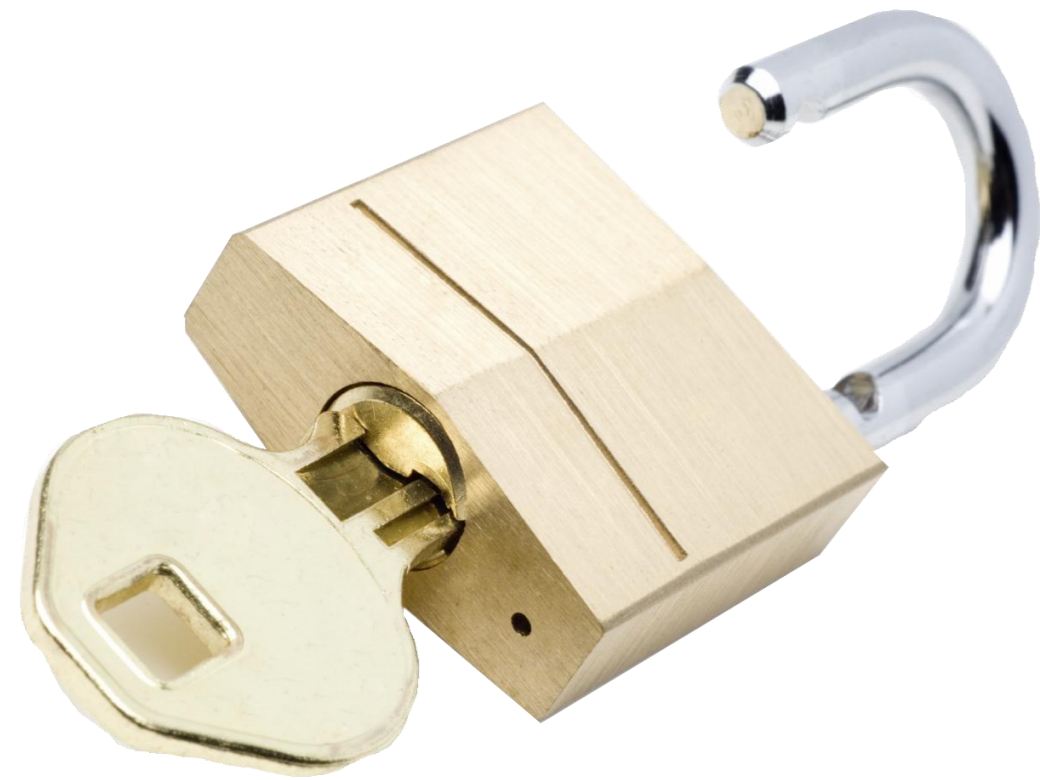
Dairy Uniqueness



Cultural Change

NEXT EXIT





Five Keys - Culture Change

In any industry significant culture change must occur
in any industry for successful digital transformation



Embrace and Commit



People



Planning



Investment



Processes



Embrace and Commit

Embrace and commit to technology as a practice within your business.

- A changed view of technology
- Top down commitment
- Disciplined management team



People

Digital Transformation is not an IT job but an everyone job.

- A different type of dairy manager
- A staff with a different skill set
- Technologists as a key member of the staff



Planning

In a connected world everything impacts everything else and needs to be planned as such.

- Technology strategy and planning needs to occur
- Must be done with an interconnected perspective
- Technologists as a key member of the staff



Investment

Technology spending needs to be emphasized and planned for in the same way that other spending.

- Technology investment must be planned for and occur
- This should occur initially with baseline/framework technologies
- Planning and framework investment will ensure you are prepared for bigger and better things



Processes

Processes must be evaluated, possibly changed, and standardized to make use of technology benefits.

- A commitment to process standardization is necessary
- Be aware of the trade off decisions you are making
- For technology to work most efficiently variations must be eliminated

Benefits

If you are willing to change and make the tradeoffs there are many benefits to be had by embracing a digital transformation

Business Efficiency

Get things done more efficiently. Smooth out the areas that are road blocks or speed bumps. Do more with less.

Improved Decision Making

Make better informed decisions more quickly.



Improved Reach

You can access your information anywhere and at any time. You can easily share that information with partners and vendors anywhere in the world.

Improved Profitability

Increase profit by reducing being more efficient, improving decision making, and improving your reach.



Are you ready for a digital transformation?