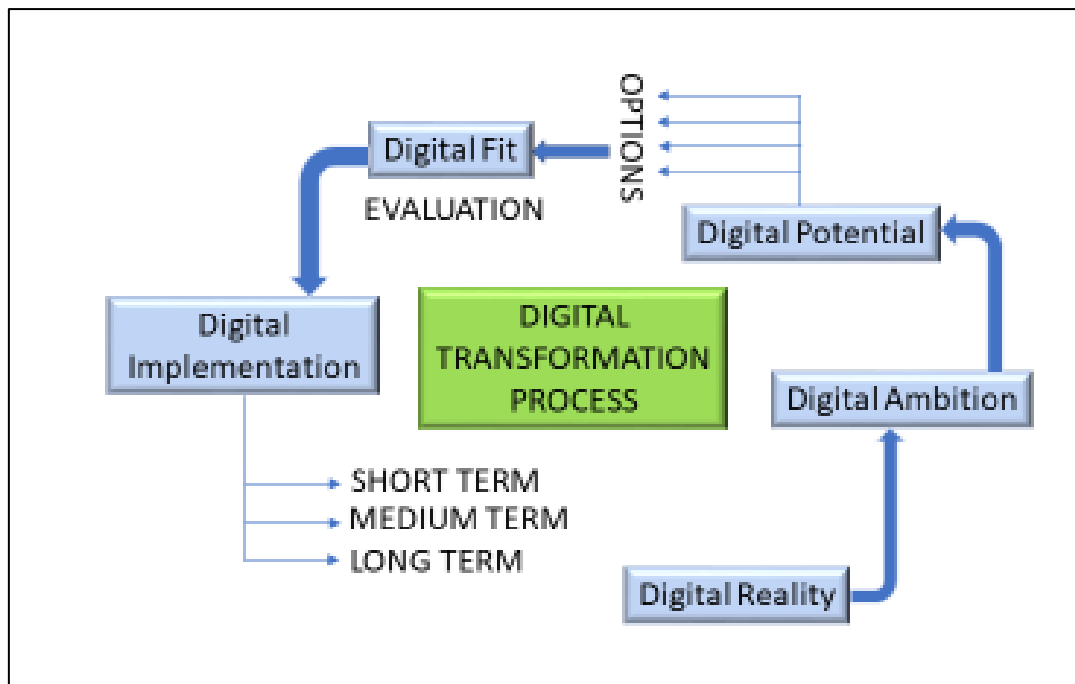


Digital Transformation process for application to Australian Chicken Meat



Source: Schallmo, D. (2016) *Jetzt Digital Transformieren: So Gelingt die Erfolgreiche Digitale Transformation Ihres Geschäftsmodells*. Berlin: Springer-Verlag. and applied by Schallmo, D., C. Williams and L. Boardman (2017) *International Journal of Innovation Management* 21 (8): 1740014: 1-17.

Digital Reality (DR)

The DR is the sketch of the existing data, business processes, and technologies in use, analysis of the value chain and value chain actors in the chicken-meat industry. The DT Scoreboard (Digital Transformation Scoreboard, 2018) can be used to examine DR. The scoreboard helps rank enterprises on 5 digital categories: 1) digital infrastructure (3 indicators); 2) investment and access to finance (six indicators); 3) supply and demand of digital skills (four indicators); 4) E-leadership (3 indicators); 5) Entrepreneurial culture (three indicators).

Digital Ambition (DA)

The DA phase envision the digital future of Australian chicken-meat industry. This includes stakeholders' ambitions to move away from process orientation to digital orientation, data driven world. This will involve defining specific objectives with regard to DT, identification of new technologies, new data, and possibilities of networking (data sharing) among different business units with a same enterprise or across enterprises.

Digital Potential (DP)

This phase consists of designing future digital business models through i) identification of incentives/best practices and ii) collection of DT enablers (real time connectivity).

Digital Fit (DF)

The DF phase evaluate various options for the design of digital business models, keeping in view business objectives, customers' requirements, costs and benefits of different options.

Digital Implementation (DI)

This phase examines the resources and capabilities of stakeholders and key activities in the short, medium and long term for the effecting implementation of DT.