"....a comprehensive, easy to understand perspective that is grounded in practical ways to get a head in this complex area."

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Hewlett Packard Enterprise

"...solid and comprehensive overview of the Why, How, and What, striking a perfect balance between the human, technical, and data aspects."

—**Coen de Bruijn,**
Program Director Data & Analytics, Nike;
author of *Key Performance Illusions*

A Field Guide to
Digital Transformation

Co-authored and Edited by Best-Selling Author Thomas Erl
Co-authored by Roger Stoffers

Advance Praise for *A Field Guide to Digital Transformation*

"By far the most thorough and well-structured guide to digital transformation I have come across. It's an invaluable resource to businesses at all stages of the process, providing insight into digitalization and working with data in a clear and engaging way."

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"This book explains, in simple language and with an abundance of examples, what digital transformation is all about. The reader is taken through a journey supported by a rock-solid technology and business content, while also learning about the risks and benefits. A must read."

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"This book is like a good architecture: It explains a really complex subject like Digital Transformation in plain English! It does this by discussing the constituent parts and how these parts interact and strengthen each other. All this is supported by beautiful, easy to understand graphics. This book helps a lot in navigating where you stand as a company in your Digital Transformation. Thomas and Roger, job well done!"

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—Eric Barceló Monroy, Head of Technology Architecture Consulting,
Entra a la Gran Nube, SA de CV

"In this book the authors pulled off a small miracle—to demystify 'digital transformation' and make it tangible and understandable—as it's so much more than technology, it's about people, culture, data and putting customers into the center of the game."

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—Ramesh Aki, Staff VP – Digital Platforms and Engineering, Anthem, Inc.

A Field Guide to Digital Transformation

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