

## Digital Transformation Implementation Plan

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### Resumen:

Companies must start from the premise that the strategic approach to digital transformation must be carried out with a perspective, methodology and tools.

A Roadmap is part of a process aimed at studying and defining new business models.

For that reason, the Roadmap is a key element for businesses' Digital Transformation and this Chapter presents the establishment of a Digital Transformation Roadmap—A Digital Transformation Implementation Plan; its phases of development, integration and measurement, respectively.

### Palabras clave:

Digital Transformation, Roadmap, Development, Integration, Measurement

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