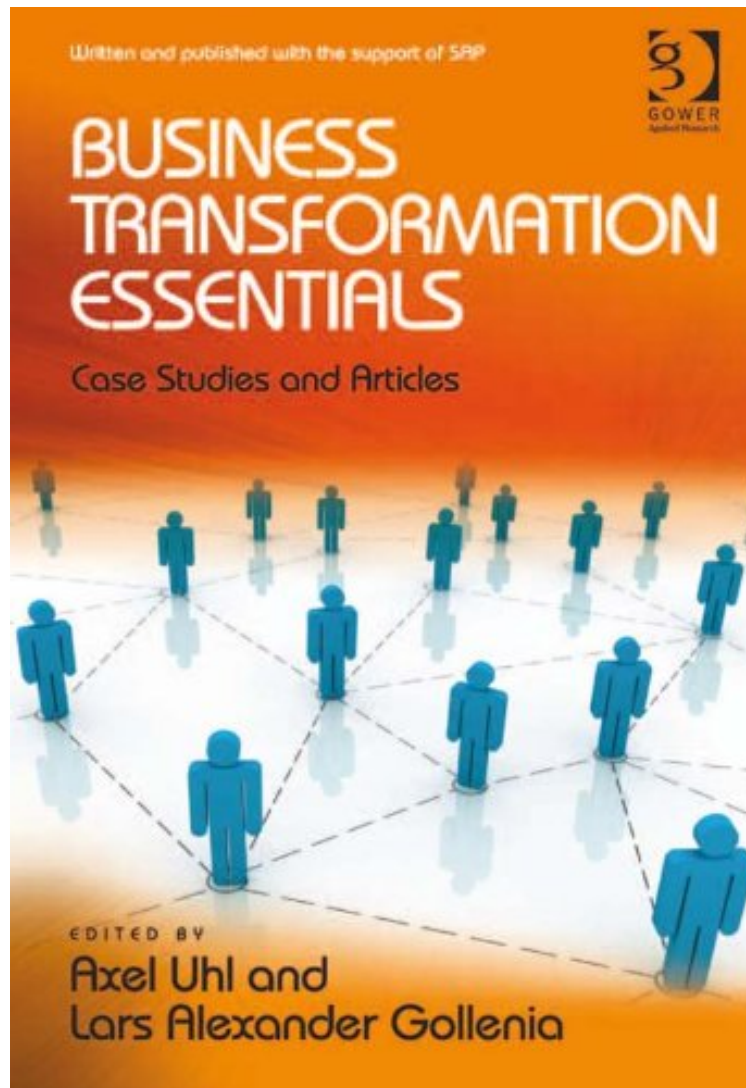


## Business Transformation Essentials: Case Studies and Articles

*Axel Uhl, Lars Alexander Gollenia*

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**Axel Uhl, Lars Alexander Gollenia : Business Transformation Essentials: Case Studies and Articles** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Transformation Essentials: Case Studies and Articles:

1 of 1 people found the following review helpful. An excellent companion to the "Handbook of Business Transformation Management Methodology" By Richard R. Lee For anyone who works in Business Transformation this series of books is a must have. The latest publication "Business Transformation Essentials" focuses on real-world customer case studies and thought leadership articles. A good balance of both. I recommend it to all practitioners of Business Application Transformation. 0 of 0 people found the following review helpful. It is a good starting point. By Norton Ferreira Paratela It is nice to have it.

Transformation programs are an increasing feature of global companies carrying out major change projects with high strategic relevance. These programs combine business and technical content bringing together management and information systems. Regardless of their form, they can deliver real benefits to an organization's bottom line. On the other hand, however, one needs to remember that such complex endeavours are always affiliated with extensive interventions within the organization's business model, organizational structure, business processes, and enterprise architecture. Not every organization is aware that this kind of interferences has also a significant influence on the corporate vision, strategy, culture, values, and even the entire value chain - elements on which an organization's long-term success strongly depends. Despite the frequency and major significance of such transformations, managers rate the competencies of their companies rather poorly in this respect. Consequently, the success rate of business transformation projects is correspondingly low. Since 2011, the Business Transformation Academy (BTA), an interdisciplinary think tank for the topic of business transformation management, has been publishing related articles and case studies in its quarterly journal '360° - the Business Transformation Journal'. The core focus of BTA's publications lies in the creation of knowledge on how to manage challenging business transformation projects. Every publication describes and explains the fundamental issues that plague business transformation programs, as well as the strategies which organizations should embrace to overcome them. Using a variety of case studies including: Allianz SE, Shell, SAP, Vodafone, and Mercedes-Benz, this book provides unprecedented insights into characteristics of current transformation programs and the potential that can be leveraged by applying a holistic transformation management approach. In this book, the BTA has selected only its most essential readings. Each article and case study includes timeless advice that will be relevant regardless of the ever-changing business environment.

'There is a very broad range of transformation programs described in this book - covering more than eight different industries and various functions within organizations. The remarkable amount of expertise gathered here makes this work a "must read" for every transformation practitioner.' Amadou Diallo, Chief Executive Officer, DHL Freight 'This case book indeed provides illustrative studies of many different facets of real-life transformation programs. The industry-specific aspects are especially enlightening and enable strategic decision makers as well as managers to gain knowledge from well-documented initiatives.' Hans-Peter Wolf, Member of the Board, Allianz Beratungs- und Vertriebs-AG 'The sound analysis of transformation initiatives, as well as descriptions of methodological perspectives presented in this book illustrate very well the breakthroughs and the pitfalls in the metamorphosis of organizations. Through a set of key learnings and recommendations, the authors offer valuable lessons for everyone involved in such complex undertakings.' Jorg Staff, Member of the Board, Fiducia IT AG 'Many organizations nowadays struggle with the challenge of transforming organizations within global initiatives. This book provides comprehensive experience and practical guidance for successful completion of such endeavors. It is helpful for large as well as medium-sized companies.' Dr. Helmut Meitner, Director Corporate IT (CIO), Stroer Media AG About the Author Axel Uhl is Head of the Business Transformation Academy and a member of the Business Transformation Services Leadership Team within the Services Division of SAP. Dr Uhl is a professor at the University of Applied Sciences and Arts Northwestern Switzerland. Prior to joining SAP, he held senior management positions at Novartis, KPMG, DaimlerChrysler and Allianz. He has a PhD in Economics, and Master degrees in Business Administration, Educational Sciences and Information Technology. Lars Gollenia is Head of the global Business Transformation Services at SAP and a member of the SAP Services Delivery Executive team. Lars is the co-founder and sponsor of the Business Transformation Academy, a leadership network comprising leading academics and selected executives. He has held positions in the management consulting space. Gollenia is a Graduate in Business Administration from the Friedrich-Schiller University of Jena, Germany and studied economics and international management at Harvard.