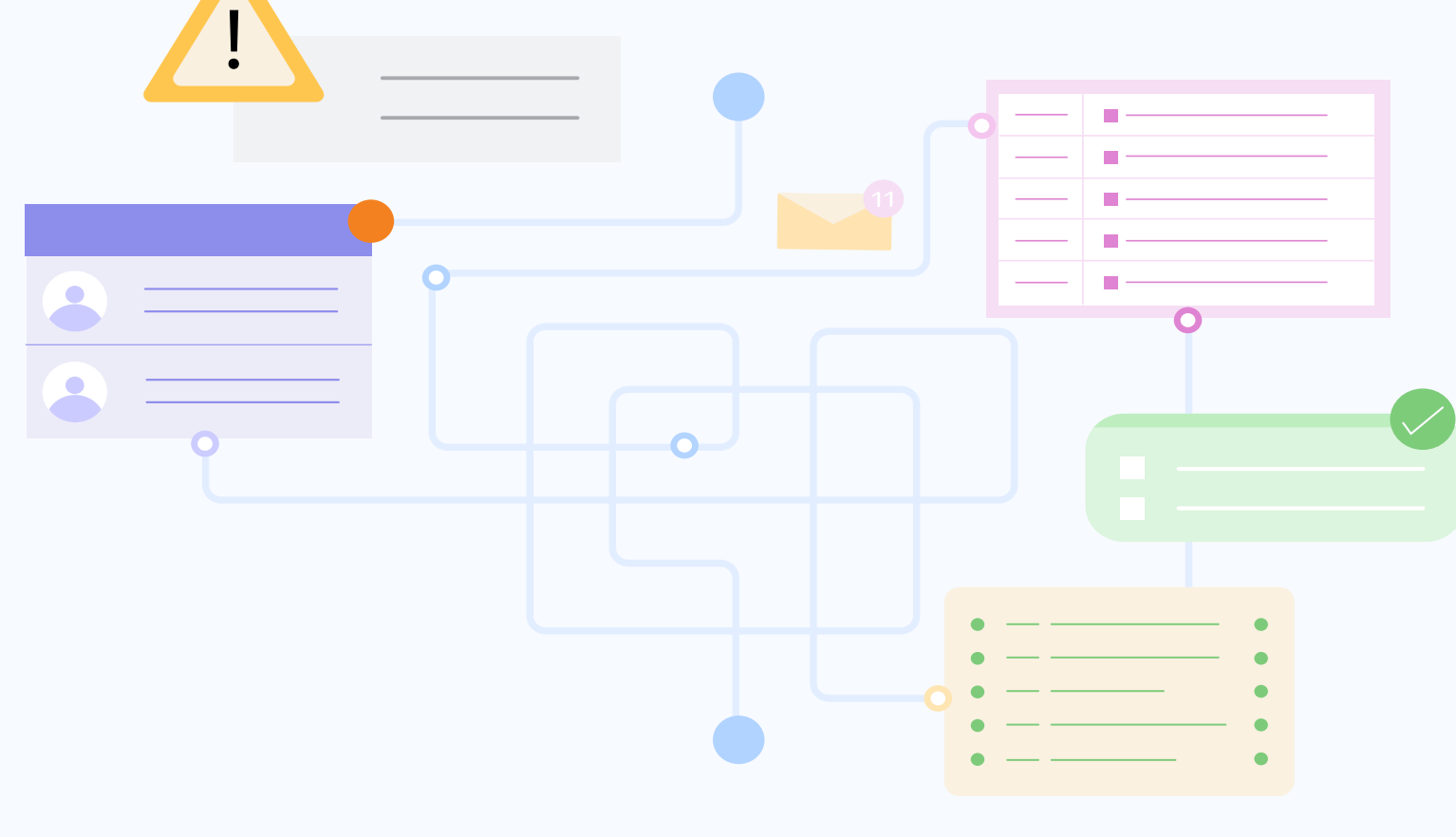


# What Is Not Digital Transformation?

A short guide to one of the most misunderstood buzzwords in business.

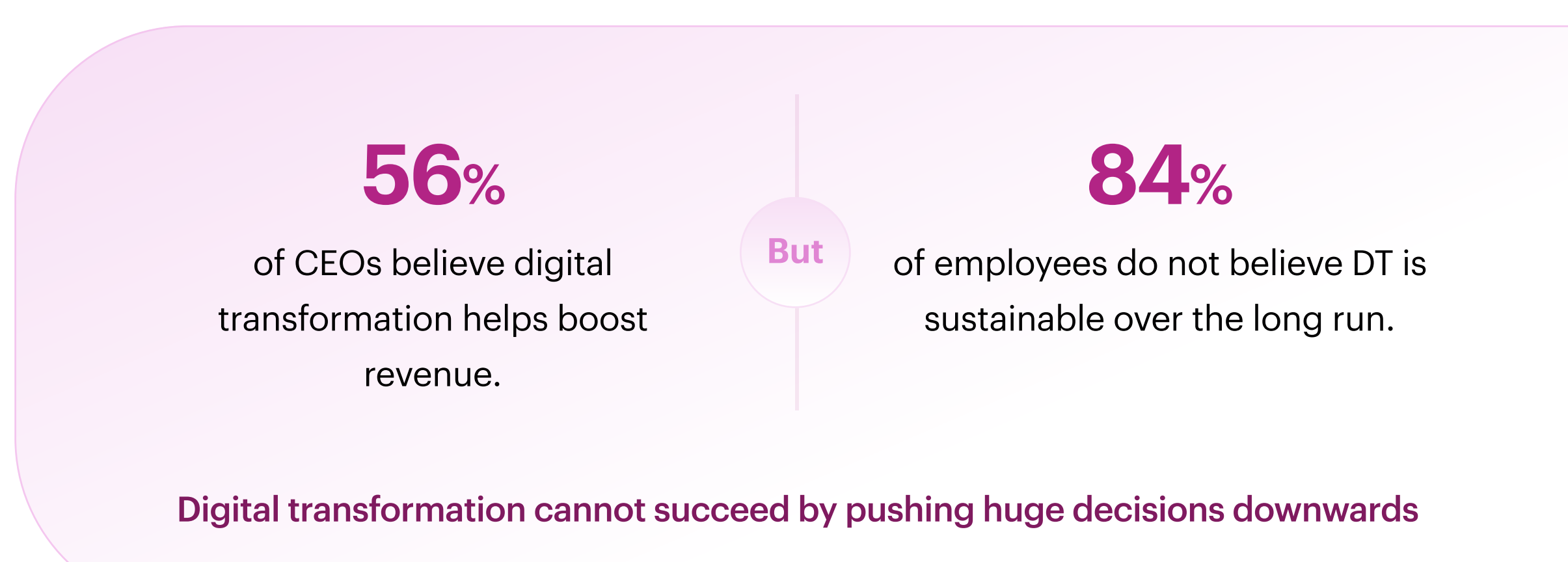


## The Two Sides of the Coin

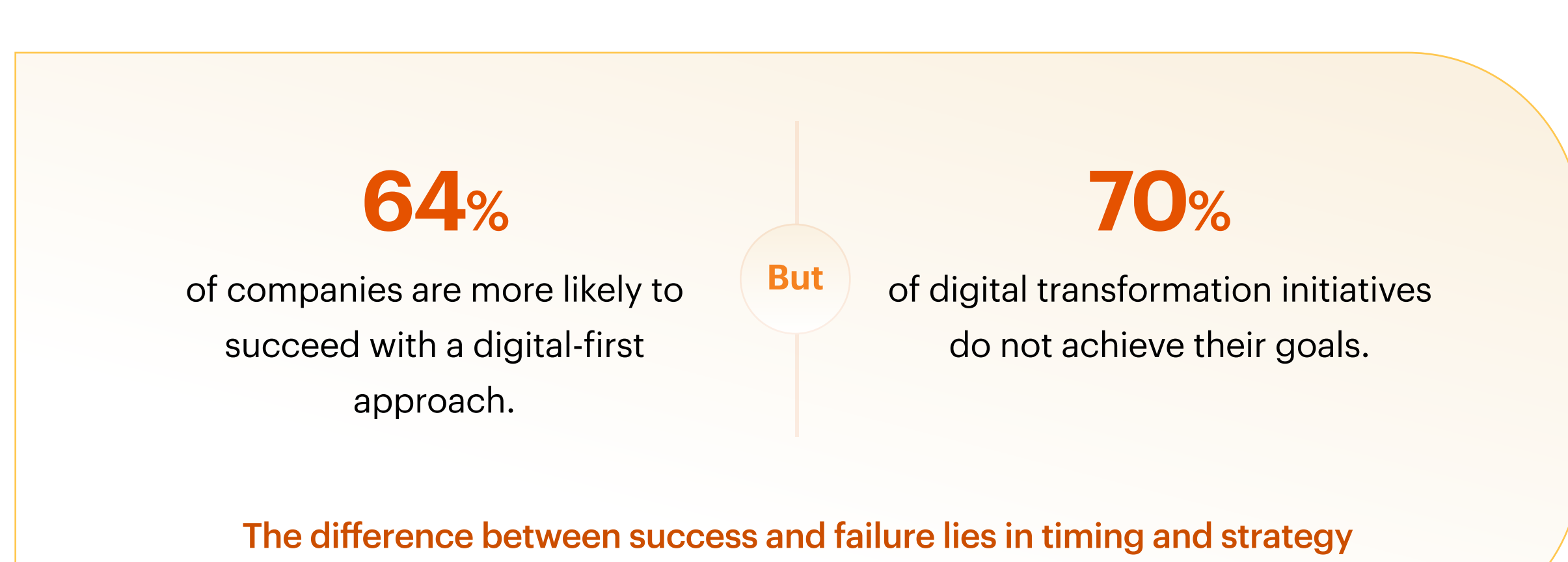
Digital transformation isn't about new tech.



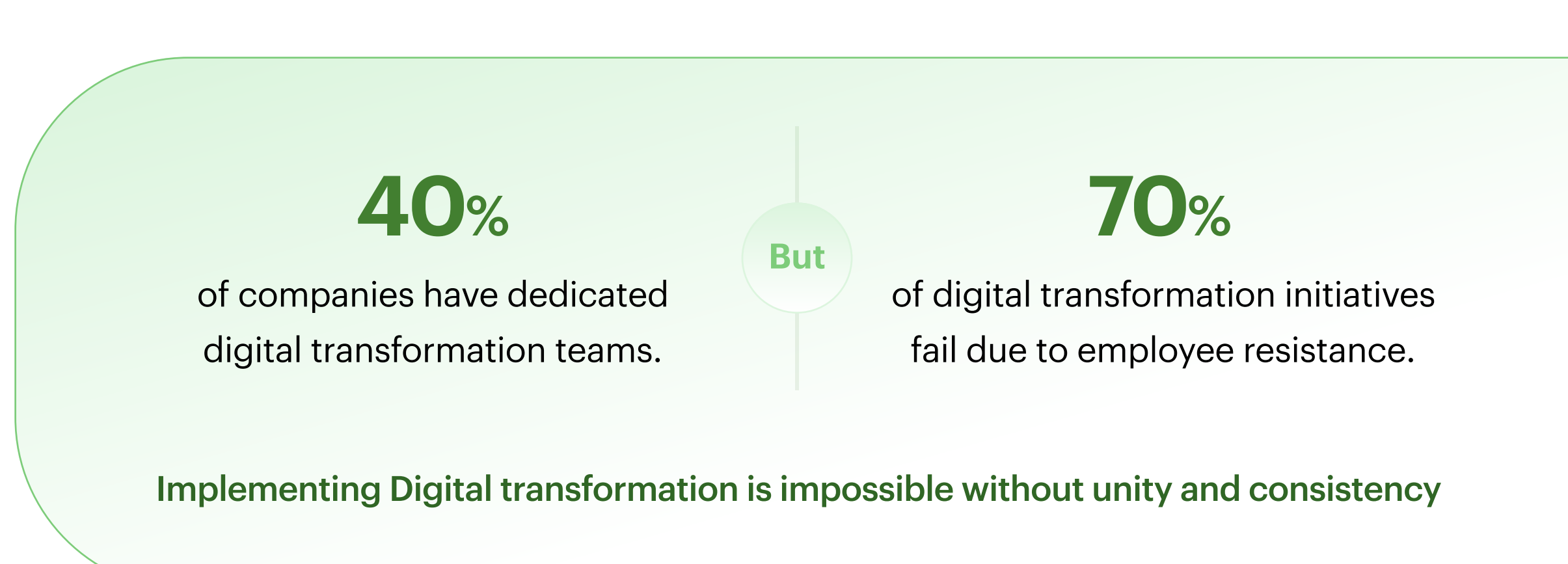
Digital transformation isn't a top-down decision.



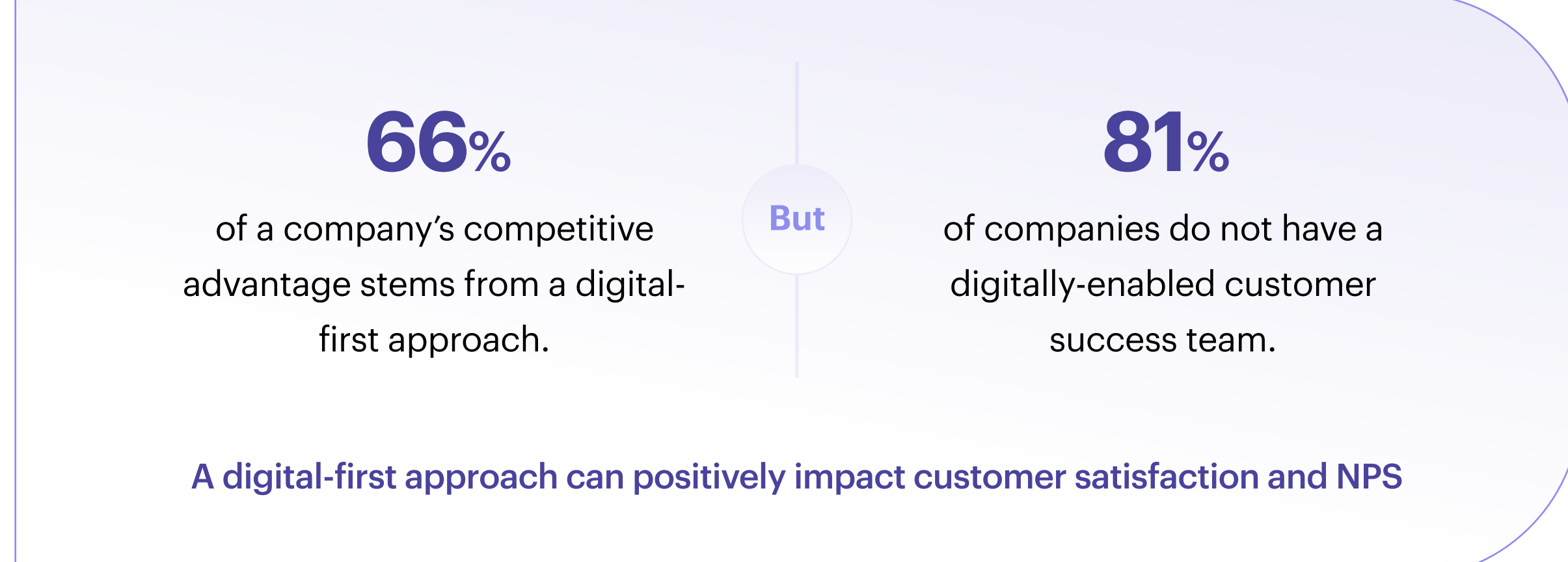
Digital transformation isn't about growth alone.



Digital transformation is not just about people.



Digital transformation is not limited to the customer experience.

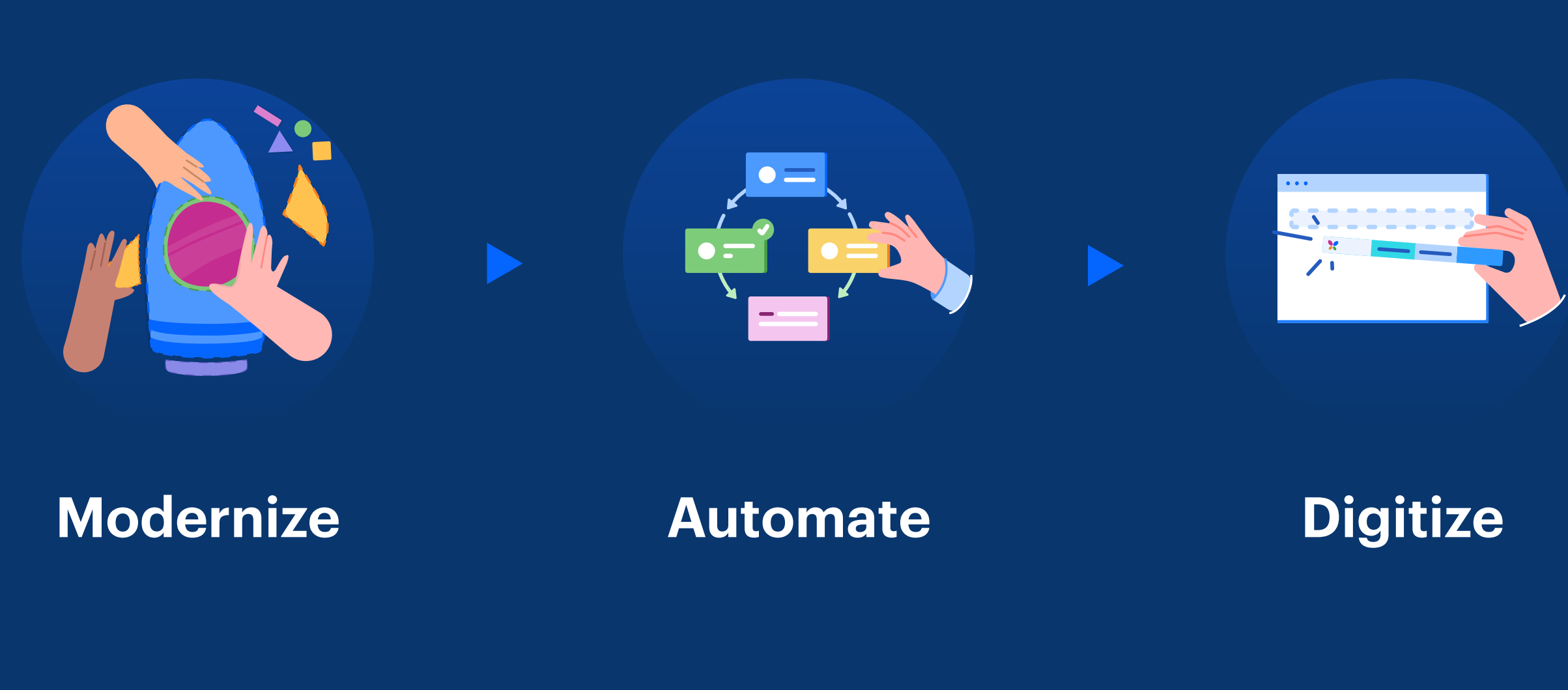


## So What is Digital Transformation About?

Digital transformation isn't any one thing. It's in everything.

## Kissflow Helps you Achieve True Digital Transformation

Kissflow is a low-code no-code work platform that brings business and IT teams together to solve digital transformation using the power of simple.



Sources

