



# DIGITAL DECISIONS

**The digital world is evolving at pace with traditional business practices being upended and new opportunities created across a range of industries – and yet, as new technologies arrive to market, it can be difficult to pin down what direction a business should take, and which technologies are best placed to deliver short and long-term value.**

Businesses that fail to keep pace with new digital developments run the risk of falling behind their competitors. However, a certain degree of foresight is required when committing to a new approach, especially when doing so may involve both considerable investment and significant workplace changes. So, what should businesses keep in mind when developing a digital strategy and matching technology to the task?

In assessing how businesses in industries such as earthmoving can effectively put digital technologies to use, it is important to maintain perspective about how these types of technologies can potentially help to streamline and add value to operations across a diverse range of business practices. For instance, at a very basic level, digital technologies provide the means to go paperless, which in turn provides a foundation for more consolidated and accessible records. There is, of course, a range of software that caters to this purpose – from the basic creation of documents and spreadsheets to more advanced record-keeping – and, indeed, the vast majority of businesses today keep some sort of digital records.

Maintaining an online presence is another example of the manner in which digital technologies are now routinely employed by businesses – and this has, of course, become an absolute must for most businesses. It is important to note that consumers have become accustomed to utilising a number of online sources in researching and engaging with businesses, and may well actively rely on these sources in making purchase decisions. As a component of digital strategy, having a dedicated website serves as an all-encompassing, go-to reference point for consumers, while social media, across a range of platforms, allows businesses to not only build presence



and promote their credentials, but to also interact directly with consumers.

It is worthwhile keeping in mind that once a digital foundation is in place a range of other opportunities may in turn arise – for instance, once business information has been digitised, other technologies, such as cloud computing and mobile technologies, provide the means for on-the-go access. From the office to the worksite, different types of systems and software may allow for real-time collaboration and updating of records, providing for tasks to be monitored on an ongoing basis and workflows streamlined. Meanwhile, when it comes to online presence, web and social media analytics tools can be employed to enhance business visibility, helping businesses to market themselves in a

manner that has a greater chance of making an impact.

From basic to advanced digital applications, being proactive will potentially create ongoing opportunities and help lay the foundation for future business development, and this is becoming increasingly important as the digital ecosystem grows. Beyond some of the more commonly used digital tools, there are a range of innovative technologies being integrated across different areas of the earthmoving industry – including remote monitoring systems and machine control technology – and, in matching technology to the task, it is important to stay informed about new technology developments, and to routinely assess what sort of value the adoption of new technologies will deliver. **IEE**