

## Accelerate understanding and adoption of complex messages

**DTX-i** is a highly immersive, virtual, single player strategy simulation that engages and educates individuals at scale. This web-based experience provides insight to technology leaders and their organisations about the core components and landscape of Digital Transformation.

### About DTX-i

DTX-i simulates a complex enterprise business model that educates players on the strategic Digital Transformation choices facing organisations and gives instant feedback on their impact on organisational performance.

DTX-i is a 'game changer' that can power online education, virtual instructor led workshops, virtual conferences, or be customised to support marketing campaigns for software vendors.



### DTX-i Objectives

- #1 - Show the strategic challenges that organisations face in enterprise Digital Transformation
- #2 - Give insight into the key success factors that should be considered in Digital Transformation, such as: stability, agility, customer experience, and key financial leading indicators
- #3 - Give an understanding of technology practices such as: CI/CD, Continuous Testing, Automation, API's, Microservices, and the tools that enable Digital Transformation
- #4 - Give an understanding of different 'ways of working' (process and practice), such as: DevOps, ITIL®, Agile and Lean (e.g. Kanban and Value Stream Mapping)
- #5 - Show the enterprise-wide impacts of decisions that might be made in the real world
- #6 - Provide a highly effective, low cost but high value approach to educating individuals virtually and at scale
- #7 - Facilitate an engaging and immersive, virtual conference or webinar experience



## YOUR MISSION

Your mission is to lead a legacy business into a new digital paradigm, where it can compete at the top of the market. You must analyse data and execute a number of actions across the IT enterprise to improve business performance. In so doing, you will have to consider, experiment and observe the impact of your choices and how they might play out in the real world.

### Analyse Data:

- ▶ Instant feedback on key business performance metrics
- ▶ The DTX indicator shows Digital Transformation progression and actionable insights

### Core Activities:

- ▶ Introduce new technologies e.g DevOps toolchain, service desk, monitoring etc
- ▶ Introduce new ways of working (practices/processes)
- ▶ Use data analytics - to aid decision making as a key to Digital Transformation

**Each cycle = 15 minutes = 1 month in game time**

- ▶ Can be virtual instructor led
- ▶ Gamified with leaderboards etc



## DTX-i Use Cases

- Self-paced digital learning experience - alone or as part of a blended virtual learning solution
- Engaging and immersive, virtual instructor led workshops - education, webinar or conference
- Virtual executive Digital Transformation strategy and discovery workshops
- Value-add digital marketing experience to drive understanding of vendor solutions
- Organisational change engagement tool to drive understanding and adoption

