



Talal Abu-Ghazaleh Global

# Digital Transformation

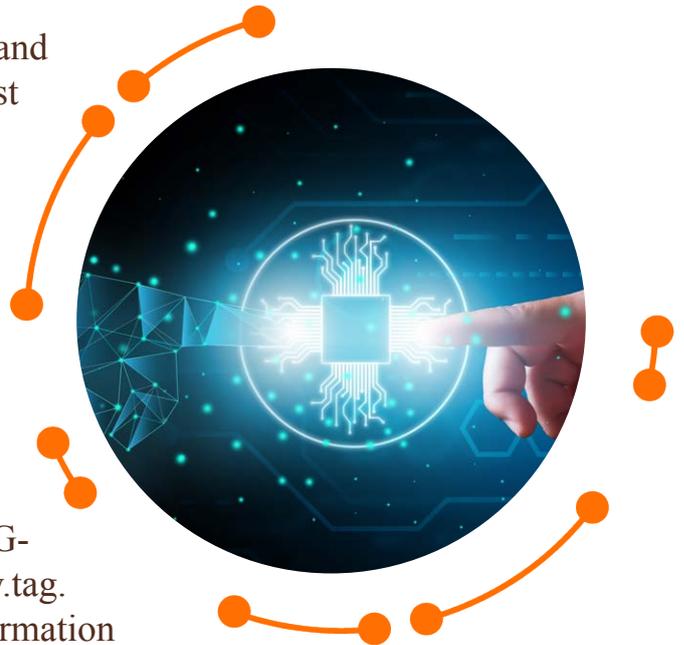


*We work harder to stay first*

tag.global

## Corporate Overview

As a leading global provider of business and technology consulting services over the past thirty years, TAG.Global has established itself as a pioneer in this field with an unmatched reputation of providing consulting services at the highest levels. The adoption of digital technology is now happening at an astounding pace as companies try to gain a competitive edge in what is a fierce, global market.



TAG for Digital Transformation (TAG-DT), a member of TAG.Global ([www.tag.global](http://www.tag.global)), offers unparalleled digital transformation consulting services. Building on over five decades of expertise in providing professional services and solutions with an international network that spreads across 100+ offices worldwide, TAG-DT is well versed in all matters related to digital transformation including technologies, strategic planning, auditing, advisory, project management and governance, research & feasibility studies, evaluation, process automation, capacity building and much more.

TAG-DT brings together the combined expertise of global IT professionals that have advised governments and private sector organizations on how to best leverage information technology to realize organizational change by using technology as an enabler to achieve digital transformation in processes, services, and solutions.

## Our Mission

To offer clients, in all industries and across the globe, the best in class professional consulting services for digital transformation.

## Digital Transformation

Digital transformation refers to the IT modernization and strategic adoption of digital technologies in order for businesses to remain competitive. Such adoption improves processes, productivity, and delivers superior customer and employee experiences. It also allows businesses to better manage risks and control costs.

A digital transformation framework guides the organization through this journey. It is a strategic plan that empowers businesses to intelligently digitize processes, making them adaptable and centrally accessible throughout the organization. The

framework is essentially a business-survival strategy that continuously adapts workflows, processes, and technologies to optimize the integration of people, data, and solutions.

## How does Digital Transformation Work

Digital transformation is essentially about driving a holistic change that not only impacts processes and technologies, but the very culture of the organization. As companies begin to integrate digital technologies into all areas of their business, a new digital culture begins to emerge. This culture will challenge the status quo, embrace continuous learning & experimentation, promote collaboration, and inspire a risk-averse environment.

However, in order for digital transformation to have a profound impact, digital change leadership is required throughout, and early involvement is very critical. Change management becomes essential as leaders recognize the need to motivate and mobilize their people towards adoption. The change process will also require agility and creativity. In addition, leaders must recognize the need to align all key stakeholders around the change, to involve them in the decision making process, and to explore ways to engage the entire organization in the change. Finally, it is always imperative to make sure the journey is cognizant of the evolving needs of customers, ensuring the delivery of end-to-end excellence in services and solutions.



## Using Technology to Disrupt, Change, and Innovate

The continual improvement of a company's operations, solutions, and services is one of the company's essential characteristics. Every business must continually evolve in order to increase profitability, minimize expenses, and deliver a superior customer experience. In order to remain nimble and competitive, businesses that successfully implement digital transformation will not only adapt quickly, but will also thrive as they continue to innovate and disrupt.

## The Advantages of Implementing a Digital Transformation Framework

In any business, every function must support every other function to provide goods and services to clients. In order to successfully handle this time of rapid change, a company will need a digital transformation framework that provides structure. It ensures that all business areas are handled, and nothing is left behind. It will provide a way to measure progress as well as those areas that still need to be worked on.



Digital transformation frameworks are the methods, processes, and actions used when planning and guiding a digital transformation journey. They facilitate digital adoption in terms of data, people, and processes. An effective digital transformation framework should be comprehensive, reusable and adaptable to make it suitable for incorporating any incidental or future changes.

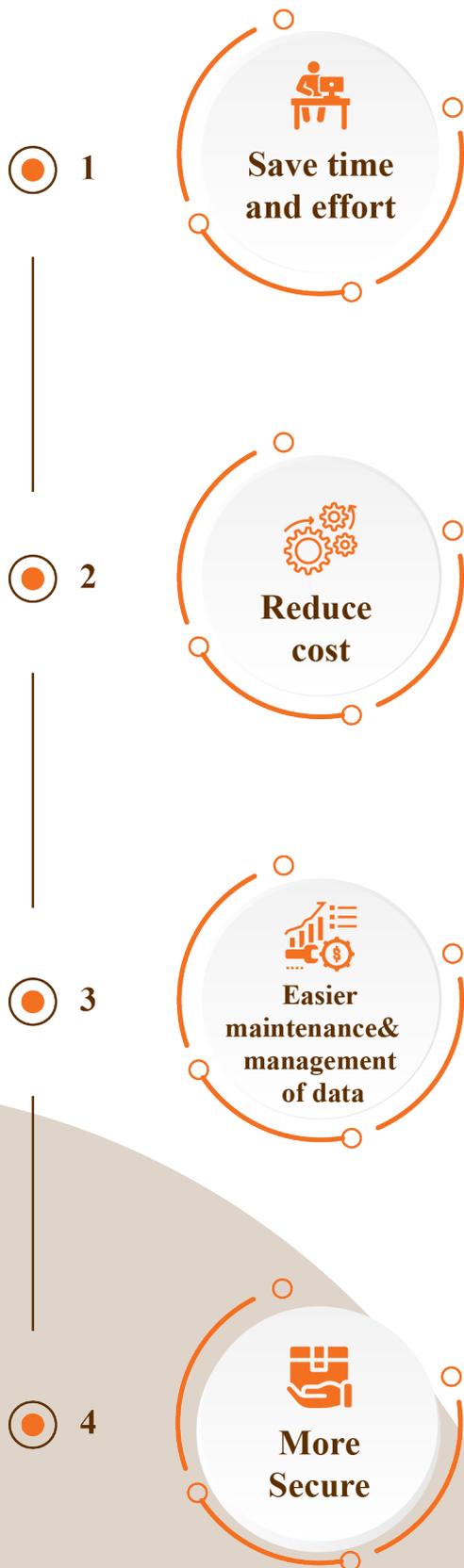
A digital transformation framework enables the organization to analyze its core strategy, identify gaps, and plan the set of actions needed to remain viable and competitive in the near future. The framework should also provide stakeholders with information about the capabilities, capacities, and availability of resources.

## Digital Transformation & Change Management

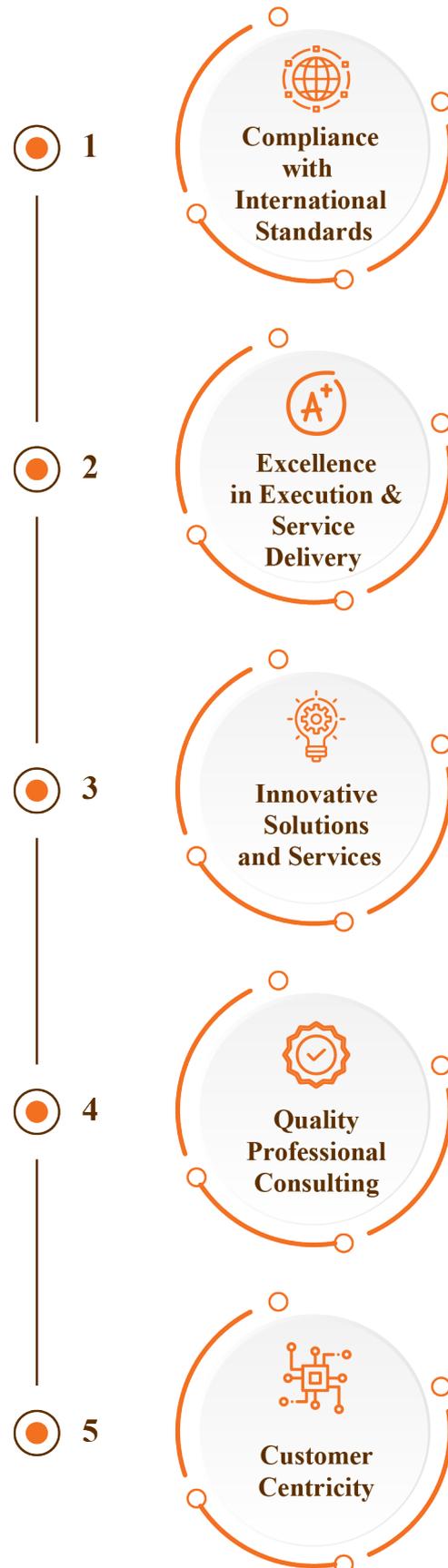
Change management is critical to the success of any organizational change initiative since it tackles the people side of the change, which is really the most significant element. Without a proper change management strategy, it is more likely that most digital transformation efforts will fall short of their goals. It is a fact that a large percentage of digital transformation initiatives fail because of limited or no change management process being implemented.



## Digital Transformation Involves:



## Our Core Values



## Our TAG-DT Services

Commencing operations in 2020, TAG-DT has been able to scale up its operations globally to many markets and clients in North America, Europe, the Middle East, and the Asia-Pacific region. Through our 100+ offices around the world, and thousands of customers, TAG-DT has been able to penetrate a formidable customer base in just a few years. TAG-DT offers a wide spectrum of services to a diverse set of clients in different industries. Such services include:

- **The Digital Customer Experience (DCX):**



TAD-DT professional services can transform your entire customer experience into the digital realm by providing custom advisory services and solutions that affords customers, across all digital communication channels, a unified virtual experience that makes their interaction seamless and efficient.

- **Digital Transformation Strategy:**



Planning the strategic framework for your organization's digital transformation journey that shapes the needed changes and requirements to enable the successful

delivery & sustainability of services and solutions and effectively streamline all processes and operations in the digital domain.

- **Digital Transformation Feasibility Studies:**



This is a critical phase in the journey.

Any organization embarking on a digital transformation initiative needs to

develop a game plan by identifying specific areas of improvement and build a business case, with feasibility and planning activities, to study the integration of digital processes into such areas. TAG-DT offers digital transformation studies for specific business cases for any organization. The feasibility studies, which adhere to the organization's strategic vision and objectives, outline how future investments in new processes and technologies relate to the viability of revenue models and value capture.

- **Change Management & Talent Transformation Consultancy**



With digital transformation comes change management and the need to engage employees as they morph into a digital

mindset. Reskilling, upskilling, collaboration and teamwork become even more critical. TAG-DT offers consultancy services with customized innovative approaches to organizational change management and transformation based on the culture of the organization and the skillsets available.

- **Robotic Process Automation (RPA) Consultancy & Development**



TAG-DT RPA consulting services can help your organization identify RPA opportunities and guide you on how to best capitalize on the opportunities with minimal risk and maximum impact to your revenue.

We also offer RPA development & implementation services using leading-edge industry-standard tools to design & build customizable RPA applications that can scale with your organization.

- **Blockchain Consultancy & Development:**



TAG-DT consultants can help you identify the potential of the Blockchain technology in your business. From creating organizational awareness, to understanding the technology, to determining how Blockchain can be leveraged to

create value, TAG-DT will perform the needed technology assessment and identify the relevant use cases for your organization from an added-value standpoint. We also offer custom development and implementation services, including Proof of Concepts (PoCs) and pilot programs.

- **Industry 4.0 Automation Consultancy & Development**



TAG-DT Industry 4.0 consulting services will help your organization develop and implement solutions that fit the business requirements of production, delivery, retail, and enterprise consumers. We work holistically to ensure proper integration across your technology infrastructure. Additionally, we provide consulting services for proper governance, monitoring and control.

- **Internet of Things (IoT) Consultancy & Development:**



TAG-DT can help your business in the planning, designing, implementing and sustaining of IoT solutions and services. By linking technology, vendors and customers through a holistic business model, TAG-DT can plan your strategy for IoT adoption, prototyping, network &

hardware planning, data analytics, project management, and system development.

- **Artificial Intelligence (AI) Consultancy & Development:**



TAG-DT provides consultancy services in a number of AI related fields including:

- Machine Learning (ML).
- Neural Networks & Deep Learning.
- Robotics.
- Compute Vision.
- Natural Language Processing (NLP).
- Chat Bots.
- Custom AI solutions across different industries.

- **Virtual Reality (VR) / Augmented Reality (AR) / Mixed Reality (MR) Consultancy**



To leverage the power of the technology, TAGG-DT provides consulting services to determine how an enterprise can apply the technology to their innovative challenges and goals in specific fields. Services provided include, but are not limited, to the following.

- Development & data Integration.

- Creative business models.
- Workflow design.
- Marketing & social media integration.
- VR/AR tools selection.

- **Additive Manufacturing (3D Printing) Consultancy**



TAG-DT delivers services to organizations in the production field to help them transform their business model and advance their

production line with new manufacturing capacities. Services we provide include:

- Organizational awareness to identify additive manufacturing potentials.
- Organization-wide maturity assessment study and recommendations.
- Identifying 3D Printing use cases with highest ROI for the organization.
- Developing a roadmap for the anticipated transformation.

- **Digital Twin Advisory Services:**



TAG-DT works with organizations interested in this technology to help them learn more about the technology and how it can be potentially applied to

their business from an added-value perspective.

- **Smart Building Advisory Services:**



TAG-DT provides smart building advisory services for corporates, educational institutions and the public sector. We work with them to leverage technological solutions, such as AI, IoT, and RPA to enhance the user experience, increase productivity, lower costs, and reduce risks.

- **ICT Audit Services**



General Computers Controls Audit determines whether the organization have in effect internal controls which provide reasonable assurance that business, operational and control objectives will be met and that undesired events will be prevented, or detected and corrected, in a timely manner.

- **Application Systems Audit**



Determines whether organizations' information system services and related resources adequately safeguard assets, maintain data and system integrity provide relevant and reliable information, achieve organizational objectives effectively, and consume resources efficiently.

- **ICT Policies and Procedures Development**



Helps organizations in developing and compiling IT policies in a manner, which suitably addresses their environments and operation specific aspects; in order to provide effective governance and management of enterprise IT.

- **IT Quality Management System:**



Helps organizations to identify, measure, control and improve various business process, which will ultimately lead to improved business performance; hence, the business processes would become smooth, well-organized, and easy to control and audit.

- **ICT Advisory and Consulting Services:**



- **ICT Strategic Planning**  
ICT strategic planning services assists organizations in defining their ICT strategy and direction,

thus contributing to the decision-making process regarding the allocation of their financial budgets and resources.

- ***Technology Change Management***

Technology Change Management Service assists organizations with a systematic and controlled transition in terms of their business processes, applications and infrastructure

- ***Vendor Management***

Vendor Management services seamlessly integrates all vendor-related processes and assists organizations from beginning to end, from vendor selection (RFP/TOR preparation) to vendor contact management and vendor performance management

- ***Project Management & Implementation Supervision***

Project management & implementation supervision services provides a systematic approach to an organization's project management regardless of its size, duration and complexity, through inherent risk management and successful project completion.

- ***Business Process Re-engineering and System Analysis & Design***

Business Process Re-engineering is the analysis and design of

workflows and processes within an organization. A business process is a set of logically related tasks performed to achieve a defined business outcome. Re-engineering is the basis for many recent developments in management. When an enterprise is thinking of developing a management information system that aims to integrate a wide number of business functions, then business process re-engineering is the right service for this purpose

- ***Enterprise Resource Planning (ERP) Consulting***

This service takes into consideration, and is built around, the strategic direction of the client and their requirements for ERP technology. It includes reviewing the business cycles, associated documentation and outputs from previous audits in order to produce a comprehensive ERP requirements document which accurately reflects the client's environment and need for ERP technology

- ***ERP Readiness Assessment***

ERP Readiness Assessment service assists organizations in determining the current state of its readiness to implement an ERP system, its ability to adapt the envisioned change, and in identifying the weakness areas which need improvement

- **Business Solutions:**



Custom-made information technology that makes your business responsive and gives you an edge over your competitors in a very challenging environment. Our

software solutions study, analyze and take into consideration your current technology and operational activities, your organizational culture, and your path for growth in order to provide you with the right technology.

- **Applications Development:**



Our development experience spans across multiple platforms, with applications developed both in-house and for clients.

We utilize best-in-class technologies to provide clients with excellent applications. We offer extremely flexible solutions that help in taking businesses further either through web applications development or through desktop applications development. We develop custom made software that exactly meets client's specific business requirements and go through the whole cycle of software development from software requirements gathering and analysis to the delivery of the final software product.

- **Intranet Portal (Microsoft SharePoint):**

We provide you with an enterprise portal intranet solution based on Microsoft SharePoint so that the employees can have easy access to information based on different authorizations levels. The solution will serve as a one-stop-shop for the organization's information, services, and systems. This solution simplifies the processes of communication; converting the work environment to paperless environment by using SharePoint workflow, in addition to decreasing the time needed to accomplish the administrative tasks.

## Solutions

- **TAG-Accountant:**

A powerful suite of integrated financial accounting and business system for small and medium-sized enterprises. This solution is intuitive, easy to use, robust, multi-user, multi-company, multi-branch and multi-currency accounting that help you manage your business and accounting needs.

TAG Accountant modules provide an accounting foundation for your business that increases your productivity and profitability.

We utilized the long experience of our accountants and IT developers to include many features that were carefully combined and crafted into TAG Accountant to make it the right accounting software for your business.

The accounting system consists of the below modules:

- Financial System.
- Warehouse system.

- **Student Affairs and Management System (TAG-SAMS)**

TAG-SAMS is a platform designed for academia to fully automate the overall student registration and administration experience and manage student information efficiently and intuitively. TAG-SAMS supports both web and desktop interfaces that allow students to enroll in courses online, track progress, check grades, add or drop courses, and much more; ultimately empowering them to have one holistic view of their university journey. The system also has a rich backend administration module that enables the management of courses, semesters, majors, program plans, halls, classes, etc. With TAG-SAMS students and educational institutes can benefit from a wide range of advantages such as:

1



2



3



4



- **TAG Online Exam System:**

A state-of-the-art web-based online examination platform aimed at automating the user experience with superb ease, speed and accuracy. TAG-Online Exam transforms the paper-based legacy examination experience into the information age.

It empowers exam administrators with the digital tools to create online exams, affording them the flexibility to generate different types of questions, from single choice, multiple choices, free text, to media-rich types of questions and answers that pertain to different industries and specializations.

Academia and business of all types and sizes can benefit from the powerful, customizable and user-friendly examination system. TAG-Online Exam is rich with features and functionalities, which include, but are not limited to, the following:

- Creation of different types of exams, including single choice, multiple choice, true / false, matching, articles and essay, accounting and auditing type, and media-rich questions and answers.
- The ability to create and manage an unlimited number of exam centers, groups, examinees/admin users, and exam sessions.
- Flexibility to configure exam sessions with several options.
- Random generation of questions and instant exam results / grades
- Production of answers sheets for student exams.

- Ability to specify a set of criteria for each question.
- Possibility of adding a typical answer, hint or reference link to the question.
- Support for reports and statistics.

- **E-Learning Management System:**

A computer-based learning and digital collaboration system. Content delivered via the Internet, intranet, audio or video tape. It can be self-paced or instructor-led and includes media in the form of text, image, animation and streaming video and audio.

***Our E-learning solution has many useful and powerful features, including:***

- The ability to view all offered courses as well as registered ones for the current semester.
- The ability to upload ready files or create new ones for available courses.
- Students can add personal notes to lectures for future reference.
- The ability to create groups of students who can share files and receive emails and collaborate in a private forum.
- Integrated survey module.
- Users of the systems are managed into levels and can have different roles.
- A calendar system to organize tasks and schedules for students.
- Administrators can add, modify or delete courses or lessons.
- Personalized authoring and learning environment.

- Flexible course system.
- Control access to courses.
- SCORM, Wikis and Blogs.
- Manage marks plus many more e-learning management features.

- **Website Development, Audit and Digital Marketing:**

TAG-Web will assist you in bringing your business online in an efficient and effective manner. Our web development team has excellent knowledge in the latest technologies used in developing websites, including PHP, Drupal, WordPress, Java and .NET. If your organization already has a corporate website, our auditing team can perform quality assurance and performance testing against international standards.

- **Website Design**

Our work combines modern technology, creativity, professionalism and quality control, in addition to all the exceptional skills that our team members possess. Thus, we succeed in presenting innovative designs that satisfy both our clients' vision and needs according to international standards accredited in the fields of design. We focus on the design elements to deliver quality design services to our customers and take pride in having experienced design professionals among our team.

- **E-commerce Applications:**

Web provides Business to Business (B2B) solutions that allow

businesses to perform all of their commercial processes through systems that support transactions between them and their clients.

- **Media Management System**

Web specializes in building strategic media management systems and outlining what is needed based on the specific requirements of the client. Media Management Systems help managing the websites of the media agencies with automating workflows to add, edit, delete, archive and update online media files dynamically.

- **Domain Name Registration and Management**

Web domain registration services covers Generic Top Level Domain Name (gTLDs) services, Country Code Top Level Domain Names (ccTLDs) services and Internationalized Domain Names (IDNs) registration services.

- **Content Management System**

Web creates customized Content Management Systems to provide comprehensive solutions to meet the needs of the clients' websites and applications.

- **Document Management Outsourcing Services:**

End to end document scanning and archiving services from document collection through to final delivery of digitized documents

to the end customer, as well as the implementation of a document management system if needed.

- **Document Management Consulting Services:**

Our highly experienced document management consultants can provide tremendous expertise to organizations that are engaged in looking for a document management solution by providing document management RFP preparation and associated vendor selection activities.

- **Mobile App Development:**

Our mobile application development team focuses on developing quality mobile applications with decorous UI, excellent features and user friendly; moreover, our customized apps are designed to meet the highest business requirements and helps in generating revenues for the clients.

- iOS Application Development.
- Android Application Development.
- Hybrid Applications.

- **Mobile App Design**

The mobile application design consists of two successive steps, the wireframe stage for user experience design and the UI mockup stage for user interface design, which will help visualize the client's idea and lay the groundwork for the development team.

- **Specialized Database Services**

Database is a support service that provides a centralized place for the contacts, NGOs, funding agencies, companies, governmental institutions, external experts' CVs and in-house experts' CVs under different sectors. This is provided through an easy to use search engine allowing organizations to quickly search and sort through information within the database.

- Maintaining the databases by engaging in data research, content editing and content verification procedures.
- Managing mailshots to help in circulating news, newsletters and marketing materials.
- Providing CRM functionality in addition to maintaining the databases on a regular basis.
- Providing specific corporate intelligence with accurate, up to date information for organizations to source expertise and obtain contact details of all official institutions responsible for international projects and funds.

- **Dashboard (Key Performance Indicator (KPI))**

Digital Transformation offers the additional benefit of a Dashboard that displays updated live important company information, called Key Performance Indicators (KPIs). You use inquiry as your main tool to identify and assess what your organization needs to do and if you are on target to do it. All of your

KPIs are combined into one spot for easy comparison and analysis using a KPI dashboard. On each metric, you may check to see how you are performing in different departments.

Instead of waiting days, weeks, or months for reports, new dashboards provide rapid access to live important information, a dashboard can offer a visual picture of live data, allowing key people in the company to make quick decisions that save money and resources.

- **Cloud Consulting Services**

TAG-Cloud has established itself as a leader in this ever-changing field to add value to clients' business through a set of technological advancement tools. Equipped with the passion needed to excel and the expertise to make a difference, TAG-Cloud embraces the latest innovations armed with the belief that the future is all about technology.

- **Cloud Strategic Planning**

TAG-DT offers end-to-end cloud computing consulting to transform

the way organizations leverage IT. Incorporating the strategic transformation of processes, technologies and capabilities to deliver reduced costs, enhanced efficiency, quick service delivery and improved scalability.

- **Network Design Consulting**

Our network design services are designed to provide organizations with end-to-end network design services from simple network cabling, through to design and implementation of complex network infrastructures.

- **Directory Services and Mail Systems**

Many organizations face difficulty when putting together directory and mail services. Through serving over 2000 users, our experts can assist in developing the most suitable directory structure for active directory or other LDAP based directory services. We can also consult, design and implement mail services based on Microsoft Exchange for any corporate environment.



Talal Abu-Ghazaleh Global  TAG.Global

Bldg. No. 46, Abdel Rahim Al-Waked Street, Shmeisani  
P.O. Box: 921100, Amman 11192, Hashemite Kingdom of Jordan  
Telephone: (+ 962-6) 5100 900 | Fax: (+ 962-6) 5100 901  
Email: [info@tag.global](mailto:info@tag.global)

[tag.global](http://tag.global)