DESCRIPTION

A blueprint for reinventing the core of your business

Value in the next phase of the digital era will go to those companies that don't just try digital but also scale it. *Digital@Scale* examines what it takes for companies to break through the gravitational pull of their legacy organizations and capture the full value of digital. Digging into more than fifty detailed case studies and years of McKinsey experience and data, the authors, along with a group of expert contributors, show how companies can move beyond incremental change to transform the business where the greatest value is generated—at its core. The authors provide practical insights into the three pillars of digital transformations that successfully scale: reinventing the business model, building out a business architecture from the customer back into the organization, and establishing an 'amoeba' IT and organizational foundation that learns and evolves. This is the ideal guide for all leaders who recognize the power and promise of a digital transformation.

ABOUT THE AUTHOR

**Dr. Jürgen Meffert** is a Senior Partner in the McKinsey Düsseldorf office. He is both the Director of Digital McKinsey in the area of B2B, and founder of McKinsey's initiative for SME growth companies. He advises several leading global firms in the telecommunications, high-tech, and media industries, and has overseen extensive transformation programs in various fields, from growth and innovation strategies, marketing, and sales through to processes and organization.
Anand Swaminathan is a Senior Partner in the McKinsey San Francisco office. He is a leader at the intersection of Digital McKinsey and McKinsey New Ventures and focuses on helping organizations across industries leverage technology and digital capabilities to evolve their operating models, transform their businesses to effectively serve their customers, and scale operations efficiently. For over 20 years he has focused on serving clients in the financial services, technology, retail, and industrial sectors. In 2015 Anand was named to Fortune magazine's 40 under 40 most influential young people in business.

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