



Business Transformation Management Methodology and Business Transformation Essentials

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Business Transformation Management Methodology: Business Transformation Management (BTM) is the holistic management of extensive, complex changes on which an organization's future success strongly depends. BTM, which stands for Business Transformation Management Methodology, is a robust new integrative approach, with an emphasis on the balance between the rational and emotional aspects of transformation. In this handbook a wide range of theory is discussed to help understand the phenomenon of transformation, with new content on key elements of transformation management and new insights from various case studies. It is intended for C-level executives, reflective managers and consultants, and those with an academic interest in change and transformation. The BTM was developed by the Business Transformation Academy (BTA) which is a think tank operating under the auspices of the Business Transformation Services of SAP.

Business Transformation Essentials: Transformation programs are an increasing feature of global companies carrying out major change projects with high strategic relevance. These programs combine business and technical content bringing together management and information systems. Regardless of their form, they can deliver real benefits to an organization's bottom line. However, such complex endeavours are always affiliated with extensive interventions within the organization's business model, organizational structure, business processes, and enterprise architecture, and have significant influence on the corporate vision, strategy, culture, values, and even the entire value chain - elements on which an organization's long-term success strongly depends. Using a variety of case studies, this book provides unprecedented insights into characteristics of current transformation programs and their potential benefits.

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