

Expanding the Scope of Digitalization to Drive Business Value

Industry: Chemical Manufacturing

Revenue: ~800M USD (FY 2021)

Employees: 1,000+



Mission-critical priorities

- Understand the as-is digital capability to kick start a companywide digital awareness program that fits the organization's level of maturity
- Avoid talking about digital capabilities that are too complex
- Start small to get the workforce and executives buy-in



How Gartner helped

- Gartner conducted two half-day interactive workshops attended by approximately 300 Q-Chem employees as well as an Executive-level focused meeting on digital transformation scenarios and opportunities
- The workshops leveraged several Gartner Assessment tools as well as live polls to test out the workforce's willingness to embrace certain transformation initiatives



Business impact

With Gartner's support, Q-Chem's Information Systems Manager was able to:

- **Prioritize the initiatives** with higher impact and higher acceptance level across the workforce
- **Fast track the digital strategy execution**, building on the consensus across the workforce

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- [Gartner Top Strategic Technology Trends for 2022](#)

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