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With emergent technologies challenging the business models and current way of doing things, companies need to quickly embrace the technologies to morph their market engagement. "Digital transformation" is the wave that is sweeping many business by changing the way companies engage with customers, and partners. Even marketing is moving away from text to "Visual". Keeping up with this trend, this issue is a visual newsletter.

In this newsletter, Browne & Mohan consultants present how family business can adopt digital technologies like mobile, analytics and cloud to transform their market relevance and customer engagement. We believe transformation requires not just functional commitment, but board level support too. Finally, Browne & Mohan consultants present a video on how small and medium companies can build strong growth enablers.

Hope you enjoy these videos. **Pl note your feedback and comments are valuable to us.** Happy reading 😊

[Digital transformation of Family Business](#)

Social, mobile, cloud and analytics (SMAC) technologies with AI and machine learning are turning business into algorithmic entities. Market engagement, customer intimacy and partner management are all turning to data and science based rather than subjective one. In this video, Browne & Mohan consultants share how family business can adopt digital technologies and how they must execute a digital transformation journey.

[Board Role in Digital transformation](#)

Many believe digital is an IT or functional strategy. Board has a key role to play in digital transformation. Digital technologies can morph the business models, alter supply chains and open multiple channels of market engagement. Boards have to understand the risk digital technologies bring into the business, cannibalization of revenues and other challenges that are posed. In this Video, Browne & Mohan consultants share the role Board should play in digital transformation.

[Digital transformation of Marketing](#)

Digital transformation on marketing from a clean amalgamation of offline and online channels, but also clear integration of inside marketing teams, agencies and external players (including interns, freelancers, influencers, et). In this video, Browne & Mohan consultants share how marketing function must change itself to adopt digital transformation.

[How to transform your SME into a high Growth Engine](#)

Small and medium companies (SME) in many countries are backbones of industrial output, exports and innovation. However, many of them face closure whenever changes happen in market or technology or consumer choices. In this video, Browne & Mohan consultants explain the steps that must be taken to stay competitive and grow.