The press, television, social networks, and presentations on the topic all provoke the feeling that the implementation of the latest technologies is essential for success without any risks. However, a simplified view of digitalization, limited to the use of modern technologies and the replacement of analog data with digital data may not always bring the expected results. Digitalization, as a process of transforming information and processes into digital form, through the change of the model of business operations (digital transformation) should be based and be built not only on the technology itself. In order for technology to be deployed successfully and efficiently, in the necessary extent and with safety measures, it should take into account following factors:

- company environment and its culture
- processes and their status
- use of current IT technology
- problems to be solved
- company needs

This means knowing how the company works, what procedures it has in place, how effective it is, where problems or shortcomings it suffers from and why, what tools and how efficiently it uses, how it works with resources, including human resources, how it is organized. This approach, the so-called initial “realistic awareness” gives companies the opportunity to focus on what changes the company can implement in the first step without introducing any technology.

Lean aims to optimize processes, identify deficiencies and simplify processes.

Digitalization and digital transformation are concepts we encounter at every step. Concepts that have become part of today’s modern times, a trend, and an indicator of the latest technologies. Artificial intelligence (AI), Internet of Things (IoT), machine learning (ML), robotics are all well known.

The third but important factor in successful digitalization is, in addition to technologies and processes, the human element. Often, the human factor plays a key role in deciding whether a project ends in success or failure. Purchase of technologies and setting up processes can be implemented by suppliers. However, what cannot be ordered and purchased is the culture, goals of the company, relationships, communication, involvement of people in solving problems, its strategy, the values that the company professes.

Digitalization is certainly an important part of growth, prosperity, an opportunity to respond to growing competition. It is a way to make more efficient use of companies’ resources. The initial selection, scope and deployment of technology should be preceded by an initial discussion not only of what the technology can do, but to focus on the real problems and needs of the company, to identify opportunities for setup, change of internal processes, work organization.