

## Mastering Digitization: A Quality-Adapted Digital Transformation Model

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**Abstract :** In the very near future, digitization will be the main challenge a company has to master to survive in a highly competitive market. Developing the right transformation strategy by considering all relevant aspects determines the success or failure of a company. Especially the digital focus on the customer plays a key role in creating sustainable competitive advantages, also leading to new tasks within the quality management. Therefore, quality management needs to be particularly addressed to support the upcoming digital change. In this paper, we present an analysis of existing digital transformation approaches and derive a transformation strategy from a quality management perspective. We identify and classify different transformation dimensions and assess their relevance to quality management tasks, resulting in a quality-adapted digital transformation model. Furthermore, we introduce applicable and customized quality management methods to support the presented digital transformation tasks. With our developed model we provide a digital transformation guideline from a quality perspective to master future disruptive changes.

**Keywords :** digital transformation, digitization, quality management, strategy

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