

# What is the difference between a Technology Strategy vs. a Digital Strategy?

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In short, a technology strategy is how your company plans to implement technology over the future period and what services or products will be provided by this technology. A digital strategy is what processes will be digitalized and in some cases digitization of physical paper forms to electronic (and even automation, yes it is still happening). Often a Digital Strategy is the integration of current technology platforms as well as a customer focused communication plan using technology and marketing strategies.

In general, a Technology Strategy or an IT Strategy generally describes the current state and future vision for an enterprise's technology architecture. In other words what is your plan for services, processes or business product delivery using your technology or new software and hardware you will implement? Ideally there is a timeline set for the delivery of technology upgrades or enhancements that align with the business strategies.

A Digital Strategy these days is also combined with the term 'digital transformation', and usually means the delivery of digital services through online channels. There generally is a customer journey focus to the digital services and the integration of digital services across different types of technology. This is often referred to as omni-channel approaches of delivering services. This may also include face to face services through brick and mortar businesses that may or may not have a digital element to it.