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Digital Transformation within Moroccan Companies: Between Investment and Financing Issues

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Abstract

In the current context marked by profound changes on an economic, political and social level, digitalization is an inevitable reality. In parallel, companies around the world have started to realize the importance of digital to achieve performance.

To achieve a successful digital transformation within the company, it is necessary to put in place relevant measures likely to support the digital transformation by ensuring the strengthening of human, technical and financial relationships which play a central role in this complex and sustainable process..

It goes without saying that the transformation can be conceived as an investment project which requires study and adequate financing. Indeed, financial transition within the company must take into account the costs linked to new technologies, human resources (training, recruitment, etc.), consulting, communication, research, innovation ...

To this end, in this article we will attempt to deal with the financial aspect of the digital transition and its implementation and to detail the related measures such as forms of financing, return on investment, measurement of profitability of the project.

Keywords: cost, digital transition, financing, profitability, return on investment