

Chapter 5

Conclusions, Discussions, and Recommendations

Conclusion

1. The status and environments of A Fund Management Company in terms of digital transformation.

After conducting research on the present state and industry of A Fund and analyzing it with a comprehensive understanding of current practices, the scheme design is implemented through a combination of both "bottom-up" and "top-down" approaches. This ensures the overall success and forward-looking nature of the project while effectively addressing the company's business pain points.

A fund company will build a digitalized trading pattern with the center as the foreground, and an all-round transformation system with "innovation + all-round ecological enabling" as the development mode. Modules are not isolated from each other, but related to each other. As the source of enterprise vitality, "Innovation + ecological whole-line enabling" takes the pain points and financial scenes provided by other modules as the entry point of financial innovation. Through cooperative innovation in concepts, technologies, services, products, models and other aspects, it provides continuous driving force for the company, so as to enhance enterprise competitiveness. However, the successful execution of digital transformation strategies often necessitates the backing of supplementary strategies. In this chapter, specific support strategies will be suggested based on the aforementioned research findings.

The findings of the research indicate that A Fund Management Company is presently undergoing a digital transformation journey aimed at improving efficiency, optimizing customer experience, and fostering innovative solutions. The current state and challenges faced by A Fund Management Company with regards to digital transformation are summarized in Table 5.1.

Table 5.1 Status and environments challenges of A Fund Management Company

Status	Environments challenges
Comprehensive digitalization of corporate strategy	Incomplete top-level design
Implemented digitalization of business platform	Lack of digital system autonomy
Implemented digitalization of office ecology	Difficulties in process optimization and unification
Utilize customer trading system	Integration of digital talents Difficulty in meeting diverse customer demands

Note. Summaries by the researcher

Regarding the digitalization of the corporate strategy, research findings indicate that A Fund Management Company recognizes the significance of digital transformation and has devised a comprehensive plan for fintech development. This is evident from the data, which demonstrates that senior executives have established the company's goal as "becoming a leading intelligent fund within the industry by harnessing platforms such as big data, intelligent investment management, and integrated capital management." The management team has effectively communicated the digital concept to employees, offering strategic guidance for the process of digital transformation. Concerning the digitalization of the business platform, the research findings reveal that A Fund Management Company has implemented various trading and management information systems, with a specific focus on platform construction, platform digitization, and digital mobility. The objective is to enhance data analysis, improve flexibility and intelligence, and provide convenient and efficient operational tools.

In addition, in terms of the digitalization of the office ecology, the research findings reveal that A Fund Management Company has implemented a honeycomb-based management system, which has established an office environment centered around digital technology. The construction of this system encompasses various activities, including environment development, service integration, and operation maintenance. The company has successfully achieved process optimization and digital transformation across different departments, resulting in enhanced operational efficiency and reduced risks. In terms of office ecological automation, research findings indicate that A Fund Management Company has implemented automated