

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### **Announcing The Launch Of “Digital Transformation: Evolving a Digitally Enabled Nigerian Public Service” Kickstarter Campaign**

*New book by Jacobs Edo, aims to bring his insights for a better and more efficient Nigerian Public Service to young and old professionals in the country and all over the world.*

July 18, 2015. Announcing the launch of the Kickstarter campaign of Jacob Edo’s book “Digital Transformation: Evolving a Digitally Enabled Nigerian Public Service. This book was created to share Edo’s insights about the current economic, educational and medical situation in Nigeria, his homeland. Digital Transformation will open the eyes of the public especially professionals young and old to the rampant problems in the country and will encourage readers to join in moving into the future of a better and stronger Nigerian economy that will curb illiteracy, ignorance and disease. The Kickstarter program aims to raise \$4,200 for startup capital to cover the costs of printing and marketing of “Digital Transformation.” The money will also fund the distribution of 100 free copies of the book to leaders in Nigerian Public Service.

It is available through

<https://www.kickstarter.com/projects/digitalchange/a-practical-book-on-digital-transformation>

A few words from Jacobs Edo, PMP for his book “Digital Transformation: Evolving a Digitally Enabled Nigerian Public Service”: “Ending poverty is a big and complex challenge indeed. It has many causes, and there is certainly no silver bullet or single solution, but this complexity is solvable.”

Governments in developing countries today are grappling with a myriad challenge of governing in very demanding times. Fewer budgetary resources, legacy overhead from longstanding institutional inefficiencies, limited access to training resources, a more demanding public now enamoured to the always on, online real-time access to services and information. All these factors have worked to exacerbate this situation. As a result, the challenges of governance in a developing environment in transition, has never been so great.

In all this turmoil, government officials are generally aware that there exist several systems and automated alternatives that specifically address a these challenges, in a cost effective and performance manner, but don't have accurate but accessible information about what specific solutions are available, how the various technology solutions address these type of burgeoning needs or what the best practice approaches are towards implementing these digital transformations.

This book is written to bridge this knowledge gap and provide clear answers to the reader looking for answers.

It is written in a clear but detailed manner, so as to provide a guide towards understanding the technology solution concepts, the specific scenarios where they can be applied especially in the context of developing environments, and the best approaches to be taken towards implementing such solutions while being aware of critical issues impacting execution. It would serve as a long term solution reference that is relevant at all stages of moving government forward through a digital transformation effort.

The final goal is to empower governments of developing countries like Nigeria with the knowledge and tools required to provide sustainable long term solutions for and to the benefit of their people.

For more information on how to donate to the book's Kick-starter campaign visit <https://www.kickstarter.com/projects/digitalchange/a-practical-book-on-digital-transformation>

or call +43-6769520074

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**About Jacobs Edo:** Jacobs is an enterprise architect, digital transformation manager, trusted advisor to C-Suite, public speaker and author. He is known for his dedication and tireless efforts in ethics, change management and digital transformation. He earned a Bachelor of Engineering degree in Electrical Engineering (Second Class Upper Division) from the University of Nigeria, Nsukka, a diploma in Information Technology from Robert Gordon University, Aberdeen and SPDC and a Global Business Transformation Management (GBTM) Master's certification by SAP AG and the University of Applied Sciences and Arts, Northwestern Switzerland's Business Transformation Academy.

As a volunteer Consultant for the Stanford Institute for Innovation in Developing Economies (Stanford SEED), he supports its vision of bringing the power of innovation, entrepreneurship, and leadership to established businesses and their leaders on the ground and in their communities.