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New Charter Unveils Digital Transformation Methodology to Revolutionize Business Modernization

The company's unique approach is designed to cut through the complexity and emphasizes the continuous nature of the journey

Commented [AJ1]: continuous nature of the journey? idk maybe maybe not

(Denver, CO) November 7, 2023 – [New Charter Technologies](#), a portfolio company of Palo Alto-based private equity firm Oval Partners, is proud to announce the launch of its groundbreaking Digital Transformation Methodology. This methodology serves as a structured blueprint, offering organizations a clear path to continuous improvement in their operations, processes, and systems.

"New Charter's approach to digital transformation is all about setting clear objectives that align with the right technological solutions to achieve desired outcomes," said Mitch Morgan, CEO, New Charter Technologies. "Our proprietary Digital Transformation Methodology goes beyond technology adoption; it emphasizes aligning with our clients' financial and operational objectives, ensuring that the tech we adopt brings measurable results and truly drives business goals forward."

New Charter's Digital Transformation Methodology serves as a well-defined roadmap for organizations, ensuring that technology not only works but also enables employees, customers, and suppliers to leverage these tools effectively, bridging the "consumption gap" and making the tools genuinely valuable.

Peter Melby, CRO, New Charter Technologies, highlights the significance of New Charter's approach.

"Our aim is to cultivate centers of excellence within our organization, empowering senior staff to become experts in their specific areas," said Melby. "This cultural shift promotes organic expertise development and excellence, moving away from traditional organization-wide training programs."

In assessing the success of digital transformation projects, New Charter Technologies prioritizes measurable results over project completion. The methodology sets success metrics upfront, focusing on executive-level alignment. Real-time monitoring and adjustments ensure alignment with organizational goals.

New Charter Technologies aims to drive real business outcomes through digital transformation, with Morgan emphasizing, "We can bring in the fanciest tech out there, but it's pointless if it doesn't help our business perform better by improving communication, collaboration, and data-driven decision-making. It's about getting a solid return on investment."

BlueSky Sessions

New Charter Technologies and its partner companies engage prospective customers through workshops and BlueSky executive sessions, redefining how they collaborate with organizational leadership. These sessions go beyond conventional IT provider-client conversations to emphasize the broader business context, striking a balance between technology, people, and processes for success.

"The BlueSky approach starts with aligning our understanding with the client's objectives," said Morgan. "We prioritize understanding leadership's priorities and pain points, allowing us to propose solutions that address these challenges effectively. We go one step at a time, outlining a customized path that makes the most sense for you."

To officially introduce the Digital Transformation Methodology to the world, New Charter is hosting a virtual launch party on November 7th designed to explain their unique solution and debunk the complexities and uncertainties that come business modernization.

Attendees can expect to learn more about the innovative digital transformation methodology and the BlueSky executive sessions, hear from New Charter's thought leaders, and have the opportunity to access exclusive resources.

Register here: <https://my.demio.com/ref/7au8yK6MLqaYqhCs>

About New Charter Technologies

New Charter Technologies is building a caliber of business the IT industry hasn't yet seen. Serving small-to-medium sized businesses in 10+ industries across North America, we deliver best-in-class technology solutions to propel our clients into the digital world. Learn more at newchartertech.com.

About Oval Partners

Oval Partners is a multi-family office investment firm designed to provide liquidity, growth, capital and acquisition funding to founders of growing businesses across North America. Oval's capital base is permanent—it is committed, unencumbered and unconstrained in terms of holding period. Oval offers the capabilities and capital of a private equity fund, but the mentality, partner orientation and investment time frame of a private holding company. Oval's principals have completed more than 100 transactions involving platform investments, acquisitions, exits, and re-financings. Oval focuses on making investments in the tech-enabled services, information services, internet, software/SAAS, and industrial technology markets. New Charter embodies the essence of Oval's targeted "buy and build" strategy in attractive, service-oriented, niche end markets. For additional information, please visit ovalpartners.com or contact Dan Escovitz at descovitz@ovalpartners.com.