

**M**Knowledge

Digital transformation

**M**247<sup>7</sup>



# We live in an ever-changing world, where the digital landscape evolves daily

With this comes a shift in the requirements and needs of business customers or consumers; heightened expectations, demand for a faster turnaround and continually enhanced customer service levels expected as standard.

Businesses need to adapt to these changes readily in order to ensure they can stay relevant and the first in mind for customers.

According to IDC, worldwide spending on technologies and services that enable digital transformation will reach \$1.97 trillion by 2022 - a huge figure that makes the following worrisome:

**The UK are slow on the uptake of planning and implementing digital transformation strategy, with only 61% of companies having digitalised half of their business documents and 12% not even started yet.\***

\* Kyocer survey of 1,750 companies June 2019



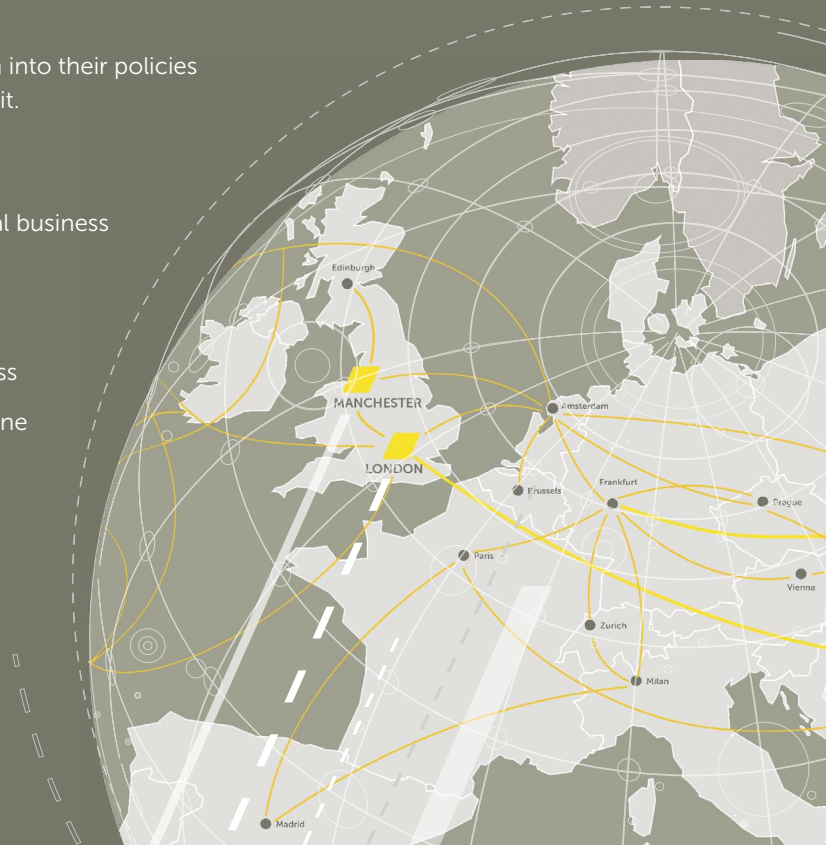
# It's no secret that digital transformation is a top priority for UK business

The government is slowly infusing digital transformation into their policies and strategies, in the hope that businesses will follow suit.

They have a comprehensive agenda, which includes:

- Making the UK the best place to start and grow a digital business
- Building a world-class digital infrastructure for the UK
- Giving everyone access to the digital skills they need
- Helping every British business become a digital business
- Continuing to be a world leader in serving citizens online
- Unlocking the power of data and improving public confidence in its use

**Digital transformation is not a destination you reach overnight, its time to start thinking and planning your journey.**



# What is digital transformation?



We know the driving forces behind why it's needed and where the UK government aims for businesses and the economy to be, but what does it actually mean for those who need to plan it?

This quick guide discusses what digital transformation means, the role 'Cloud' plays, and the things you will need to do to get your strategy off the ground and stay on track.



## First things first

**It's important to establish the difference between digitisation and digital transformation.**

**Digitisation** means updating your business technology with new, current technology; a technology transformation.

**Digital transformation** is a little harder to define, in fact there is no set definition, as it means different things to different people and businesses.

The key difference lies in the purpose. Digital transformation solves problems using technology and helps to:

- Integrates technology into all areas of your business
- Fundamentally changes how your business operates
- Reshapes business models and processes



**The first step - formulate your strategy**



# Digital transformation strategy

**Because this is a high level change, you will need a strategy to ensure aims are clearly captured and keep on track.**

Some believe digital transformation strategy means getting your hands on as much technology as possible, whereas others think adopting a Cloud-first strategy ticks the digital transformation box.

But, fundamental for every organisation is understanding evolving customer behaviour and how they can utilise digital technology to harness more interaction.

A simple idea which can enable a better customer experience.

**Digital transformation doesn't stop there. It ripples through the whole business, impacting on employees, suppliers and stakeholders alike.**



## **Flexibility**

Public Cloud speed, efficiency and economics within the data centre



## **Scalability**

Start small and easily scale up or out while maintaining performance



## **Simplicity**

Simplify operations with software driven automation and lifecycle

# The benefits

## Digital transformation helps your business deliver some key objectives

### For example:

- Enabling digital readiness, to change and react quickly
- Explore and develop business models, to stay competitive and generate new revenue
- Improve digital channels and customer facing processes
- Deliver up to date digital products
- Keep up with changing customer behaviours and expectations
- Improve/maintain customer satisfaction and dialogue

### Resulting benefits:

- Reduced operational costs
- Consolidated operations
- Improved data analytics
- Ability to take products to market faster

**In a recent survey, 40% of respondents said digital transformation is the single most important priority for businesses within the next 2 years\***

\*M247 survey conducted May-19 with a panel of 100 UK IT Decision Makers



# Where do you begin?

Every business is different. Digital transformation needs to be customised to meet the current needs of your business and have the flexibility to adapt and grow with it in the future.



## One size does not fit all

For some companies digital transformation is all about shifting workloads to the Cloud, whereas others may want to focus on understanding data analytics in more detail. Or maybe your business needs mobility options for employees and to automate more operational processes. Clearly, the approach taken can vary significantly.

One thing is for certain though, no matter what the digital transformation strategy looks like, the network you use has a central role to play. It will be either a hero or a hindrance to the digital transformation efforts.

**This is where the Cloud comes in - not so much in a Cloud-first way, but for the flexibility it provides.**

The background features a stylized road with white dashed lines and a solid yellow line, receding into the distance. Several yellow clouds of various sizes are scattered across the top left. A large white cloud shape contains the text.

## Reach for the sky



### **The Cloud and digital transformation**

Digital transformation is customised, highly personalised and built to meet the specific needs of an individual business. For many this journey begins with a Cloud-based approach, but for some it's not that simple.

The evolution of the marketplace means it is demanding genuine Cloud choice with the capability to tailor to individual requirements. Whether this is on-premise private Cloud or a hybrid approach (mix of hosted private and public Cloud), there is no one-size-fits all Cloud solution either.

**The two go hand in hand, bound by their own unique parts in meeting the needs of different businesses in different ways.**

# Your Cloud journey

Digital transformation begins with Cloud migration



# Steps you need to take

## 1. Assess applications



### Step 1

Ensure you have a comprehensive understanding of the applications you have and what their requirements upon the infrastructure are, or will be

## 2. Check connectivity



### Step 2

The speed and resilience of your bandwidth (and their appropriate backup circuits) are the foundations to a successful Cloud migration and stability going forwards. Without the appropriate level of connectivity infrastructure in place your Cloud solution, and therefore digital transformation strategy, will fail to succeed

## 3. Understand workload



### Step 3

Understand where you need your performance to be, and whether this can be delivered from the Cloud or does it need to remain local?

## 4. Application strategy



### Step 4

Consider your application strategy and whether these can be delivered from a SAAS platform. Take into account compatibility, for example do they link to other applications and will they link to applications delivered from the Cloud.

### 5. Legacy applications



## Step 5

Don't forget or bypass legacy applications in the quest for something new. These retain data for the business, so consider if access is still required or if they can be archived. Archiving will help reduce overheads but still maintain availability to historical information and access to data should it be needed.

### 6. Data protection strategy



## Step 6

How long can the business operate when a disaster strikes leaving you without some or all IT functionality? What would users do in the event of a disaster to keep the business bringing in money? Do you understand Recovery Time Objective (RTO) and Recovery Point Objective (RPO)?

### 7. Workforce strategy



## Step 7

Successful deployments need user adoption and for benefits to be seen – if the user experience is poor you'll suffer long term as culturally the change will struggle to embed. Positive impact upon employees workload and efficiencies are key to ongoing success

### 8. Compliance strategy



## Step 8

Understanding what regulations you need to adhere to is a critical step. GDPR, DPA and SBO are at the top of this list but you also need to consider industry specific measures to ensure business compliancy.

### 9. Security strategy



## Step 9

Ensuring your data is well protected, and in the event of a cyber security attack, you have a clear plan to restore the data cleanly with the minimum of impact is essential.

### 10. Cloud repatriation



## Step 10

Understand what needs to stay on site or offsite. Cloud is rarely the answer to all of your business needs there will be some elements that remain onsite or better suited to a private Cloud - many companies find a hybrid approach works best and will ensure they can fulfil their digital transformation strategy.

## Beware the pitfalls

**A recent McKinsey report stated that while 80% of companies surveyed started digital transformation projects in the last five years, less than 30% were deemed successful.**

This is not overly surprising given that the average business has over 210 different services that employees use to collaborate\*. Whilst digital transformation is inevitable, presenting with it a great opportunity, there are significant cultural and business changes required in order to make it work and have a successful impact.

## But celebrate the successes

**Ultimately the measure of the success of a digital transformation strategy for most businesses is an increased bottom line.**

However, there are many tangible benefits that are also compelling, such as employee well-being with reduced stress levels and more efficient working practises. Not forgetting increased productivity with the same number of staff and the ability for flexible working practices, but there are countless more.

\* McAfee Cloud Adoption & Risk Report 2016



# The benefits to your business

If your digital transformation strategy is a success then so too will your business continue to be. Digital transformation enables it to remain relevant in an ever-changing digital landscape and marketplace.



**Supportive, agile organisational culture**



**Well managed transformation activities**



**Leverage knowledge and expertise**



**Engage managers and employees**



**Grow IS capabilities**



**Develop dynamic capabilities**



**Develop digital strategies,  
align business with IS**




Get started on your  
digital transformation journey

Contact our experienced team today to find out more

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