Thought Leadership
White Paper

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Digital Transformation - A Roadmap To Success

Produced by Intec Systems Limited

Contents

Many consumers discovered the convenience of e-commerce and other online activities during the pandemic. In 2020, the share of e-commerce grew at two to five times the rate before COVID-19. Roughly three-quarters of people using digital channels for the first time during the pandemic say they will continue using them when things return to "normal," according to McKinsey Consumer Pulse surveys conducted around the world.

WHAT IS DIGITAL TRANSFORMATION?

We define Digital Transformation as the integration of digital technology into areas of a business that often results in fundamental changes to how businesses operate and how they deliver value to customers and employees

However, because digital transformation will look different for every company, it can be hard to pinpoint a definition that applies to all.

For most organisations it's about creating an integrated technology framework that underpins your operations. An enterprise architecture that brings together your data sources and enables you to deliver meaningful, accessible insight for people at every level, both inside and outside the business.

WHY IT NEEDS TO BE ON YOUR AGENDA

Digital Transformation is the Top Priority for CIOs in 2021

SOURCE: CONSTELLATION RESEARCH, THE CIO OUTLOOK FOR 2021

If there were any ongoing doubts about the necessity of digital transformation to business success, the coronavirus appears to have silenced them. In a contactless world, the vast majority of interactions with customers and employees must take place remotely.

But the digital mandate isn't new; it's simply been brought into sharper focus. Prior to the pandemic, a paradigm shift towards digitization and "outcome as a service" solutions was already underway. Covid-19 has accelerated this shift, as evidenced by the increased focus in spending towards digital businesses.

Executives say the top benefits of digital transformation are **improved operational efficiency (40%), faster time to market (36%)** and **the ability to meet customer expectations (35%).**

SOURCE: PTC - DIGITAL TRANSFORMATION SURVEY

2020's **IDC Spending Guide** showed that despite pandemic-induced setbacks, digital transformation is still a key priority across industries. Global spending on DX technologies and services was forecast to grow 10.4% in 2020 to $1.3 trillion. Organisations will continue to pivot toward bringing on and using external technologies that deliver scalable, low code, integrated and omni-channel solutions with quick adoption time and reliable security.

WHERE DO YOU START?

Digital transformation is a company-wide effort that requires buy-in and collaboration across departments. Yet it also requires that each role within the organisation brings its own unique perspective, talents, and skill set to the project.

It begins with the executive sponsor or champion of the initiative. CEOs, Chief Digital Officers, or heads of strategy usually fill this role, empowering the organisation to invest in the technology, secure buy-in, and help drive the required changes.

28% of digital transformations are led by the CIO, and 23% are owned by the CEO

Getting an understanding of the big picture will show where the gaps and opportunities are, and the actions required to improve internal processes and customer experiences.

SOURCE: PTC - DIGITAL TRANSFORMATION SURVEY

Questions to ask the business:

- How can we streamline our business?
- How does our technology support our business goals?
- How does our existing technology help us provide the best customer service?
- Does it get people out of the back office and in front of customers?
- Is it mobile, practical and easy to use?
- What's our ROI on technology investment?
- Do our departments have silos of automation (such as spreadsheets) that they are overly dependent on?
- What else can we automate?
- Do our departments get the data they need?
- Will a single data hub make us more profitable?
- Can we link all our data to provide one meaningful, reliable picture?

The six stages of digital business transformation

Ref: Brian Solis, Altimeter

1

BUSINESS AS USUAL:

Organisations operate with a familiar legacy perspective of customers, processes, metrics, business models, and technology, believing that it remains the solution to digital relevance.

2

PRESENT AND ACTIVE:

Organisations operate with a familiar legacy perspective of customers, Pockets of experimentation are driving digital literacy and creativity, albeit disparately, throughout the organisation while aiming to improve and amplify specific touchpoints and processes. remains the solution to digital relevance.

3

FORMALISED:

Experimentation becomes intentional while executing at more promising and capable levels. Initiatives become bolder, and, as a result, change agents seek executive support for new resources and technology.

4

STRATEGIC:

Individual groups recognise the strength in collaboration as their research, work, and shared insights contribute to new strategic roadmaps that plan for digital transformation ownership, efforts, and investments.

5

CONVERGED:

A dedicated digital transformation team forms to guide strategy and operations based on business and customer- centric goals. The new infrastructure of the organisation takes shape as roles, expertise, models, processes, and systems to support transformation are solidified. and shared insights contribute to new strategic roadmaps that plan for digital transformation ownership, efforts, and investments.

6

INNOVATIVE AND ADAPTIVE:

Digital transformation becomes a way of business as executives and strategists recognise that change is constant. A new ecosystem is established to identify and act upon technology and market trends in pilot and, eventually, at scale.

CHOOSING TECHNOLOGY TO ACCELERATE DIGITAL TRANSFORMATION

In the rapidly evolving digital ecosystem, companies need to invest in multi-channel solutions that meet users wherever they are. Increasingly companies are realising that to stay competitive and meet the needs of their audiences, that they need to use a multiexperience development platform, or MXDP, to solve challenges and create solutions. The complexity in building multiexperience apps, let alone updating and maintaining them, is far beyond the scope of most organisation's in-house skills. You would need an army of developers to make sure that your solution works across multiple devices, operating systems, and is constantly being updated. Buying becomes the clear choice when looking to adopt highly complex, secure tech that can run on–premises or in the cloud with quick adoption and onboarding processes.

Time being of the essence, IT leaders are widely adopting low-code platforms because they enable developing applications faster. Rapid application development reduces time spent on design and coding while improving developer productivity. By advancing the 'speed to market' metrics, CIOs using low-code platforms can achieve a higher return on platform investment.

While time is of the essence so is the experience. When introducing new technology and applications, user experience (UX) has become the core objective. IT leaders need to focus on the purpose of developing new applications. The objective must revolve around the needs of the users and how emerging technology can help them improve collaboration, communication, productivity, and performance. Ideally, application development strategies need to revolve around the ethos of users.

As many companies and brands are working towards delivering experience, the key enablers are emerging technology and modern software applications.

Technology plays an important role in this age of the experience economy.

- The workplace is transforming, aiming to become more optimised.
- The workforce is evolving, where employees are now working beyond boundaries and using technology to collaborate and communicate in productive ways.
- Customers are becoming more demanding, expecting exceptional experiences.

Low-code platforms provide IT leaders with the potential to bridge silos, streamline processes and enable teams to collaborate and focus on core innovation. Using rapid application development tools, CIOs have been able to accelerate their revenue-generation and digital transformation initiatives.

AI-powered data analytics and tools like smart chatbots are also factors to consider when adopting new technology. Maintaining advanced technical offerings is often beyond the scope of many remote IT team capabilities, so investing in a solution that promises this kind of operational support is a major factor of the current digital climate.

The app economy plays a crucial part in driving digital transformation and business innovation. **CIOs have to consider the people, platforms, and processes that will cater to the increasing demand for modern applications.**

With low-code platforms custom-built applications can be developed based on user preferences with agility and speed. They enable IT leaders to create enterprise apps that are designed to adapt to experiences instead of devices. By improving the usability metrics, emerging technology like low-code platforms has higher adoption rates and better opportunities to deliver business value.

93% of companies consider innovative technologies as necessary to reaching their digital transformation goals.

SOURCE: SAP/FORESTER CONSULTING

If you would like to further understand how low code development can help accelerate your digital transformation goals, please get in touch.

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About The Author

Tim Malone is CEO at Intec. His experience in and around application development has spanned 40 years and he remains as excited about changes in technology which enable business success now as he was at the start of his career. As a result of his work with Intec's business partners and the communities he serves he was elected an IBM Champion in 2014/15/16/18/19 and is now proud to be an HCL Ambassador.

About Intec

At Intec we collaborate with our clients, bringing together business insight, significant experience and technology to provide a distinct advantage in today's rapidly changing business environment. Through our integrated approach to problem solving, solution design and execution we help turn our customers strategies into action. With over 30 years experience our mission is to help our customers to anticipate change and profit from new opportunities. The result of that experience and knowledge is a reputation for being trusted advisors and subject matter experts in a wide range of business and information technology areas.

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