

Digital Transformation-

Attaining Precision with IoT, Analytics and Mobility

Digital Transformation, also hailed as the “third industrial revolution” is invading all areas of present day business with latest cutting edge technologies. Lack of clarity often hinders the transformation process. Understand how IoT, Analytics and Mobility ensure digital transformation precision in organizations.

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Understanding Digital Transformation

Digital Transformation, Digital Disruption, and Digital-first; these are some of the business buzzwords that we have been hearing frequently for a decade or two. As a digital transformation enabler, Suyati focuses on delivering the best digital experiences on web/ cloud/ mobile platforms. Digital transformation, though existent for a few years, has become an imminent need of the hour. The novel technologies like Mobility, Analytics, IoT and Cloud force companies to revisit their digital transformation strategy.

How can we define digital transformation? In simple words, it is the conversion of physical world environment into an environment represented by data, software, analytics, and other technology-enabled business processes.

Brian Solis of Altimeter Group defines Digital Transformation as “The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touch point in the customer experience lifecycle.” **About 88%** of companies now indulge in some sort of digital transformation or the other.

Digital transformation is the next big thing in the technology landscape, and is touted as the **third industrial revolution** owing to its path-breaking and paradigm changing possibilities.



A research by “The European Commission into Small Businesses” reveals this fact. According to the research, SMEs from countries who actively engage with consumers on internet experience **22%** increase in sales growth rate than companies with less or no internet presence over the last three years.

The latest cutting edge digital technology invades almost all areas of an organization: However, such potential notwithstanding, companies attempting digital transformation are often caught up in the hype, and just go along with it, without really understanding how to go about it, or worse, what exactly they plan to achieve through such transformation.

- *About 90% of CEOs believe that digital economy impacts their industry*
- *Among them, 25% of CEOs have a plan in place to address the challenges*
- *Less than 15% of those CEOs are funding and executing digital transformation initiatives*

The reason for such a contradiction is the lack of clarity or focus on technologies that enable digital transformation. It is important to ensure the precision of digital transformation process. Increased automation, brought about by advances in sensors, bandwidth, artificial intelligence, algorithms and machine learning make precision even more important.

The Key Elements of Digital Transformation

The first step towards digital transformation precision is to understand key elements involved in the mix.

- **Mobile technology-**

“Mobility” is the chief enabler of digital transformation. This will take into account mobile phones, tablets, IOT sensors, and the like, powered by cellular and Wi-Fi networks that connect these devices together.

- **Internet-**

Internet serves as the backbone of digital transformation. It acts as the highway through which huge quantities of data travel at high speed.

- **Cloud-**

Cloud and allied infrastructure enable creation of applications, which allow users to leverage the internet and its immense possibilities. In the Cloud era, digital transformation is much simplified and cost-effective. Cloud opens new business doors.

- **Internet of Things (IoT)-**

Sensor-equipped devices, or “things,” transform physical devices into interconnected digital entities, and power the Internet of Things (IoT).

- **Analytical technologies-**

Help in churning Big Data into actionable insights. New insights from new sources of data, derived from real-time analytics provide a major source of competitive advantage for enterprises.



Businesses need to align their organizational structures with their chosen digital strategy. However, success depends on the ability of enterprises to invest in relevant digital capabilities aligned with strategy. According to **McKinsey**, 95% to 99% of companies need to wholeheartedly commit themselves to a digital strategy rather than “doing digital” on the margins of their established business. Let us see how the above factors trigger digital transformation efforts in organizations.

IoT and the Data Exposition

Internet of Things (IoT) technology brings several new devices to the forefront, but most important for enterprises is the **pervasive interconnectedness of everyday objects** it facilitates.

Sensor-enabled IoT objects, powered and driven by Internet make monitoring of physical assets quite easy. It also helps us take real-time action on the data insights derived from far and wide. For instance, a plant manager could monitor and manage multiple industrial units around the world in real-time. Shipping companies can track and manage thousands of trucks, trailers and ships, and the associated cargo, across the globe in real-time, using telematics. Success depends on the seamless interconnectedness of such sensor-laden devices, and precision of the data it generates.

IoT also makes it possible for businesses to evolve out of their dated “estimate” based business models, to new precision models. Many enterprises base their business decisions on estimate-based models, which is basically relying on unknown factors and making a guess of what such unknowns would be. The application of IoT sensors in things and connected mobile devices offer real-time cutting edge data from multiple points, shedding light on many of such unknowns. For example, several retailers traditionally focus on selecting inventory and marketing to “regions” rather than “individuals.” IoT can empower the retailers to shift from such estimate based mass marketing to regions, to precise marketing, by accurately forecasting demand.

Digital transformation is both dynamic and complex. For it to derive strategic benefits, it has to be proactive as well. Enterprises need to infuse their traditional cultures with velocity, flexibility, external orientation, and the ability to learn. Once, these were confined to the periphery of the business environment, but now these requirements have come to the center stage. IoT-enabled sensors equip enterprises with tools to develop such a culture.

The Crucial Role of Analytics

The proliferation of sensors and other devices results in the exponential growth of data. Most organizations are now overwhelmed with huge quantities of data, coming in from various sources, but merely collecting and aggregating all incoming data rarely serves any purpose. The collection of data requires a methodological approach, with an aim to connect the dots or gaps in information, and use such information to improve business processes, unlock new business models, and do more.

Such an approach of precision in digital transformation requires a fundamental rethinking on the methodology of collecting, aggregating, structuring, and summarizing data for insight and action. The quintessential standard operational reports still serve a purpose, but organizations need to go beyond such conventional reporting methodologies, and seek real-time and powerful analytical capabilities, which can predict outcomes rather than report yesterday's realities.

Analytics Precision and Digital Transformation

- *The first step is to understand the various sources data comes in from like social media, customer Point of Sales, internet forums and so on.*
- *The next step is to break down data silos and ensure all data is available for analytics.*
- *The crucial and core step is to apply advanced analytics, such as pattern detection, and predictive analytics to the net data. Organizations that employ data scientists and equip them with the latest generation of analytical tools are able to extract the most relevant information from the data mass. This enables them to shape future products and services, and improve their operating efficiencies.*

Business Intelligence and Digital Transformation

Data plays a crucial role in digital transformation. Business intelligence enables us to extract critical facts from huge volumes of unstructured data and transform them into actionable information. This empowers companies to make informed strategic decisions, that leads to improvement in operational efficiency and business productivity.

These actionable insights reveal certain underlying facts including behavior patterns of customers, their likes and dislikes, technical difficulties that customers face, their online shopping habits, web experiences and so on. Business Intelligence and Analytics can unlock the untapped data collected across contact centers and turn them into more useful and actionable insights. This kind of analysis also leads to increased conversion rates and many other advantages.

Disruption of marketing ecosystem

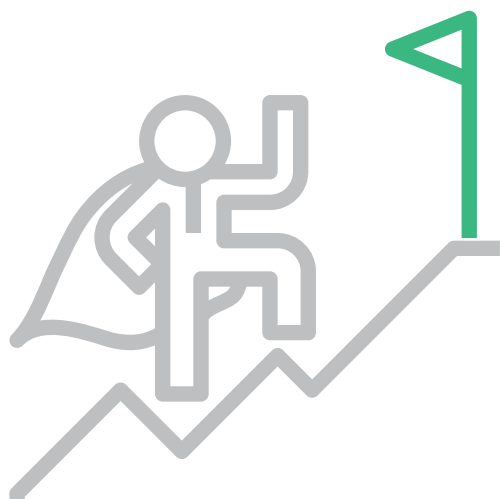
One of the big applications of digital transformation is in marketing. Digital transformation disrupts the marketing ecosystem, moving from mass marketing to precision marketing. Success depends entirely on the accuracy of the algorithm in targeting prospects, and finding out their preferences. It requires big data to gain cutting edge information, and IoT to gather real-time information. Advanced analytical tools cull out the wheat from the chaff and deliver precise actionable information in real-time. For instance, when a customer enters the store, the analytic engine scours all information about the customer, and provides the tablet holding sales executive with insights on preferences, purchase history, catalogue browsing history, and more. Real-time analytical data can also be used to apply new pricing models, penetrate new markets, identify new prospects, and a host of other prospects.

Leveraging the Mobility wave

An important pre-requisite for digital transformation is business process renewal. Organizations need to move away from their archaic silo processes, infuse transparency in their set up, and sync their business processes to the work patterns generated. For instance, digital transformation usually comes with outsourcing sizable chunks of business processes, and as such, internal systems need to be adaptive to work in an open network rather than the four walls of an enterprise. The mobile perfectly fits such a state of affairs.

The “mobility revolution” or the proliferation of mobile devices facilitates enterprises to effect such business process renewal. The increasing number of mobile devices in use erodes silos between the enterprise “internal” network and the outside world.

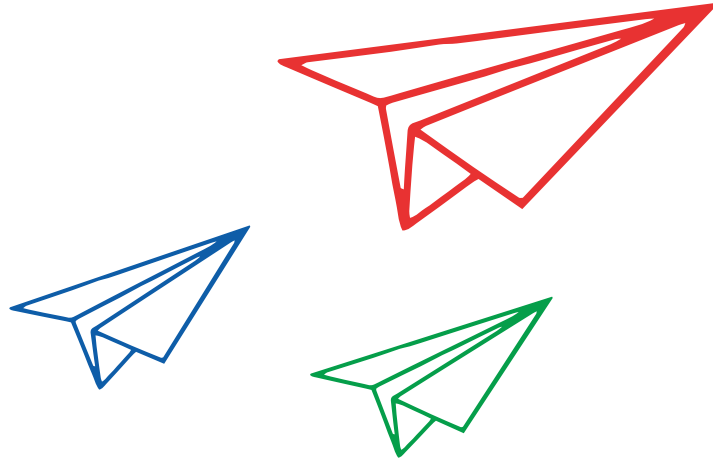
Enterprises need to channel the wide number of mobile, connected, wearable, embedded, and miniaturized devices to gather, present, and evaluate data constantly. On the whole, the wide gamut of devices in the enterprise will collect data and act based on the results, thus helping the organization create and manage demand, drive value, and establish new business models. The latest devices are equipped with Artificial Intelligence to take corrective action by itself. However, the enterprise also needs to go beyond and leverage the omnipresence facilitated by mobile devices to transform business processes and unlock new business possibilities.



For overcoming the challenges, enterprises need to:

- *Reconcile device diversity to deliver a consistent experience*
- *Ensure simplicity in mobile processes*
- *Forge sync between internal work experience and customer experience to deliver stable user experience.*

Enterprises also need to look beyond the first generation transition from **on-premises to cloud**, and leverage the possibilities such as simple provisioning, access, and speed offered by the cloud, to unlock new cloud based business models and processes. They would also do well to leverage cloud based solutions such as **AWS, Azure**, HEC, and HCP to develop an agile strategy that thinks through adoption consequences and ultimately adds business value. They need to build modular IT platforms and develop agile-delivery skills needed to stay nimble with customers in a fast-moving, mobile world.



Suyati's Success Saga

Suyati helps in creating a digital ecosystem that transforms the way you do business. Read further to know our tales of digital success.

Retail Story: A leading global seafood exporter conquered a new realm of business success with Suyati's digital expertise and technical support. Right from the creation of a well-laid e-commerce website to mobile apps with separate features for customers and home delivery personnel, we have handheld with the client in their digital journey.



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Publishing Revamp: Suyati is on the verge of becoming a Salesforce powerhouse. How did a leading publishing house undergo a total digital makeover with Suyati's Salesforce competence? We implemented a unified business model to manage the client's data silos. We also facilitated integration with various third-party systems and helped the client in scaling better on the scale of digital maturity.



[**Click here**](#) to know more

Educational Excellence: A leading online university wanted a robust and all-encompassing solution to revamp their existing CRM solutions, website and report generation process, and also add course modules to their Learning Management System. And what did Suyati do? The solution that Suyati developed was not just limited to application development, but a holistic support to run their business with digital edge.

Similarly, we have partnered in the digital transformation initiatives of various industries. Read more about our **digital** success stories.

Conclusion

All the technologies and automation notwithstanding, ultimately humans drive the digital revolution. Attaining digital transformation precision is impossible without due consideration of the human element, or attaining a workforce revolution side-by-side. Digital transformation mandates massive disruption in status-quo on how employees are hired, trained, and empowered. Employees need to acquire new skills for taking up roles and responsibilities, and need to cope with new business processes and technologies.

The huge digital transformation underway is dubbed as the **fourth industrial revolution**. Innovation, agility and speed heralded by this digital transformation are increasingly becoming important competitive differentiators in the digital economy. Enterprises have always deployed technology to reduce costs and operational complexity, to manufacture better products, and to develop new business models. To go to the next level, it will require strategies for a digital migration age, and to draw such strategies, organizations should leverage key tools and trends, such as IoT, mobility, and analytics.

Check out our **white paper** on Digital Transformation and the way forward for corporate, and share your thoughts with us. We will be back with more analyses and insights on digital transformation specific to industries. Please write to services@suyati.com for more insights.

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

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