

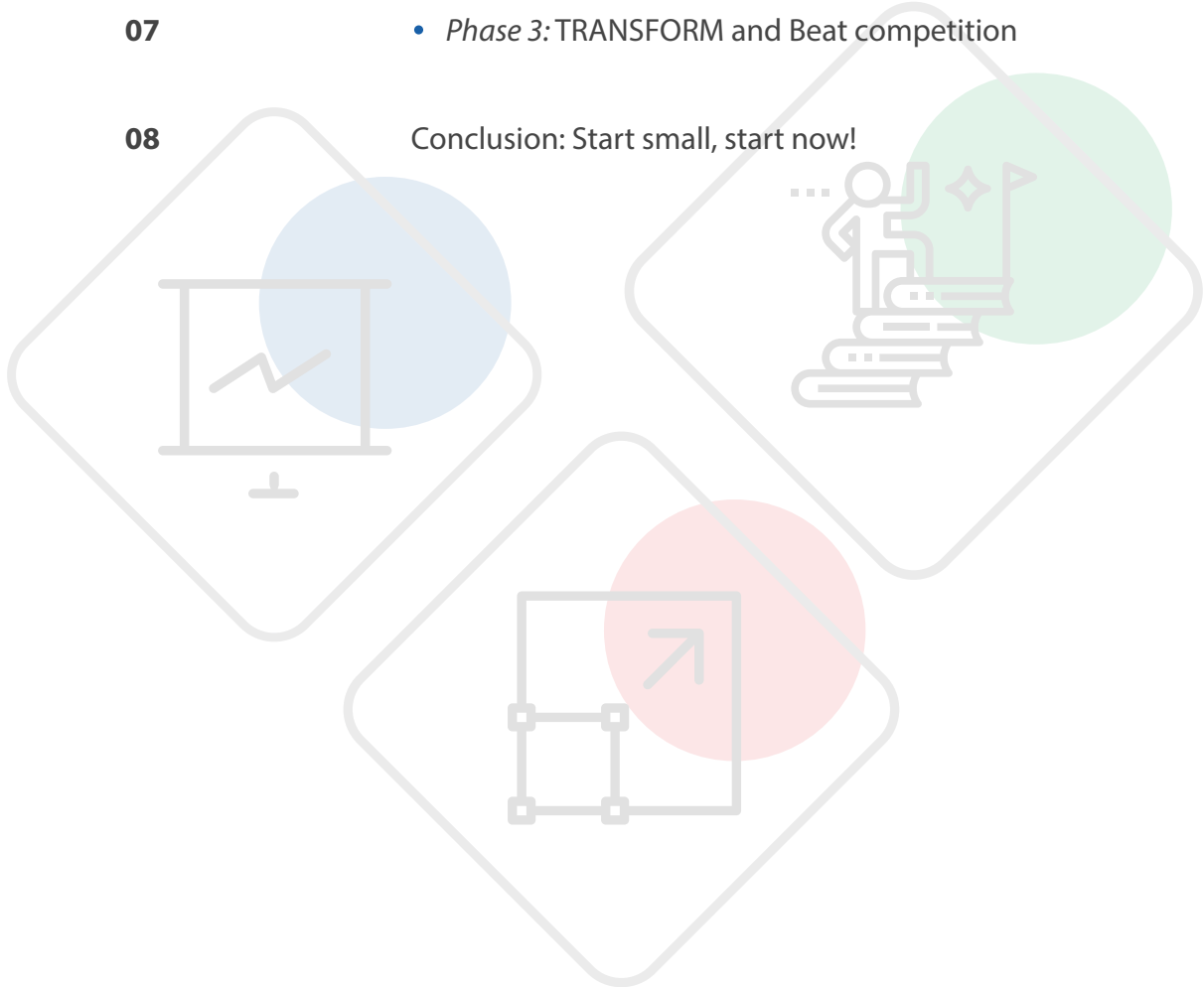


AN E-BOOK ON

Implementing Digital Transformation: A Practical Approach

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EXECUTIVE SUMMARY

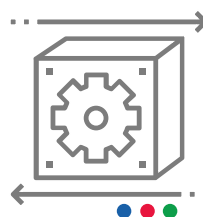
The key challenge facing mid-market companies is information security, closely followed by keeping up with new technologies, and the budget to implement new technologies. The good news? Areas like tactical hurdles, not finding the right skill set, getting ROI and leadership support, combined together, affect only less than 6% of those surveyed in a Deloitte Study. This E-Book examines a practical approach to implementing digital transformation projects, keeping in mind these key challenges.

Critical Areas for Digital Transformation and their key benefits:



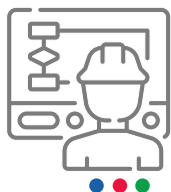
Culture

Inspire a culture of transparency with employers and customers; foster an environment of rapid experimentation



Business Model

Develop new market offerings, create differentiators and find new ways to bundle existing services



Core Operations

Connect existing systems, automate cumbersome processes, and increase real-time decision making



Customer Acquisition

Design personalized customer experiences, develop offerings to enhance customer experience, and engage customers in new ways

CONCLUSION

Most companies are in a do or die situation when it comes to getting on the digital transformation bandwagon. Start as soon as possible by identifying smaller projects, move steadily to build confidence and stakeholder buy-in, and finally embrace complete transformation to win customer delight.

DIGITAL TRANSFORMATION – What can we expect?

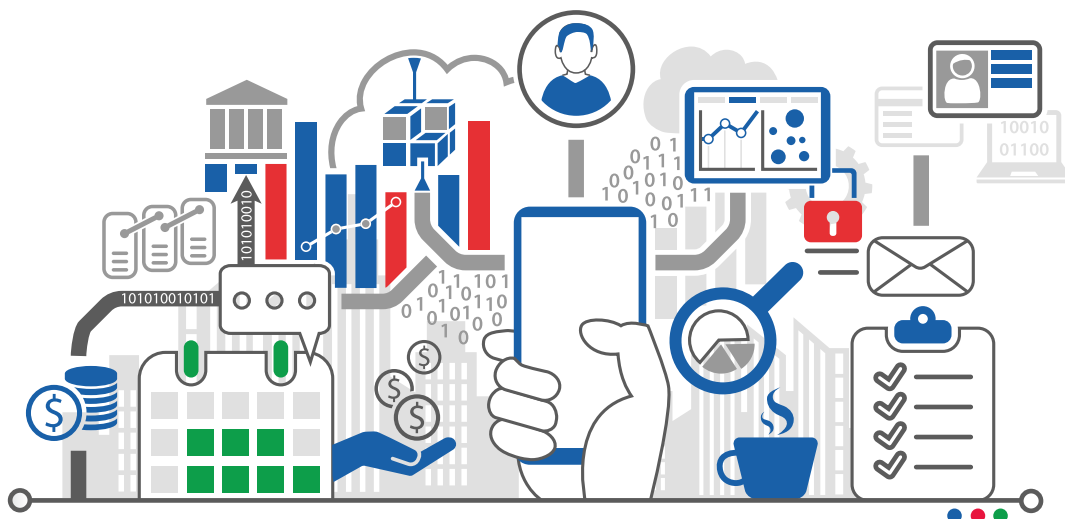
If the rate of change on the outside exceeds the rate of change on the inside, the end is near
– **Jack Welch**

The key challenge facing mid-market companies (revenue of \$100 million to \$1 billion) is information security (26%), closely followed by keeping up with new technology (18%) and the budget to implement new technology (17%). The good news? Areas like tactical hurdles, not finding the right skill set, getting ROI and leadership support, combined together, affect only less than 6% of those surveyed in a Deloitte Study, **Technology in the Mid-Market – Closing the Gap**.

But the better news for businesses? 36% of those surveyed spend more than 5% of their revenue on emerging technology adoption projects (26% a year ago). 40 percent of all technology spending will go toward digital transformations, with enterprises spending in excess of \$2 trillion in 2019. (IDC Estimates).

The only way you survive is you continuously transform into something else. It's this idea of continuous transformation that makes you an innovation company
– **Ginni Rometty**

So what do executives expect from digital transformation projects? According to the Deloitte study, the expectations are crystal clear. The four key areas they expect results are in finding new ways to serve customers (20%), streamline or reduce operational cost (17%), find new lines of business (17%) and increase worker productivity (16%).



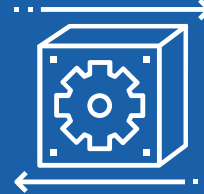
Here, in a nutshell, are the key results you can expect from focusing on these four areas:



CULTURE:

Foster a culture of rapid experimentation:

The first transformation needs to happen around your company culture. Technologies like cloud, mobile and automation allows you to foster a culture of low-cost experimentation which allows multiple ideas to be explored, validates, tested – simultaneously. This culture of encouraging early stage failures can help businesses identify the right digital opportunities to invest in.



CORE OPERATIONS:

Reduce or eliminate processes hampered by legacy systems:

A shorter time to market usually involves reducing systems that function in silos and increasing the speed of innovation. Digital Transformation initiatives can help organizations in connecting multiple systems and deploy solutions to make core operations more efficient by providing right data to the right decision makers in real time.



BUSINESS MODEL:

Develop new market offerings:

The primary reason you want to invest in Digital Transformation is to stay ahead, and keep staying there. A new channel to connect with your customer, a better and faster way to solve customer problems, a better business model and enhanced profitability – these are some of the ways Digital Transformation can help beat competition.



CUSTOMER ACQUISITION:

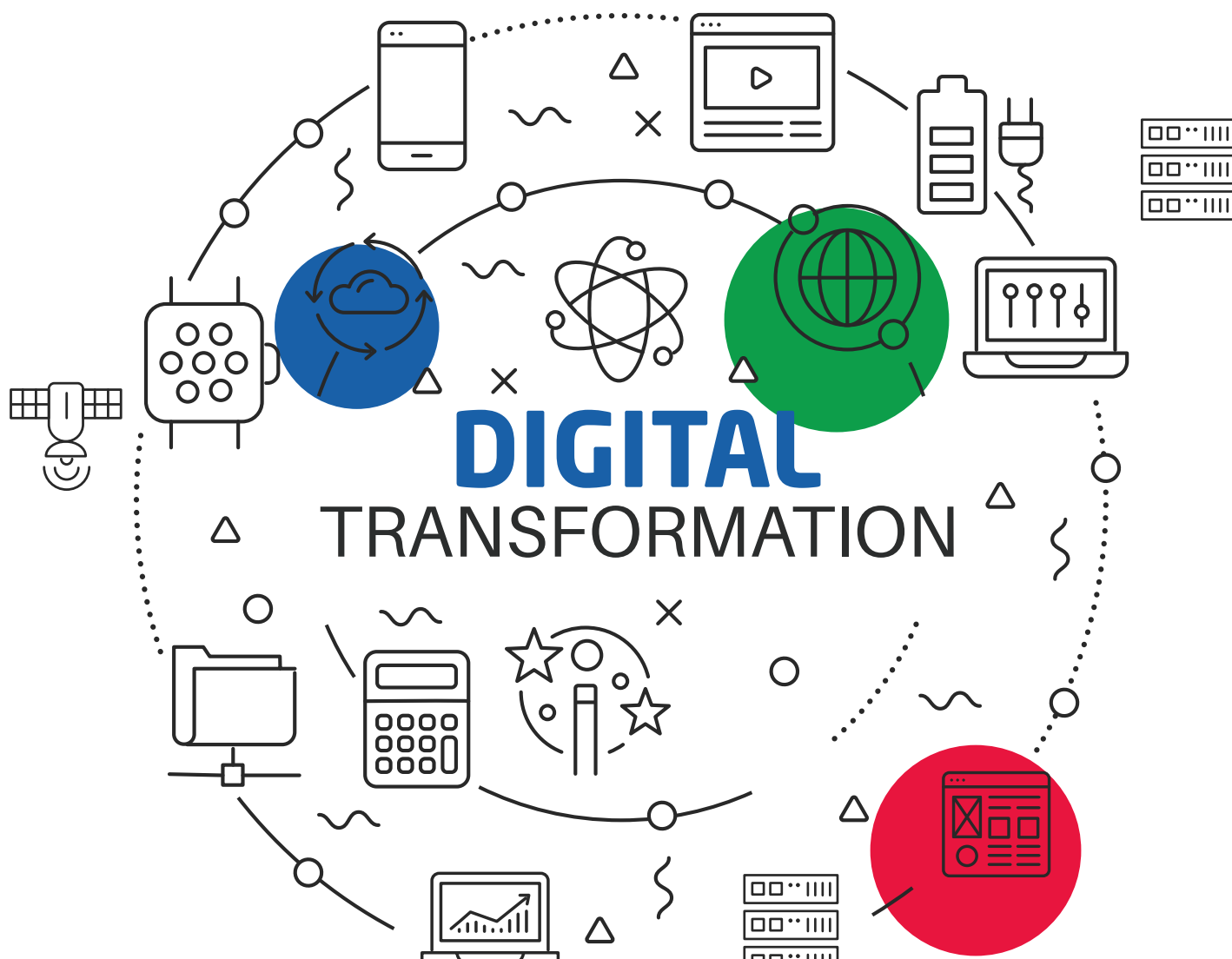
Improve customer centricity and acquisition:

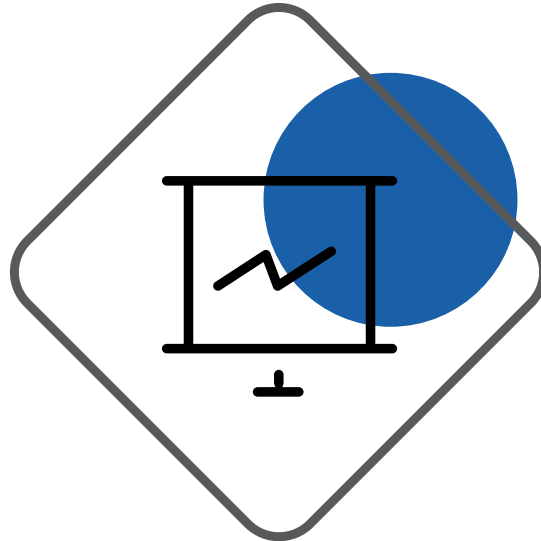
The end goal of every Digital Transformation project is to achieve customer delight. With increased access to data-driven insights and continuous inputs from multiple customer touchpoints, businesses can now act proactively in delivering customer specific solutions and services.



A practical approach to digital transformation

– **Mukund Krishna, CEO, Suyati Technologies**





Phase 1: DEMONSTRATE and Secure adoption

Confused about where to start? This phase helps you identify high-impact but low-effort opportunities, and develop quick solutions to demonstrate potential to stakeholders. This typically happens over a 60-90 day period; however could also be an ongoing project that demonstrates quick wins within 2-3 months. At the end of this phase, you get:

- Greater confidence to initiate more Digital Transformation projects
- Immediate value to secure a broader organization buy-in

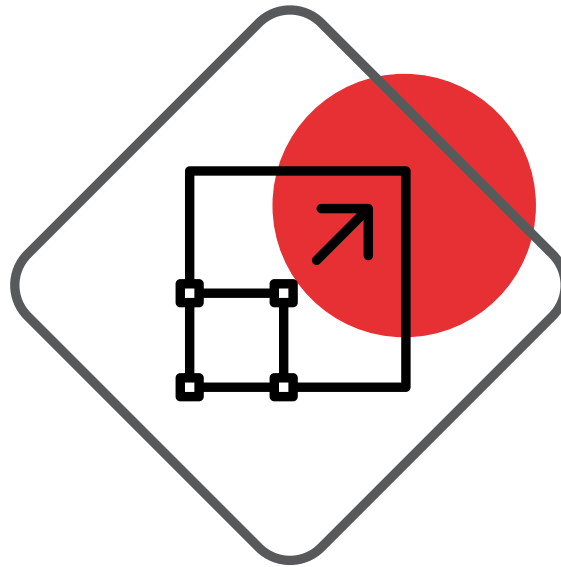


Digital Transformation in action:
Aiming for Quick Wins

I embarked on a platform strategy that would enable us to very quickly get quick wins
– **Nicole Raimundo, CIO, Town of Cary, N.C.**

This municipality in North Carolina had 100 different legacy applications for its citizen services. The first order of business was to get a platform (Salesforce.com) that would allow Nicole Raimundo and her team to get a complete idea of what its citizens want and expect from them. With the ultimate goal of luring in talent from nearby Research Triangle Park and to make her town the Silicon Valley of the South, Raimundo used the insights from this initial win to create detailed strategies that includes Hackathons, chatbots and IoT.





Phase 2: SCALE and Align with digital times

During this phase, the Digital Transformation solutions will start focusing on projects that enhance customer acquisition and retention. You build scalable solutions for the problems demonstrated, and develop the foundational ecosystem to exploit potential of digital technologies to deliver a better customer experience.

This phase typically extends from 9 to 12 months. At the end of this phase you get:

- Connected systems and digitized operational workflows
- Laser-sharp focus on delivering great customer experience

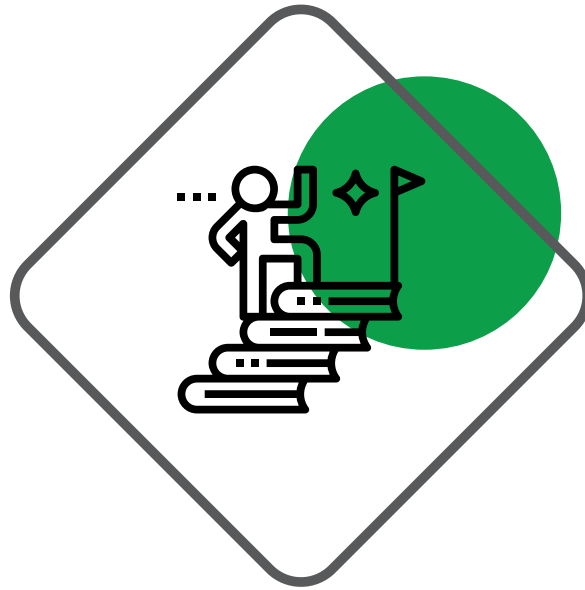


Digital Transformation in action:
Focusing on customer journey

*It is a redesigned [customer] journey based on data – **Scott Rice, CIO, Sprint***

Sprint had been focusing on cutting costs until the heat from the competition became unbearable. They started heavily investing in technology with the aim to improve customer experience. By sifting through close to 50 terabytes of data, they were able to identify glitches, remove bugs, upgrade performance and simply cut through data silos to create relevant product recommendations and a seamless experience for their customers.





Phase 3: TRANSFORM and Beat competition

You are already getting the benefits that comes with implementing phase 2. Phase 3 is an ongoing engagement where you utilize the foundation to build new digital product offerings or enhance existing products or services to drive new business growth.

Now you can boast of:

- Insight-driven solutions for greater efficiencies and growth
- New business models that ensure stakeholder value and customer LOVE



Digital Transformation in action:
Serving up new offerings

We created a business operating platform – **Nicholas Colisto, CIO, Xylem**

Consolidating legacy applications on to a single platform? Check. Connecting social, mobile, IoT, analytics etc. to this platform to connect with customers better? Check. So what is next for this water management solutions provider? Create a culture of continuous improvement. They are building a global business unit that will create new service models using a combination of process changes, technology and automation.



CONCLUSION

Start small, start now!

So what phase are you in? Or should you start right from the beginning? When it comes to digital transformation, the key is to start. The sooner you get on the digital transformation bandwagon, the easier it becomes to identify habits, processes and silos that need to be transformed. Suyati's three-phase approach helps you do just that - start as soon as possible by identifying smaller projects, move steadily to build confidence and stakeholder buy-in, and finally embrace complete transformation to win customer delight.

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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.

Our three-phase approach to implementing digital transformation for you ensures that you win stakeholder support, secure early wins through competitive advantage, and transform your business for future growth. And our tailor-made platform, Mekanate, helps you discover your business DNA from your passive and active data, and use it to initiate, integrate and accelerate your DT implementation.

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 across the globe leverage their best on web/cloud/mobile platforms.

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