

5 STEPS

TO A SUCCESSFUL
DIGITAL TRANSFORMATION

GET STARTED ➔

ABERDEEN

Digital transformation gives companies a way to harness all people, processes, and technologies to improve operations and drive growth. While this seems to be a simple equation for success, companies still face a number of challenges.

People, processes, and technologies are often misaligned due to limited access to systems and data, and poor integration between critical applications. Therefore, digital transformation requires organizations to build on a strong foundation of data and information sharing across systems, departments, and organizations to accelerate change across every aspect of the business.

However, organizations cannot ignore the data governance and data cleansing requirements that ensure the information driving digital transformation is secure, current, and relevant. This eBook provides 5 easy steps to help organizations embrace digital transformation and find new opportunities.

Let's get started.

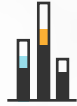
In Aberdeen's research, digital transformation encompasses the processes, technologies and initiatives organizations use to embrace their digital assets with the goal of finding and activating new markets and business models. Digital transformation is a journey through which organizations can realize improved operational efficiencies to create new revenue streams and disrupt the competition.

GO TO STEP 1 ➡



1. Get Started by Identifying Goals, Resources, & Milestones

Having a good strategy is key to any digital transformation initiative. Organizations must have defined business strategies and associated goals in which digital transformation will play a key role. While organizations can set lofty business goals, such as increasing market share or improving revenue growth, digital transformation succeeds when it focuses on the specific strategies that feed the top-level organizational goals.



For example, if a company wants to improve market share, it needs to embrace strategies that drive towards this goal, such as adopting new business models, increasing customer engagement to reduce churn, or embracing new market segments.



For IT organizations, this means leveraging technologies and resources to achieve these goals. If a company needs to reduce customer churn, the organization will need better data management, analytics, and integration of related systems.



IT organizations often struggle with finding and retaining staff with knowledge and experience to meet compliance and security initiatives, finding resources that help fill these needs will be critical to a successful digital transformation initiative.

Customer support, knowledge-base, and social marketing tools must work together to ensure customer support fulfills requests quickly, captures customer feedback completely, and can follow up on negative interactions in a timely manner.

GO TO STEP 2 ➔

43%

of organizations focused on digital transformation lack the expertise needed to **integrate applications**.

30%

of organizations focused on digital transformation lack the necessary resources to train IT staff on industry and government **regulatory requirements**.



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2. Analyze Resources

Which People and Processes Will Drive Success?

Next, companies need to identify the resources they have, how they will contribute to organizational goals, and what assets they lack. They also must identify barriers that impede success. From an information technology perspective, key assets include staff, applications, development resources and methodology, data resources, and partnerships.

Each of these assets will have benefits and tradeoffs. It's up to the IT organization to identify the pros and cons of each asset in order to learn what can be achieved easily as well as the potential pain points. By identifying gaps, organizations can decide what types of technologies they need to acquire, where they can pool resources to achieve efficiencies, what new partnerships they need to forge, and what skills they need to leverage.

GO TO STEP 3 ➔

Market factors and choices made years ago can cause internal and external issues for every organization that wants to transform.

Besides resistance to change, organizations face three key barriers to success:



REGULATION:

Complying with industry and government regulations and standards causes multiple issues. These invariably increase the time and cost required to make changes.



PARTNERSHIPS:

Organizations often eschew partnerships early in their development or have a model that requires creating their own channel. Partnering can improve scalability and allow resources to focus on building business value.



BE CREATIVE:

Sometimes the technology that directly solves a problem doesn't exist. Organizations need to be willing to evaluate adjacent technologies or build solutions themselves to fill gaps.



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3. Technology Evaluation

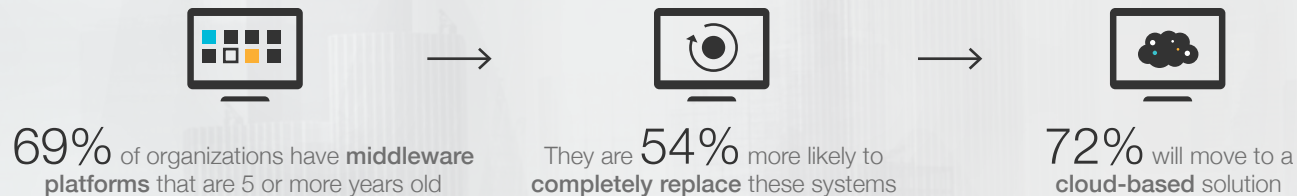
Focus on Value Delivery

When evaluating technologies in the context of digital transformation, organizations need to think about how to quickly and effectively deliver value while adhering to the governance, risk, and compliance standards they have in place. Technologies and solutions need to meet these requirements while also providing the core functionality needed to fit today's needs as well as tomorrow's. IT organizations need to define their technology requirements, based on standards and benchmarks for connectivity, data exchange, uptime, and responsiveness.

These benchmarks must not only focus on meeting industry and government requirements and the organization's service level agreements with its customers, but they should also focus on how the technology partner's service organization fits within all those metrics.

- Do they have the requisite training and **track record** of success?
- Do their **service level guarantees** align with your own?

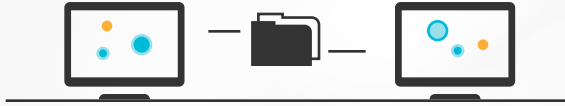
ORGANIZATIONS FOCUSED ON DIGITAL TRANSFORMATION WILL MAKE SIGNIFICANT CHANGES TO THEIR INTEGRATION INFRASTRUCTURE:



GO TO STEP 4 ➡



4. Technologies to Drive Success



➤ How can organizations make the best use of all their data and discover new opportunities?

To unlock the transformative potential of data in many different systems, organizations need a scalable, secure and unified integration and data management platform. Embracing solutions based on microservices ensures that the integration platform can both scale and adapt quickly using an agile methodology. Microservices also helps make the integration environment more secure due to its modular approach. Combining scalable integration with data management in a single platform provides a simplified and secure way to create and manage data warehouses and data lakes for transformative data analysis.

GO TO STEP 5 ➡



Companies need to **determine which integration architectures provide the greatest flexibility**, and the impact they have on reliability and performance. While moving exclusively to the cloud may seem tempting, finding solutions that can support both cloud or hybrid integration architectures provides greater flexibility. Many organizations would like to move to a microservices architecture for integration, but lack the internal expertise to effectively deploy and manage that type of environment.



Deriving insights from multiple systems can be a powerful force for driving digital transformation initiatives. Platforms that unify integration with data management give organizations a way to aggregate data from different sources into data lakes, and thereby provide them with new insights about prospects, customers, and partners that drive growth.



Picking a **cloud-based integration** solution built on a microservices-based architecture allows organizations to realize the benefits of stack independence and fault isolation without having to deal with the complexity or expertise requirements, as the provider manages the system for them. Furthermore, organizations should evaluate and benchmark systems to ensure they meet their performance requirements and service level agreements.

MANAGED SERVICES APPROACH TO INTEGRATION

An **Integration Managed Service** can accelerate digital transformation by using a proven blueprint for integration and data management architecture. This experience can drive faster time to market through the provider's data experts. A managed services approach also consolidates security and compliance management across the platform. It reduces the compliance burdens for organizations and helps companies move into new industries that have different industry and government standards and regulations.



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5. What's Next for Business

Digital transformation is a process, so organizations need to evaluate how effective the process is and where improvements need to be made along the journey. Even as organizations meet their goals, they need to determine if their priorities have changed and whether or not their remaining goals need to be reassessed in light of changing market conditions.

Digital transformation, by its very nature, means change is ever-present and accelerating. Companies need to see what has worked and what hasn't if they expect to be successful and stay ahead of the market. Agility and investing in flexible technology architectures make it easier to embrace future changes. For example, microservices architecture – due to its high adaptability, scalability, and agility – make it easy for companies to embrace new technologies and solutions quickly.

CONCLUSION ➔

3 PROCESSES FOR EMBRACING WHAT'S NEXT:



IDENTIFYING SHIFTS

Have processes in place for identifying and evaluating technology changes and their market impact.



EVALUATING SUCCESS

Understand internal processes and how they impact success. Evaluate what changes can speed up these processes or improve outcomes.



APPLYING STRENGTHS ELSEWHERE

Existing organizational strengths can be valuable in a variety of digital transformation processes. Pick where skills align, and identify gaps where business partners can contribute successfully.



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Conclusion

How can you drive digital transformation? Focus on helping the organization align people, process and technology around new opportunities. Improving your integration technology will help the organization better streamline processes and take advantage of data to drive insight and revenue growth. Using an integration managed service allows organizations to focus on innovation and their business objectives rather than managing technology.

By taking advantage of modern integration architectures and managed services, organizations can gain adaptability, scalability and agility, as well as fill resource gaps while staying current on compliance requirements.

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