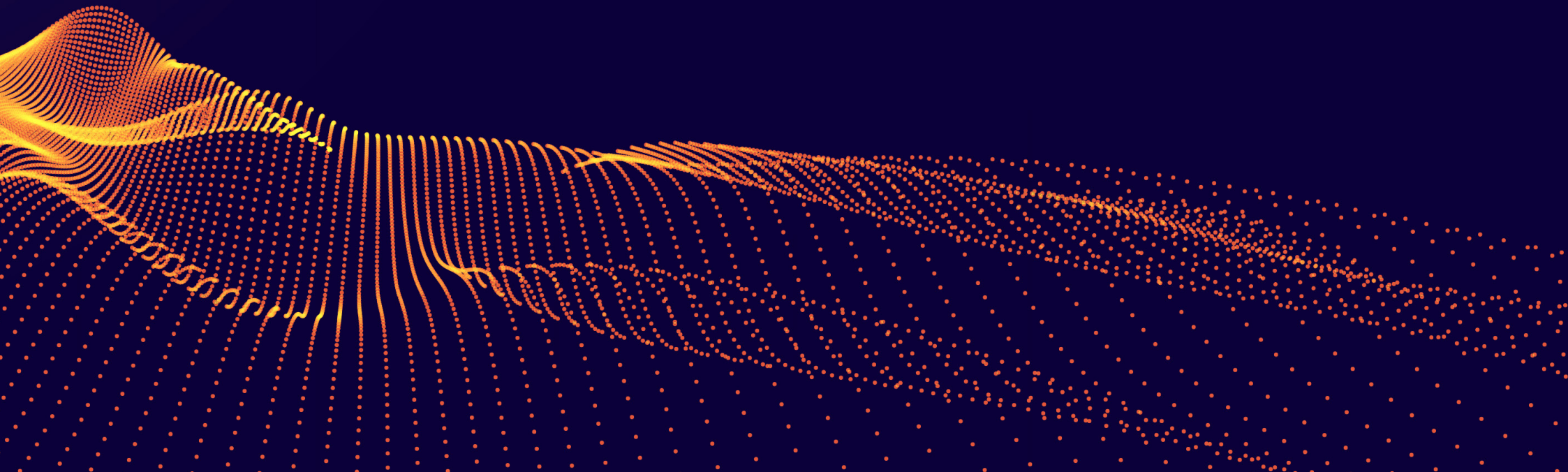


Where to start with your Digital Transformation

THE COMPLETE GUIDE



The background of the page is a vertical strip on the left side, featuring a digital data aesthetic. It shows a perspective view of a data center aisle with server racks. The racks are illuminated with blue and red lights, and the air is filled with a stream of binary code (0s and 1s) in various colors, creating a sense of depth and movement.

The Complete Guide to Your Digital Transformation

A digital transformation will have a positive ripple effect across all operations and activities within your company.

Businesses have been talking about the prospects and opportunities brought about by IT since the early '90s, but each business is unique, and a digital transformation will take on a specialised meaning depending on the goals and purpose of your trade.

Aside from helping to eliminate friction between departments, saving time on manual tasks, and improving your employee's productivity, digitisation will keep your enterprise competitive and growth-oriented.

But where do you start?

What's the right approach for your business, and are there any specific considerations you need to make for your particular industry?

This eBook will answer your most important questions and help you to choose the right digital tools for your business.



What is a digital transformation?

A digital transformation happens when you plan and implement the integration of digital technology into your business to improve functionality and create higher value for your customers.

On a deeper level, it also means that your internal stakeholders undergo a cultural shift that accommodates your new, innovative business model. Old leadership styles may no longer fit into your modern digital infrastructure and employees will need to be encouraged to actively embrace the new tools.

This change will serve to improve the experience of everyone who interacts with your business. The introduction and utilisation of these new technological opportunities will help your business to achieve goals faster and become increasingly more effective, productive and profitable.

Summary of key benefits:

- Reduce operating costs
- Boost productivity
- Create more opportunities for your business
- Increase your profits
- Minimise errors
- Leverage greater competitiveness
- Improve the experience of all stakeholders

Where to begin with a digital transformation?

Change is an inevitable part of life, but we are inherently resistant to sudden and abrupt shifts, particularly where habits and skills have been developed around routine tasks.

If you want your digital transformation to be successful, you will need to get everyone in your organisation on board and committed to the new proposition, especially your high-ranking executives – these are the people who will be seeking accountability and return on investment early on in your digital journey.

When proposing a digital transformation to your business leaders, you will need to show a clear plan that defines the objectives and demonstrates how the new technology will fit into and improve your company's processes.

Start with a pioneer project that will help to set the pace whilst also bringing in quick-wins that exhibit successful outcomes, this will help to motivate staff and keep the momentum going.

It's essential that you communicate your plan clearly and regularly with everyone in your business, offering support and training to make sure everyone is comfortable and confident with the new tools they are required to use.

This can be achieved through a partnership with a trusted IT service provider that can help in formulating a step-by-step strategy for training and implementation, whilst also offering troubleshooting assistance and guidance to employees, particularly at the teething stages.

Minimising the learning hurdles early on in your digital transformation journey will speed up adoption and execution. Hiring our outsourcing people who are already skilled in this area will help your existing staff to get on board much quicker.



Step-by-step guide:

Start with the customer:

Your buyer's needs will determine how you can best serve them. If clients want convenience and speed, you need to understand which technological tools will best help your business to deliver. Knowing your buyer personas and understanding how they interact with your business will show you which channels to pursue.

1. Assess your current digital maturity:

Conduct a case study of what is already in place in your business. Measure its effectiveness and set markers to help you track progress as your company begins to undergo its transformation.

Do existing technologies work or are they outdated and slowing you down? Is your in-house software struggling to keep up with advances in your industry? Legacy software, familiar as it might be, could be holding your business back.

2. Formulate a strategy:

By studying the market and understanding what's on offer, you can visualise how digitisation will fit into your processes. Essentially, you need to set goals and targets for what you would like the integration to achieve. You can then work out a strategy and look at the best ways of introducing the new framework into your business.

Your strategy should be based on your priorities, capabilities and industry requirements. It's essential to create a time frame, and you should have identified key performance indicators to keep stakeholders up to date on the progress and success of your digital transformation.

3. Budget:

Not every business will be in a position to make large scale financial investments into digital efforts right from the start.

Whilst having in mind what you would like your strategy to achieve, you need to make sure that the resources you want are within your budget, or that the technology you choose to implement is scalable and will fit a growing business model.

The background of the left page is a dark, blue-toned image of a city skyline at night, with numerous skyscrapers illuminated. Overlaid on this are vertical bars of varying heights and widths, resembling a bar chart or data visualization, in a lighter blue color. Some numbers are scattered throughout the image, such as '71.0473' at the top, '26.6806' on the right, and '98.6305' at the bottom left.

“Brands that have managed to stand the test of time are the ones that have recognised the necessity for adaptation and evolution.”

How we can help

Your business is most likely to be looking towards digitisation due to its desire for growth. Brands that have managed to stand the test of time are the ones that have recognised the necessity for adaptation and evolution.

Technology changes the needs of your customers, and whilst the core values upon which your business is built on do not have to be affected, how you deliver your product or service needs to be tailored for the evolving individual – this also includes your employees.

Companies that don't streamline their process risk creating unproductive and stifled teams.

When people have the tools to perform better, faster, and with less likelihood of error, you end up with a more efficient workforce.

We have helped over one hundred growing business on the path to digital transformation. Our clients enjoy the benefit of optimised IT systems that are proactively managed by friendly, qualified specialists.

We understand that your success is ultimately ours, too. We will work alongside you and your teams to formulate the best plan of action, and the most suitable digital tools for your business.

We offer training and support to all employees, making sure no one gets left behind in the on-boarding process.



How we can help

We have expertise in cloud, connectivity, and big data. We can help your company to create its own ecosystem and monetise the data you collect daily.

We're specialists in:

- Microsoft Office 365
- Microsoft SharePoint
- Microsoft Azure
- Microsoft EMS
- Social Tools
- CRM

If you're ready to embark upon a transformational journey that will help your business serve your clients better, boost productivity, save money and increase profits, give us a call.

We will assess your needs and work out the best strategy to launch a tailor-made digital transformation for your business.

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