

10 THINGS

KEEPING

CIOs

AND

EXECUTIVES

AWAKE

AT NIGHT

ACCELERATE BUSINESS RELEVANCE
AND PROFITABILITY BY MODERNISING AND
TRANSFORMING FROM THE INSIDE.



Digital transformation is a long-term undertaking driven by our need to respond to the massive market shift toward digital platforms enabling organisations to deliver intimate, customised interactions in real-time.

Preparing your organisation for digital readiness is a complex process. Successful digital transformation journeys are carefully planned and considered, well before it comes time to execute.

Rather than a technical initiative based around new tools, digital innovation requires you to re-assess how you do business, where you create value for your customer and what partners you collaborate with for successful innovation.

During your planning process, ask yourself two questions;

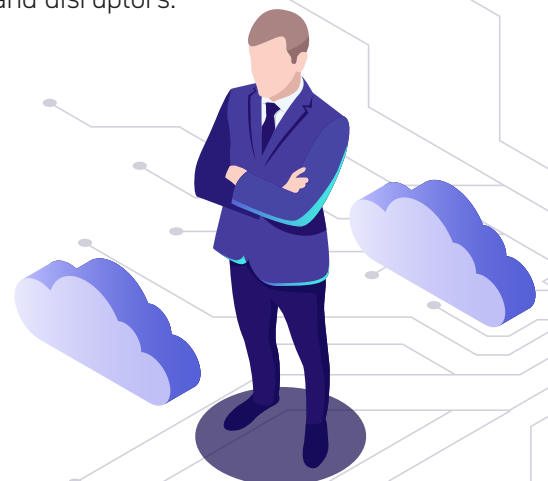
- 1. Do you have the right technology mix for the job?**
- 2. Is your organisation ready to move with you?**

It's not enough to just declare that your IT operations are 'moving to the cloud'. Your hybrid mix of IT solutions isn't relevant until you work out why your organisation needs to change, and how you are going to get there.

KEEP UP WITH YOUR CUSTOMERS

Committing to delivering your customers with unique and customised digital experiences means taking a customer-centric approach to everything you do. Why focus on your customers? Because they – and you as a customer to your suppliers – have the world at their fingertips. The total of almost all human knowledge is available through a single pane.

The immediate access to ever-increasing amounts of information gives unprecedented choice and control over what and where we buy. Ignoring the reality that we live in a customer-first world leaves you vulnerable to competitors and disruptors.



There is an emerging need for organisations to run a growing mix of cloud platforms and in-house physical infrastructure. Typically, innovation projects and new developments are built in the cloud, then integrated into the wider company infrastructure. This enables organisations to innovate rapidly whilst leveraging existing infrastructure.

In a recent survey of over 550 IT leaders, the majority (54%) said modernising customer touchpoints was the major focus of their digital strategy. However, 41% of those same respondents said their company didn't support these projects with thorough customer research. Rather than a lack of tech-savvy people, what this tells us is that many organisations make assumptions about their ability to innovate¹.

WHAT ARE THE **KEY DRIVERS** OF DIGITAL TRANSFORMATION¹?

51% GROWTH OPPORTUNITIES IN NEW MARKETS

46% EVOLVING CUSTOMER BEHAVIOURS AND PREFERENCES

41% INCREASED COMPETITIVE PRESSURE

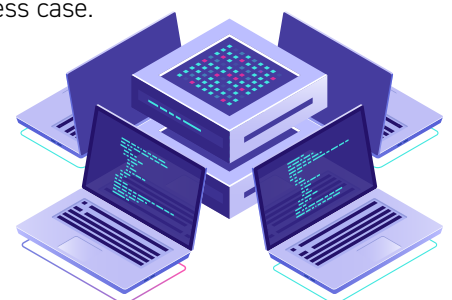
WHAT FACTORS BEST EXPLAIN SUCCESSFUL DIGITAL TRANSFORMATION²?

1 **Digital tools** are available to make information accessible organisation wide.

2 **Multiple initiative leaders** are in support throughout the organisation.

3 **The new systems is** integrated into standard operating procedures.

4 There's a **clear change story** and business case.



Source:

1. Altimeter Digital Transformation Survey, Q3 2018

2. McKinsey Oct 2018 survey

THE POWER OF 10

If your digital platform is going to succeed, your organisation must be ready for it. Transforming digitally means different things to different people and heavy spending won't guarantee success.

Whatever you have in mind, your company and people need to be engaged and onboard. Living and breathing an innovation-based culture and putting customers at the centre of everything you do helps you focus on what matters for success.

A STRONG ARGUMENT FOR CHANGE

- 1. Keep it real:** You love new tech but in reality, can the project be accomplished by an alternate, easier means? Ask yourself what are the core requirements that add value to the end user and what's the least complex solution? Be objective, don't be blinded by hyperbole about "the latest and greatest".
- 2. Have a clear vision:** If what you're proposing really is the best solution, you'll be able to deliver a clear argument for change and how it replaces and improves current process. Talk about outcomes not output and how that all aligns to your vision.
- 3. Manage expectations:** If the project crashes and burns after take-off will the fire spread? Don't let a quality platform get trash-talked for reasons beyond your control. Failure is a healthy part of the innovation process; through practice and planning failing fast and recovering even faster will deliver long term success.

ENGAGE, INVOLVE, INFORM

- 4. Establish two-way communication:** Talk openly with anyone in your organisation who will be affected by your project and let them know what's in it for them. Tailor your message to suit the different audiences inside your organisation. You'll need to talk with your tech experts about their concerns as their opinions will influence others in the organisation. If you want to make any changes to the project while it's in progress, senior management will also need to see the commercial reasoning.
- 5. Champion your champion:** Keep the key client or stakeholder informed and excited about progress and try to avoid any surprises. Care for this person. Give them face-time at least weekly and deliver any bad news in person explaining why it happened and what you've done to limit negative ramifications.

KEEP LEAN AND AGILE

- 6. Enjoy the small victories:** Break a project into small, bite-sized pieces delivered quickly, building up to a complete solution for your customers from distinct pieces of value. It will make it easier to assign scarce resources to specific results and push back against top-down micro-management.
- 7. Don't sweat the detail:** There's always a level of uncertainty in any transformative project, like software bugs, integration into existing and legacy systems or people tripping on cables. Try not to get bogged down by planning away uncertainty. Keep to the original scope and ignore the distracting nice-to-haves that pop up along the way.
- 8. Stay fresh:** Don't allow the way you resolve project issues to become routine. Stay agile and collaborate with your team to identify business pain points and solutions before you approach your wider stakeholders with a new approach and a clear business rationale.

ACCEPT REALITY

- 9. Be human:** It's your project but don't let it become your life. You want to make sure that you don't set yourself up to become a single point of failure. Instead of taking on every task, consider who else could do the job, especially if they can do it better or faster than you. In fact, even if they could do it only 80% as well as you, often that's enough.
- 10. Recognise success:** Once your project is delivered, what data can you use to measure return on investment without ambiguity? There are standard sales metrics like the number of leads, conversions and sales generated; financial metrics like cash flow and profit; and digital marketing metrics like comments, likes and downloads. A deeper dive looks at employee productivity and engagement, the impact of new knowledge and capabilities, uptake of innovative ideas, and eventually shareholder returns.

THE BACKBONE OF YOUR DIGITAL PLATFORM

The backbone of every digital strategy is an organisations data centre, which houses all the hardware and facilitates all the interconnections needed to safely and reliably drive your strategy forward. Traditionally, data centres were managed inhouse, but over the last ten years the business value realised by colocating within specialist colocation facilities has skyrocketed.

The significant cloud connectivity efficiencies, latency reductions, cost efficiencies, productivity improvements and superior customer experiences have been proven, with organisations globally making the move to outsourced data centre solutions that promote immediate business and cost benefits associated with a more flexible, scalable and resilient digital platform.

YOUR SEAT AT THE DIGITAL TABLE

Having a point-of-presence in a hyperscale colocation data centre is your seat at the table and your primary connection to the digital world. It minimises your infrastructure outlay and promotes dynamic and scalable interconnectivity, with access to a suite of private and public clouds.

And providing you choose a completely vendor and carrier neutral data centre provider, you keep your options open with an expanding choice of providers and services to choose from as your business and digital strategy evolves.

Evolving your IT to a Data Centre as a Service (DCaaS) model enables you to scale your infrastructure platform in direct alignment with your business needs. DCaaS provides ultimate flexibility all without the need to think about generators, UPS, specialist cooling, fire suppression and all the other critically important but mundane components of the physical data centre.

Perhaps most importantly, your IT sits right next to clouds and other as-a-Service providers, simplifying your connectivity requirements and network topology.

No-one wants to move data centres but making the right choice in the first place will set you up for long-term success in fulfilling your hybrid IT strategy, project by project. Conversely, if you make the wrong choice about where to colocate your digital infrastructure, you are missing out on the opportunity to get the best return from all your investments and maintain a strong competitive stance. Being stalled there for an extended period could be fatal to your transformation plans and diminish the effectiveness of your Hybrid IT environment.

RIDE THE WAVE TO DIGITAL SUCCESS

Find out how to help get your organisation digital ready.

Call 13NEXT and speak to a digital specialist today.

