Britannic

DECONSTRUCTING DIGITAL TRANSFORMATION

WHITE PAPER

www.btlnet.co.uk

THE WORLD IS GOING DIGITAL. THERE'S NO ESCAPING IT.

There are more internet connected devices on the planet than there are people and by 2025, it's predicted this will exceed the number of people that have ever lived!

Consumers are digitally active and tech savvy, in all aspects of their lives. And consequently businesses need to stay relevant to their customers or become extinct against stronger competition.

> **"If you don't like change, you're going to like irrelevance even less"**

ERIC SHINSEK

Forward-thinking businesses that attended our annual Convergence Summit in November opened their minds to the art of the possible. Artificial Intelligence (AI), automation for seamless processes, Robotic Process Automation (RPA) and gamification to name a few.

We know that Digital Transformation is a big deal. That's why this whitepaper will deconstruct the subject of Digital Transformation into smaller, digestible chunks. Let's get out of the jargon bubble and dissect what it really means for your business.
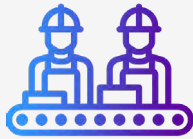
WHAT IS DIGITAL TRANSFORMATION?

It's the fourth industrial revolution. Exponential changes are happening to the way we live and work as a result of cyber-physical systems, Internet of Things and the Internet of Systems. It's affecting everyone, particularly businesses.
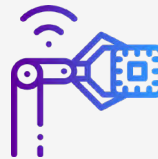
INDUSTRY 1.0	**INDUSTRY 2.0**	**INDUSTRY 3.0**	**INDUSTRY 4.0**
Mechanisation, steam and water power	**Mass production, assembly lines, electricity**	**Computer and automation**	**Cyber physical systems, networks, AI**

Digital Transformation is the realignment of business through technology to drive new value to customers, employees and the organisation. It's critical to competing in an economic landscape that is constantly changing as technology evolves.

Satya Nadella, CEO of Microsoft predicted "every business will be a software business". And he wasn't wrong there. We're seeing wallpaper companies developing applications, wine producers using augmented reality (AR) on their packaging and banks emerging that have no high street branches.

FACTS 'N' STATS

87%
of companies believe that digital transformation is a competitive advantage.

27%
of senior executives rate digital transformation as being a matter of survival!

52%
of senior executives cite lack of understanding of technology as the top barrier.

CMO REPORT

Executives predict that by 2020, 50% of all revenues will be driven by digital business. It is firmly believed that the development of digital channels and business models will make them more efficient and increase profitability.

FORRESTER RESEARCH

DISRUPT OR BE DISRUPTED: WHY YOUR BUSINESS NEEDS TO TRANSFORM

Digital Transformation fuels an economy of disruptors. It's disrupt or you will be disrupted. Remember Blockbuster? Neither do we, today Netflix is worth around $150 billion, because they future-proofed their business model and disrupted their industry. Netflix (and Blockbuster) killed Blockbuster. How and why? Digital Transformation! After failing to update their outdated strategy, they were forced into bankruptcy by their key competitor.

There are six key driving factors that underpin why Digital Transformation is essential for your business. Because the demand and competitive edge in these areas will continue to increase.

Customer expectations

Your customers expect always on, convenience, speed and personalisation. We're facing a community of customers who know what they want and that don't have a lot of patience for businesses who cannot deliver it. If you cannot provide it, one of your competitors will. One bad interaction with customer service on an outdated platform or even slow website speed might cause them to look elsewhere.

Social media and review sites

Poor customer experience is now transparent to all. A staggering 84% of consumers are just as likely to trust an online review as a personal recommendation. And this works in exactly the same way for positive reviews. Ever heard about the restaurant that got to be the number one restaurant on TripAdvisor, even though it didn't exist? The extent of the trust people have in online reviews is unrivalled.

Download and consumption based society

Digital communication is part of everyday life. By 2025, it's been predicted that the world will be creating [163 zettabytes of data a year](#). The internet is rife with companies encouraging you to download their content and applications. That's why cutting through the noise and creating your own digital USPs in the marketplace is so important.

Self-served information

Information is the most accessible it's ever been. Search engines, social media and price comparison sites give consumers choice and easy access to what they need to research. Consumers also have a platform in social media and review sites to serve up their own information for the consumption of their peers.

Short supply of staff

We're experiencing [record levels of employment](#). Staff are in short supply, putting a greater demand to remove low value, repetitive & clunky time consuming tasks and drive productivity through technology instead. Due to Digital Transformation [85% of jobs that will exist in 2030 haven't even been invented yet](#).

The role of the IT manager is changing. In the years to come they will be more than someone who 'just keeps the lights on'. Utilising SaaS solutions to free up their time for larger, more transformative projects to take their business to the next level. They will be empowered to stop being reactive and start being proactive.

Business models will change

Organisations need to streamline processes and remove cost, inflexibility and inefficacy to survive. The standard business model will evolve into a [digital business model](#) that delivers competitive advantage.

DIGITAL TRANSFORMATION STARTS WITH PEOPLE, NOT TECHNOLOGY

As with any business change, Digital Transformation will always start with people. Digital is 10% tech and 90% human. Businesses need to consider how they get employee buy in for a Digital Transformation project, as otherwise they will resent and resist it. People don't like change, and it is a key reason why projects fail.

Until you have your organisation behind you, you're a lone nut. Think about how to create your first followers in your organisation and who these people might be. Once they are on board, make them advocates of your Digital Transformation project and think about initiatives to get the rest of the business to not just follow, but drive the change.

Culture is also an imperative. Your Digital Transformation will not succeed without the right culture to support it. And it's essential you muster up a digital culture before proceeding with your transformational journey. A digital culture has five key defining elements:

1. It promotes an external rather than internal orientation

Employees are encouraged to look outward. To focus on the customer journey and improving the customer experience by developing products having put themselves in the customers' shoes.

2. It prizes delegation over control

Decision making is diffused deep within the organisation. Leaving employees to know the business trusts their judgement.

3. It encourages boldness over caution

People are encouraged to take risks, fail fast and learn.

4. It emphasises more action and less planning

In the digital world everything is fast paced. Therefore a need for short term focus instead of long-term is required.

5. It values collaboration more than individual effort

There's a need for transparency and interaction. Employees are encouraged to share information and work collectively.

ENSURING SUCCESS

It's important to remember, Digital Transformation is a journey – not an end goal. Digital Transformation is not a fad, it's a fundamental shift in business, and it's here to stay.

Another important point to realise is that a digital project doesn't have to start with something that is time consuming, expensive and that requires specialist expertise like developing an application.

For many midsized businesses their first transformative project might be to implement a new communication system. Which will result in faster communication and closer collaboration for employees.

Managed Service Providers (MSPs) enable Digital Transformation, making digital projects a less daunting prospect. For due diligence why wouldn't you work with an MSP that's an expert in the solution you're looking to implement?

There are 5 key areas that help confirm the success of Digital Transformation projects. Benchmark your success by asking yourself:

1. How has the project improved the experience of my customers?
2. In which ways has operational agility increased?
3. How will the project improve culture and leadership within your business?
4. Has it empowered your workforce?
5. Have integrations or automations been made due to the project?

THE BENEFITS

We've already established that Digital Transformation is essential. No questions asked. But what else will your business achieve?

Competitive advantage

Of course a key benefit of Digital Transformation is the competitive advantage. Whether that be reduced costs, or a more personalised service offering for your customers. You'll be able to unlock your businesses potential and outrun your competitors.By exceeding customer expectations, an automatic competitor advantage is gained.

Increased agility and innovation

Digital Transformation drives business agility and innovation. By implementing SaaS solutions that are scalable to meet your business demands, your infrastructure becomes more flexible. This in turn allows you to adapt quickly to change. Freeing up your time to focus on the latest innovations and trends to hit your market and how you can compete further.

Getting the fundamentals right means thinking about the bigger picture. What are your key business drivers? Where do you want to be as a business in five years' time? These questions are hard to answer with the rapid rate of technology change. Applications you never dreamt of needing in your business two years ago, such as conversational AI, Machine Learning (ML), data analytics are now having a big impact on competitiveness.
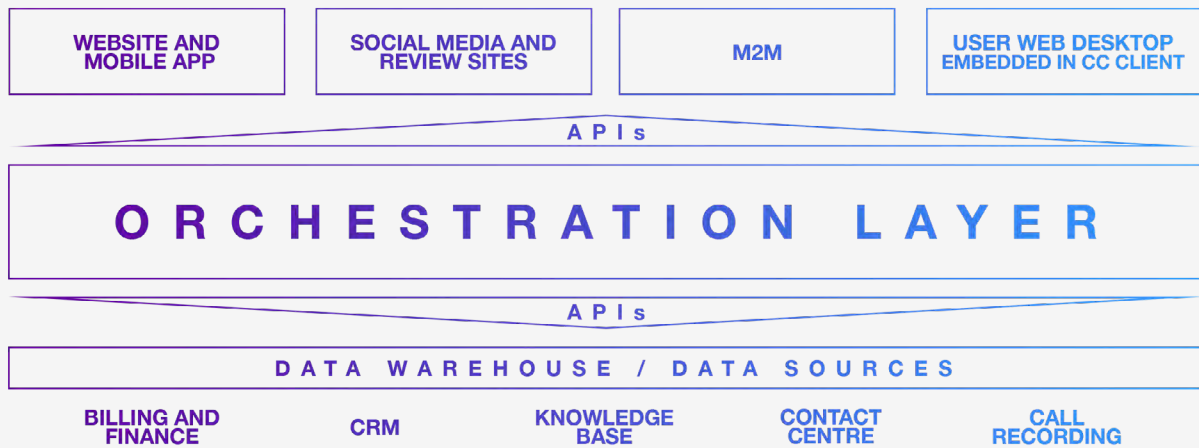
Smart technology roll-outs

Transformation is easy if the basics are right. Building an orchestration layer into your ICT architecture helps applications integrate and talk to each other using APIs, making it possible to quickly add in new functionality and applications – plug in and go, test and roll out customised views across the business.

Empowered employees

Technologies that transform your business will modernise your workplace. Unleashing your employees' potential and creativity. With the right tools they will feel empowered to do their job more efficiently, deliver a higher quality of service to your customers and collaborate better with their colleagues.For instance, utilising a conversational AI, or digital agent such as Ami to work alongside your customer service, employees will complement the tasks they carry out on a daily basis. They will have more time to deal with pressing, more complex issues, whilst Ami deals with the rest.

ADAPTIVE CONTEXT DRIVEN INTERFACE

| WEBSITE AND MOBILE APP | SOCIAL MEDIA AND REVIEW SITES | M2M | USER WEB DESKTOP EMBEDDED IN CC CLIENT |

A P I s

O R C H E S T R A T I O N   L A Y E R

A P I s

DATA WAREHOUSE / DATA SOURCES

| BILLING AND FINANCE | CRM | KNOWLEDGE BASE | CONTACT CENTRE | CALL RECORDING |

Attract and retain talent

With millennials set to make up 75% of the global workforce by 2025, a strategy to attract and retain the top talent from this new workforce is key. The core values of this workforce are different to other generations. With a lot of them suggesting their work-life balance is more important to them than their pay grade, organisations must adapt to offer flexible working options. Digital Transformation enables options such as working from home or remotely. New tech means employees can work anytime, anywhere from any device.

THE FIVE POINT PLAN

Britannic Technologies is experienced at working with clients to deliver successful Digital Transformation Projects that are on time, within budget and that meet expectations.

We've established our own methodology when it comes to Digital Transformation, the five Ds for a successful project.

Utilising this five point plan will ensure that your Digital Transformation project is successful. Taking all areas into account will mean we can adapt our approach and tailor it to your organisation. No matter how big or small your Digital Transformation project is, we will be there to help you see it through to the end.
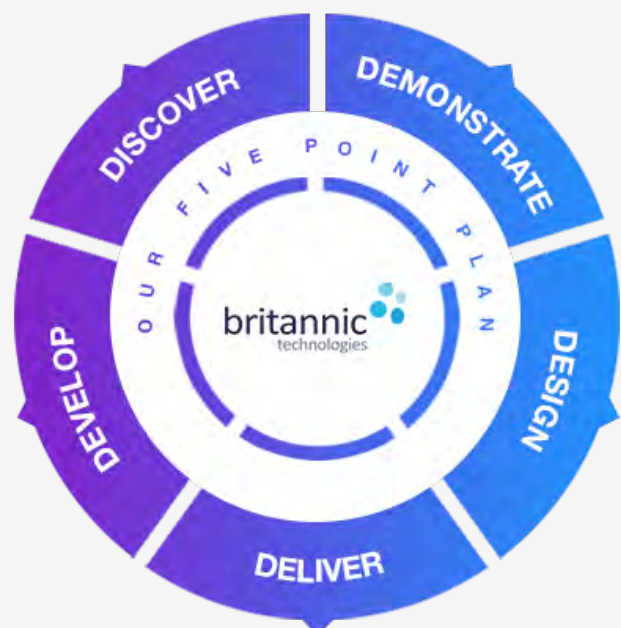
ABOUT BRITANNIC

We're award-winning specialists in voice communications, systems integration and managed services. Our world class expertise has already helped hundreds of midsize businesses across the UK with their Digital Transformation.

Most importantly, we're your partner when it comes to designing, delivering and developing your business communications. We'll work closely with you to understand your business goals, processes and culture to develop personalised digital strategies for your business. Building and supporting your integrated solution with network services, systems and applications that meet your end user needs and commercial objectives.

30 years in the business means we know a thing or two about telecommunications. Our team of engineers is world class. We're not just customer focused, we're customer centric.

We're fascinated by the art of the possible. In the past year we have helped customers to adopt the latest AI technology, empowering their employees to prioritise resolving more complex issues.

HIT THE GROUND RUNNING WITH YOUR DIGITAL TRANSFORMATION PROJECT.

GET IN TOUCH TODAY!