

# Dawn of the Digital Enterprise



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## Executive Summary

Around 100 billion computing devices will be connected to the web by 2020. Enterprises will be inundated with 50 times the amount of data they manage currently. This revolution in technology, which is known as the fifth wave of IT architecture, is redefining the way enterprises across the globe function. 'Digital' is the buzz word for all enterprises now. Enterprises seek to stay ahead of the competition by capitalizing on the power of Information Technology 2.0, which comprises innovative technologies such as social, mobile, analytics, and cloud—also popularly known as SMAC.

This white paper discusses the transformation path and process for enterprises to evolve into digital forces to be reckoned with.

### DIGITAL ENTERPRISE: AN INTRODUCTION

Digital revolution has led to exponential growth, disruption, and innovation in the technology landscape. Today, the population is connected through social media and mobile devices and hence, the power is now in the hands of the consumer (end users, vendors, and customers).

This change is bringing about a paradigm shift in the way enterprises think about doing business. Earlier, enterprises thought of technology as an 'enabler' used to 'automate' processes. The aim of automation was to make processes more efficient and reduce the total cost of operations.

Now, enterprises are thinking of ways to capitalize on core digital technologies to keep up with the latest technology enablers and transform their business. Sometimes, enterprises even want to innovate the way a certain function can be executed. Digital transformation has almost become a mandate for achieving the highest level of customer experience and operational efficiency.

According to a case study by McKinsey, it has been successfully proved that digitalization can reshape every aspect of the modern enterprise and bring enormous benefits to consumers and enterprises.

## DIGITAL TRANSFORMATION: THE INFLUENCERS

Digital transformation or going digital is something that every enterprise wants to do; however, it is easier said than done. The road to transformation is long with many winding turns! The following pivotal factors are to be considered in the journey of transformation into a digital enterprise:

**Digital vision:** The first crucial aspect of the transformation is to have a Chief Information Officer (CIO) who has a digital vision, faith in technology, and who can lead the transformation process.

The CIO will plant the seeds of transformation by blending technology innovations and radical new thinking with excellence in operational delivery. The CIO also has to develop a leadership team that can propagate the transformation process across the organization.

**Digital strategy:** The second crucial aspect is to have a precise digital strategy in place. This strategy will be a guiding force in setting high-level policies, business priorities, investment limits, innovative problem solving, and long-term goals, rather than being prescriptive and thereby restricting innovation. Here too, the CIO team will play a crucial role. The team members will need to think big and ahead of their time, to build a digital roadmap that will govern the upcoming transformation.

**Going Agile:** The traditional waterfall methodology of software development takes months to develop, test, and deploy the full functionality of the software and bundle it to the user.

An enterprise that plans to transform itself into a digital force does not have the luxury of time. It has to think fast and deliver faster. For this, the adoption of Agile methodology is the best solution. By going Agile, the enterprises can collaboratively develop and quickly deploy functionalities for the end user.

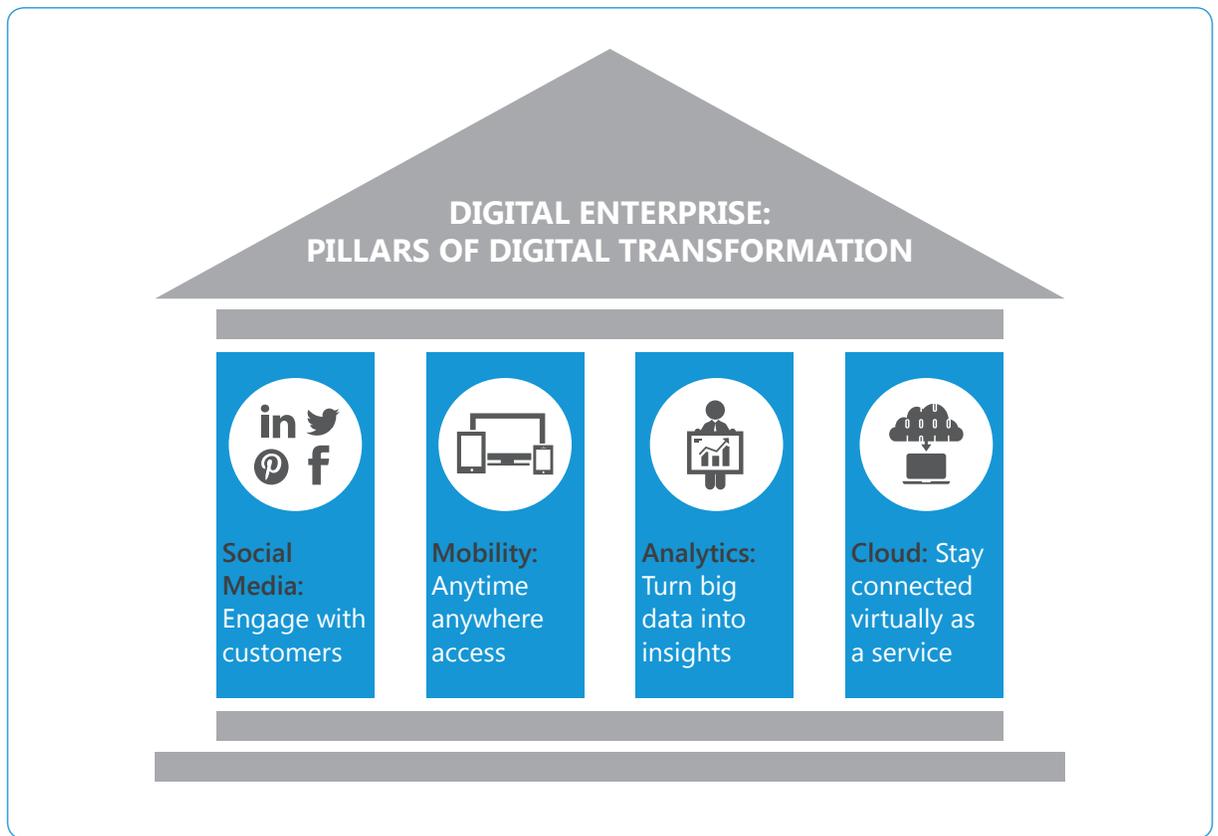
**Power of Technology 2.0:** Once the first three steps are in place, the fourth one is to think of ways to imbibe the 2.0 technology platforms. Technology 2.0 can be used to engage with the customers in more ways than just enabling quick, smart, productive, and flawless operations internally.

For an enterprise to transform into a digital enterprise, it must use the power of revolutionary and disruptive technologies such as social, mobile, big data, and cloud to exceed customer expectations. It must optimize and manage business processes, uncover insights, and build a unique operating model that considers an Omnichannel approach.

The next section elaborates more about these enablers.

## DIGITAL TRANSFORMATION: THE ENABLERS

Digital enterprises work differently. They have to constantly exploit technology to create value and make an impact. The four technological trends—social networks, mobility, big data and analytics, and cloud computing—are the pillars using which an enterprise can become a digital enterprise.



**Social networking:** Social media is shifting the balance of power from businesses to consumers and offers powerful communication between the two. It is an easy way for enterprises to reach out to mass consumers virtually in an easy and cost-effective method. It can change an enterprise’s ecosystem dramatically by building or sharing, and crowdsourcing solutions. Internally, it can reinvent the way employees and functions collaborate and share knowledge and collectively work towards their mutual objectives.

**Mobile devices:** Mobility has brought in an anytime-anywhere culture. It promotes easier reach, better interaction, and improves productivity. Mobile applications enable users (enterprise or consumers) to constantly stay aware and connected. Mobility has quickly become the preferred medium of communication and transaction; its focus may be for Business-to-Consumer (B2C) or Business-to-Business (B2B) or even Business-to-Employee (B2E) scenarios.

**Analytics programs:** The proliferation of social media and mobile devices has led to an explosive growth of structured and unstructured data. This data has a lot of information, which when analyzed at the right time, can provide great insights. These insights help enterprises make intelligent predictions about customer and/or application behavior. Moreover, analytics enable an enterprise to measure the success of their ‘digital transformation’ journey and fine-tune their implementations.

**Cloud:** The emergence of cloud has enabled enterprises to capitalize on cloud computing for reducing Capital Expenditure (Capex). Cloud also optimizes the Operations Expenditure (OPEX) without compromising on the other key factors such as high availability, security,

speed of computing, performance, and scaling. It has become easier to build a cohesive IT environment over cloud with innovative platforms and services.

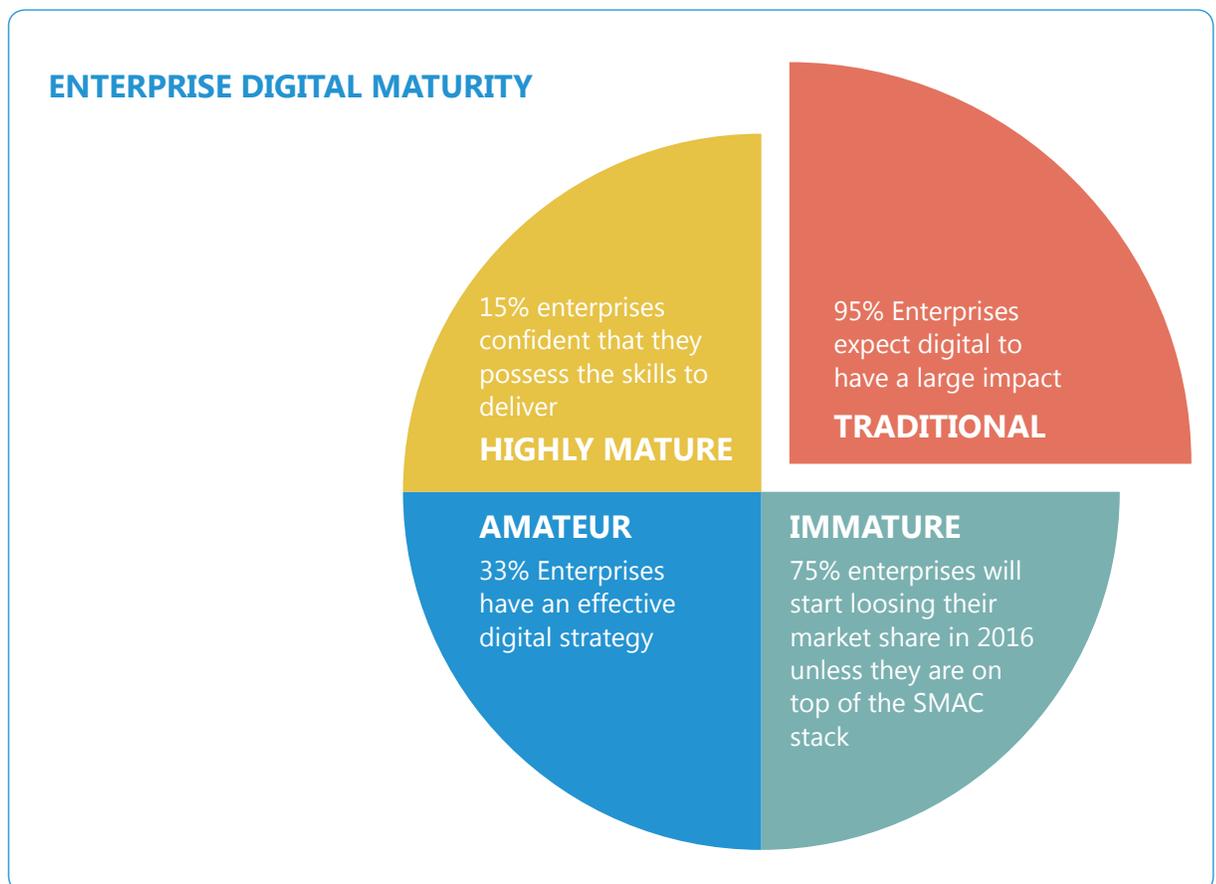
While each of these pillars stands strong by itself, their collective use can provide a stronger foundation and endless possibilities for innovation to an enterprise. Further, with the advent of Internet of Things (IoT), enterprises now have countless platforms for innovation and disruption.

#### DIGITAL TRANSFORMATION: MATURITY LEVELS

The digital transformation process started early in some enterprises. Understanding the digital maturity is the starting point for becoming a digital enterprise. Digital maturity must be measured for two key objectives—customer experience and operational efficiency.

The digital maturity around customer experience can be gauged using final output parameters such as acquisition, conversion, retention, revenue, and referral. On the other hand, the digital maturity for operational efficiency revolves around collaboration, productivity, automation, and enables decision making.

Most of the organizations, according to their digital maturity levels, can be categorized in one of the four quadrants depicted in the following diagram:



1. **Highly mature:** These enterprises have the most mature digital transformation processes. They combine vision, strategy, governance, and engagement with sufficient investment in new digital opportunities.
2. **Traditional:** These enterprises are new entrants in the digital technology space. They have reached great maturity in their existing or legacy technology framework. Now, they are slowly initiating their transformation process.
3. **Amateurs:** These enterprises have hopped onto the digital bandwagon quickly; however, they need the power of extensive digital knowledge and should focus on carrying it forward in the right direction. It is important to have a strategy in place rather than a one-off digitalization effort.
4. **Immature:** As the name suggests, these enterprises are a little conservative in taking the step towards digital transformations in terms of effort and investment. Hence, they are way behind on the road to digitalization.

## DIGITAL TRANSFORMATION AT CYBAGE



Social Media

### Case study 1

**Client:** One of the world's top four accounting firms and industry leader in conducting audits and providing assurance and tax-related services to global customers.

**Problem statement:** The client was using traditional methods such as Excel sheets for performing audits for their customers. The reports of these audits were presented in a PPT format to their customers.

**Solution:** Cybage analyzed the whole process and studied the areas where the process could be automated and optimized.

After analysis, Cybage advised the client to use digital enablers to increase the customer engagement. This could be achieved by providing multiple ways to conduct audits anytime and anywhere. These audits could be done from remote locations with minimum infrastructure, providing the users quick access to information and thus, an enhanced experience.

Cybage's solution provided the client an online portal, which was integrated with mobile channels where the end users could log in and conduct audits in a secure manner. The results of the audits were available on an online portal and mobile devices of the end users.

All the reports were stored in secure cloud servers for easy and fast retrieval.

### Case study 2

**Client:** One of India's top multinational automobile manufacturing corporations.

**Problem statement:** The client wanted to capitalize on the social media channels to increase the sales of their newly launched vehicle.

**Solution:** Cybage studied the current trends and proposed the launch of an online portal where potential customers could read about the vehicle, personalize the vehicle, and rate the



Mobility



Analytics



Cloud

vehicle. They could also post the rating on social media channels and collaborate with their friends on social media to discuss their comments on the vehicle.

## CONCLUSION

The digital era is here and it is becoming increasingly difficult to stay out of it. Hence, it is time for all enterprises to get digitally transformed. The road to transformation is full of risks and disruption, which calls for the right digital strategy from the higher management.

Once the strategy is in place, the next step is technological transformation. An enterprise has to embrace the SMAC technology enablers to make the journey innovative. However, during the journey, an enterprise must always be focused on the objective, which is to keep the end users or customers engaged by offering something new every time.

## ABOUT THE CYBAGE ENTERPRISE PRACTICE

The Cybage Enterprise practice has been established with the objective of assisting enterprise clients in achieving their envisioned implementations. Our aim is to enable them to capitalize on our specialized enterprise-centric delivery model, proven expertise in working with enterprises, fine-tuned processes and engagement models, and more importantly, our core technology strength.

The Enterprise practice has its own core group of experts, which focuses on the following:

- Providing digitization consulting and implementation services to clients
- Designing enterprise-specific delivery models around development processes, communication channels, engagement processes, feedback mechanisms, continuous improvement, and reporting
- Suggesting technology innovations

We assist enterprises in envisioning, consulting, planning, and delivering solutions in their journey to become digital enterprises by capitalizing on our core technology strength and wide implementation experience across multiple verticals and industries.

For more information on how enterprises can capitalize on our services to initiate or take forward their transformation journey to go digital, please contact the Cybage Enterprise practice at [biz@cybage.com](mailto:biz@cybage.com).

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### Cybage Software Pvt. Ltd.

[ISO 27001 Company]

HQ: Cybage Towers, Survey No 13A/ 1+2+3/1, Vadgaon Sheri, Pune 411014 |

Tel: 91 20 6604 4700 | Fax: 91 20 6604 1701

Pune | Hyderabad | Gandhinagar | Seattle | New Jersey | San Francisco |

Atlanta | Austin | London | Frankfurt | Amsterdam | Sydney

[www.cybage.com](http://www.cybage.com)

