



Digital transformation

Powering Business Innovation

Harnessing technology
to achieve your digital
transformation goals

Digital transformation looks different for every company

Closing the gap between what today's digital-by-default customers expect and what analogue businesses actually deliver is an ongoing process. One that involves thinking differently and embracing innovation to improve the experience of employees, customers, suppliers, partners and other stakeholders.

Forward thinking companies are already charting a course towards a digital future, built on interconnected and automated systems that will make their businesses leaner, more agile, more productive and more cost-effective.

But leveraging digital technologies is more than just good business. It's a matter of business survival as entire industries are disrupted by bold new digital entrants who are radically reshaping today's markets.

Re-inventing the IT function

According to McKinsey,
IT must reinvent itself to support digitisation. Why?

- 1 Digitisation requires increasingly sophisticated technology
- 2 Greater IT performance is needed across the board, with reliability being paramount
- 3 The emergence of artificial intelligence, the Internet of Things, and growing volumes of digital data means IT must prepare for much greater business engagement

It's no longer enough to lead IT and ensure that core systems and operations are up and running. Today's IT leaders have to **initiate strategic business innovation and drive digital business transformation**. That means engaging with business leaders to address organisational complexities and accelerate the adoption of new platforms and technologies, while strengthening security systems to counter the cyber risks that arise in the wake of digitalisation.

Drivers for Digitisation

Executives predict that nearly half of their revenue will be driven by digital by the year

2020

Forrester Research report

FORRESTER®

- Enhanced Customer Experience and Engagement
- Greater Operational Agility
- Culture and Leadership
- Workforce Enablement
- Accelerate Innovation and Performance Improvement

90%

Nine out of ten IT decision-makers claim legacy systems are preventing them from harnessing the digital technologies

computerweekly.com

Focus your digital transformation

The digital imperative calls for IT leaders to take fundamental action in five key areas:

1. Embrace automation to drive efficiency. Start with firm foundations by automating underlying technology platforms to free up team resources to focus on innovation.
2. Create a new workplace with platforms that enables enhanced collaboration and new ways of working.
3. Take a proactive approach to security.
4. Manage IT complexity with cloud technology - developing a multi-cloud strategy that delivers flexibility without risk.

5. Reduce costs and increase return-on-investment, demonstrating IT's value for money as a cost centre — or even better, business impact as a value creator.

Each stage of the transformation — securing, processing, collaborating, innovating, disrupting — requires a new level of understanding and trust in the infrastructure that powers your ambitions.



56%

said that their digital improvements have already improved profits.

Gartner survey

As a Cisco Elite Partner, Focus has a deep insight into the Cisco portfolio of products and solutions that provide all of the critical capabilities needed to help accelerate digital transformation.

**Call us today on +44 (0) 1273 964 440
and we can start to help you build a strong technology
foundation to support your digital strategy.**



PARTNER



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