

# Take the path to digital transformation

Enterprises are racing to embrace digital transformation. But many are finding the path to progress hard work. See how leading companies are surmounting roadblocks to become digital leaders—and legends in their own right.



## Digital transformation poses challenges and opportunities

“Go digital” is the war cry of almost every CEO. How will you get there? Examine these tensions companies are addressing as they seek to achieve their goals.



**Simple vs. complex**  
Making processes simple is hard when the customer journey crosses multiple functions.

**85%**

of executives said “simplifying the customer experience will be critical to success by 2020.”<sup>1</sup>

Source: CEB/TechTarget.

### Legacy vs. cloud

Companies that have poured \$10M to \$100M into legacy infrastructures want to maximize investments. Cloud solution adoptees prioritize flexibility and growth above all else.

### Regulated vs. non-regulated

Financial services, healthcare, and retail companies must consider regulatory requirements for data (HCI/CI, PII) when they adopt infrastructure as a service (IaaS) offerings. Other industries have no such limitations.



## Digital transformation never stops

IT can help drive digital transformation forward. Are you ready to play a leading role in bringing the future forward to today?

### Move outside in

Companies have moved from digitizing discrete customer-facing processes to creating end-to-end business processes. Digitizing information-intensive processes can cut costs by 90% finds McKinsey.<sup>2</sup>



### Change or be changed

Companies must disrupt themselves—or risk their business model. For every Airbnb, there's a VRBO that didn't consider the user experience.

Up to **40%** of revenues, **20%** of costs, and a company's very survival are due to the success of its digital transformation initiative.<sup>3</sup>

Source: McKinsey.

### Business vs. IT

The business wants to fuel growth—and take market share from competitors. Will IT be a partner or provider in achieving these goals?

### Capability vs. cost

Digital requires more of everything—more network, more storage, and more security. However, IT budgets are constrained. What will give?

### Time for no time at all

CEOs want CIOs to move faster. The #1 IT priority is time.<sup>4</sup>

Source: McKinsey.



## Digital transformation is a team sport for all-stars

So how are enterprises assembling the right talent to lead their transformation initiatives forward?

### In the business of IT

Business has a seat at the table because it owns the budget. 43% of business leaders are driving their own IT projects, says IDC.<sup>5</sup>



### Move fast and slow

Some companies are splitting IT into two, using Gartner's bimodal or McKinsey's two-speed IT organization. Innovation groups move fast, while operations groups keep the lights on.

**43%** of companies have hit a digital “trough”

where they realize the enormity of the challenge in aligning organizational capabilities, talent, processes, and spend.<sup>6</sup>

Source: Everest Group/CIO.

### Look outside for in-house

Digital skills are much in demand. It's hard to hire the right talent—and harder still to keep them.



### Lone rangers? Come together.

Cross-functional digital innovation efforts are bringing together UX experts with marketing, product management, IT teams, and more. IT is embedding in lines of business.



## Managed services companies can help you triumph at digital

If you're experiencing digital disappointment, how can you find your way to the path to success?



### Unleash innovation

Free your internal IT teams to tackle innovation projects. Win and retain staff with the promise of reinventing IT to drive business results.

### Achieve lift-off with a grounded strategy

Mix and match public, private, and hybrid cloud hosting services to meet your business needs. Get all the network, storage, and hosting you require to build a rock-solid infrastructure that's flexible and cost-efficient—and supports innovation.

### Keep the lights on when the power goes off

Add business continuity, backup, and disaster recovery services to keep your company from experiencing the high costs of process and system failure.

### Single sourcing delivers multiples.

Let your managed services company find and bundle services from the right providers and manage them to achieve your outcomes. You get best-of-breed services, competitive costs, and the assurance that comes when a trusted partner steps up to the plate to assume full accountability for success.

### Seek outside counsel for inside pain points

Managed services companies that do digital IT all the time can offer you new strategies and fresh perspectives.

### Keep quality—and get quantity

Get the resources you need. Add new services at will. Scale with demand. And benefit from market-leading service level agreements (SLAs), knowing that you'll never sacrifice quality in your quest for digital leadership.

### Risk vs. reward?

With security governance and top-notch information security services, you can gain new capabilities and reduce risk. End the worries about the gaps and vulnerabilities your legacy infrastructures are creating.

## Team with Synoptek.

Synoptek is your full-service managed services partner. Our IT infrastructure as a service (IaaS) offerings include IT advice and consulting, project and program management, IT management and support, cloud hosting services, application services, and comprehensive IT outsourcing. We have an intensive customer service focus, on-time delivery and proven experience—meeting your business expectations every time.

Let us help you triumph with your digital transformation efforts. Contact Synoptek today. Call **888-796-6783** or visit us online at **www.synoptek.com**.

<sup>1</sup> Andrew Horne, CEB, “Six shifts that define enterprise digitization in 2020.” TechTarget, May 2016. <http://searchcio.techtarget.com/tip/Six-shifts-that-define-enterprise-digitization-in-2020>.

<sup>2</sup> Shahr Markovitch and Paul Willmott, “Accelerating the digitization of business processes.” McKinsey, May 2014. <http://www.mckinsey.com/business-functions/business-technology/our-insights/accelerating-the-digitization-of-business-processes>

<sup>3</sup> Henrik Andersson and Philip Tuddenham, “Reinventing IT to support digitization.” May 2014. <http://www.mckinsey.com/business-functions/business-technology/our-insights/reinventing-it-to-support-digitization>.

<sup>4</sup> “Reinventing IT,” McKinsey, ibid.

<sup>5</sup> IDC FutureScape: Worldwide Cloud 2016 Predictions —Mastering the Raw Material of Digital Transformation, November 2015, <http://cofinaeventos.pt/portugal/digitalawards/wp-content/uploads/sites/37/2016/05/IDC-FutureScape-Worldwide-Cloud-2016-Predictions.pdf>

<sup>6</sup> Stephanie Overby, “Why enterprise digital transformation efforts stall.” CIO, September 2015. <http://www.cio.com/article/2984710/it-strategy/why-enterprise-digital-transformation-efforts-stall.html>