HyTechPro

TRANSFORMING
BUSINESS DIGITALLY

DIGITAL TRANSFORMATION
"YES" or "NO"

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Digital Transformation

"Transformation is the thumbrule followed by each industry, no matter, small scale or large scale, IT or non-IT, newbie or experienced and others. Without amending the existing business model, no industry can fulfill the growing demands of their customers and marketplace."

Revenue and reputation are the two elements after which every business is running. And, it will be completely justified to say that customer is the source who can build revenue and reputation for any business. Therefore, it is important to understand, what customer is exactly looking for.

Gone are those days when the best possible way to know the customer was internal software like CRM. The present day customer now uses digital media extensively and leaves its footprint on the social platforms. Technically speaking, monitoring and exploring the customer's expectations is possible due to digital impressions that consumer is leaving behind on online platforms.

To monitor and explore these expectations and to understand customer behavior every organization needs to undergo transformation in their business processes. That is where the digital transformation journey starts for the organization. Organizations that have beaten all the business challenges and underwent digital transformation are out bursting immense productivity and excellent outcomes.
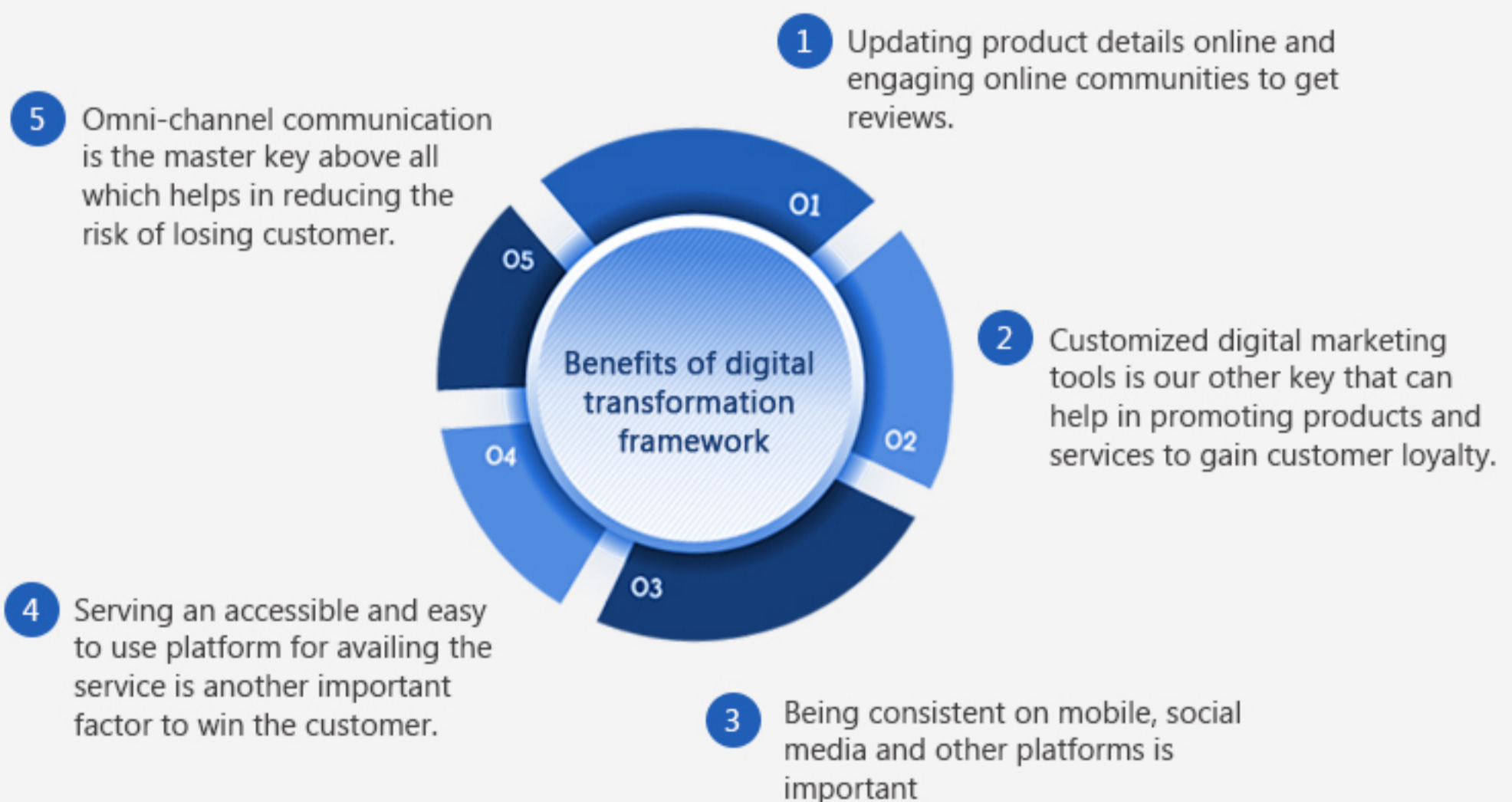
This white paper is aiming at introducing a framework that can aid businesses to adapt the digital platform and revamp new business models to overcome several business challenges and enjoy business growth.

What to Transform?

Before any organization starts its digital transformation journey it is very important to understand what are we looking to transform. Let us understand it by going through a customer journey in the below example.
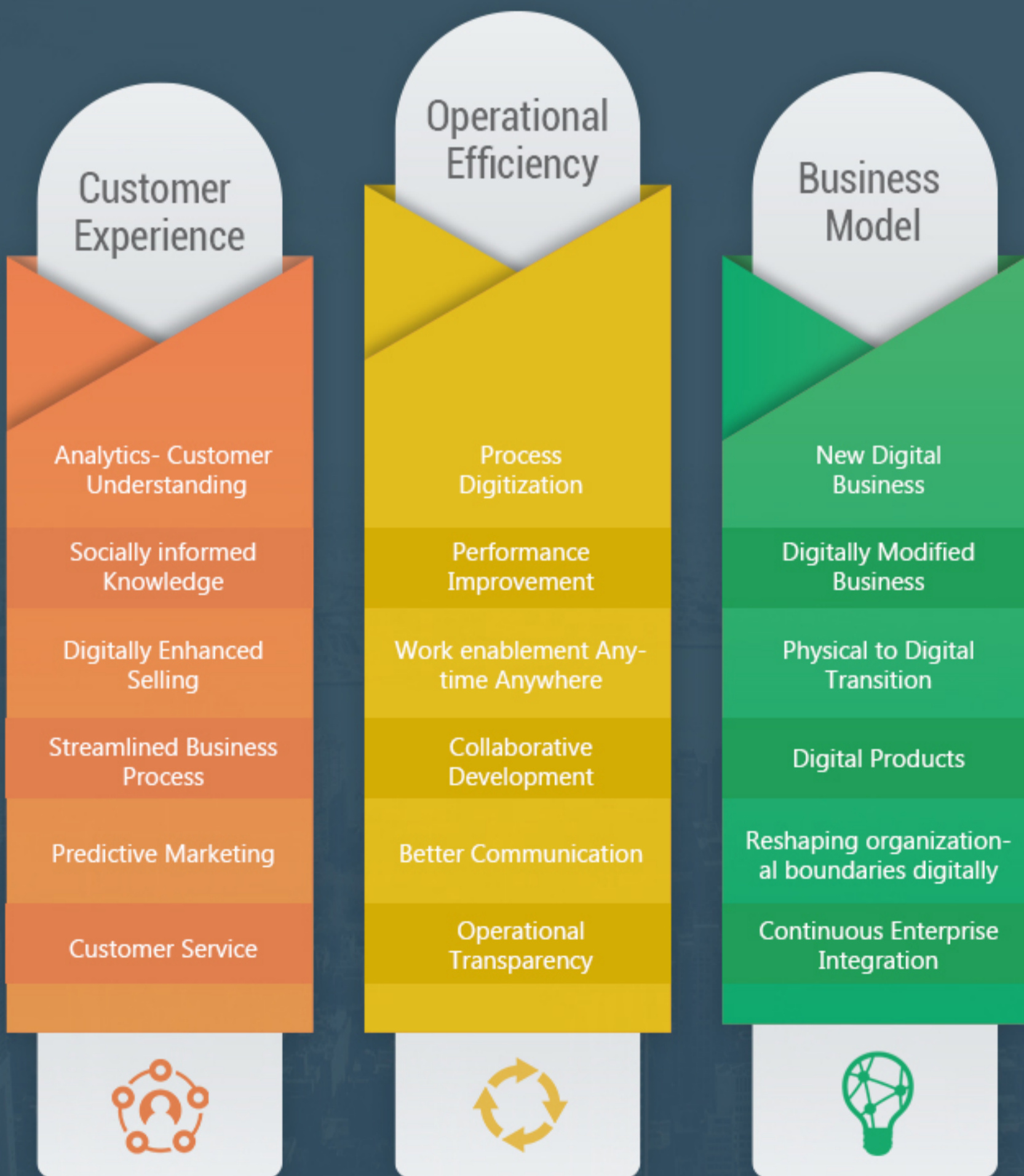
What actually happens, when customer is searching for a product to buy. He checks websites, online reviews, advice from communities, visiting testimonials and star rating of the websites to decide, *what to buy and where to buy.*

Being a business, there must be something that can help in winning the customer's trust from everywhere.

1 Updating product details online and engaging online communities to get reviews.

5 Omni-channel communication is the master key above all which helps in reducing the risk of losing customer.

Benefits of digital transformation framework

O1
O2
O3
O4
O5

2 Customized digital marketing tools is our other key that can help in promoting products and services to gain customer loyalty.

4 Serving an accessible and easy to use platform for availing the service is another important factor to win the customer.

3 Being consistent on mobile, social media and other platforms is important

To have a great customer experience organizations need to move from physical model to the digital model and to have a great digital experience for a customer organizations have to be operationally efficient

Customer Experience, Operational Process and Business Model are the important pillars of every organization. All three pillars are holding the essential elements to gain, grow and succeed. Digital is the ace of all essential elements without which all effort goes in vain

Customer Experience

- Analytics- Customer Understanding
- Socially informed Knowledge
- Digitally Enhanced Selling
- Streamlined Business Process
- Predictive Marketing
- Customer Service

Operational Efficiency

- Process Digitization
- Performance Improvement
- Work enablement Any-time Anywhere
- Collaborative Development
- Better Communication
- Operational Transparency

Business Model

- New Digital Business
- Digitally Modified Business
- Physical to Digital Transition
- Digital Products
- Reshaping organization-al boundaries digitally
- Continuous Enterprise Integration

How to Transform?

It is very much clear now, where transformation has to be applied. Now, the matter of concern is, how to go digitally transformed?

The very initial fact that can become the roadblock is, the gap between digital maturity and potential for disruption. It is mandatory to bridge the gap between all the differences as there is no single path that will drive successful digital transformation.

Digital Business Agility is the key that will unlock the gateway to achieve the fundamental capability. In parallel, it cannot be ignored that there are three essential components that unites and form the digital business agility.
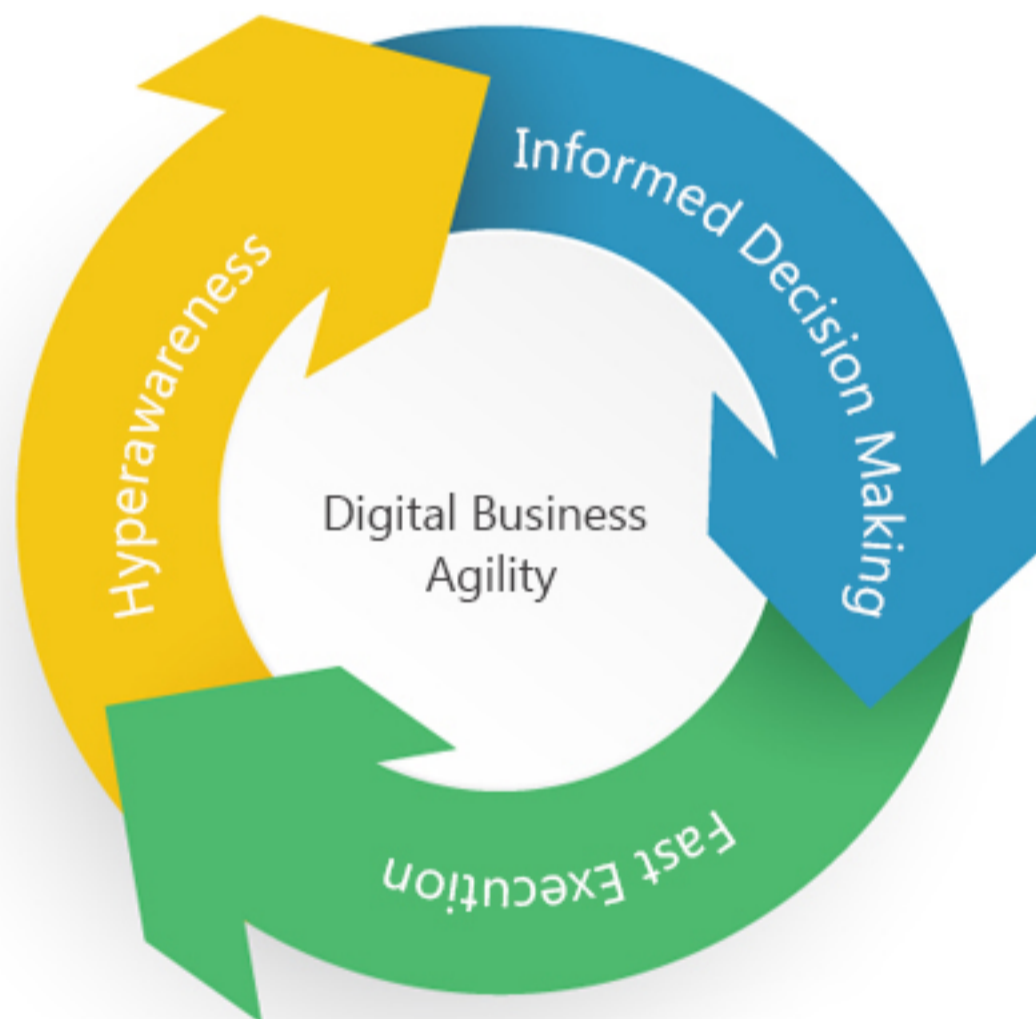
1. Hyperawareness

Nothing is possible in the fast pace moving world, until the organization has capability of the following:

- Understanding latest technology trends
- Updating with amendments within and across industries
- Adapting new concepts from employees, suppliers and customers

Framework based on social media, connected devices and analytics will act as the chainthat will complete and fulfill the desired inputs to become hyper-aware.

2. Informed Decision Making

Hyper Awareness is nothing until instant decision capability is absent within an organization. This is possible by piling up relevant and genuine data about the consumer or on-going process. Following are the elements that combinely help in making decision making:

- Governance process to identify information value
- Cross functional coordination for knowledge sharing
- Infrastructure capabilities to capture, analyse and dissemination of relevant data

Framework based on analytics systems, knowledge management and collaborationsystems are the keys to develop the successful informed decision making system.

3. Fast Execution

Above all the essential of digital transformation, it is excessively crucial to execute the final process rapidly. And, this is possible with the blend of speed and implementation.

- Fast innovation will be digitized for instant outcomes
- High agility to deploy and track the output

Frameworks based on analytics systems and cloud management will drive the entire process to attain the fast execution.
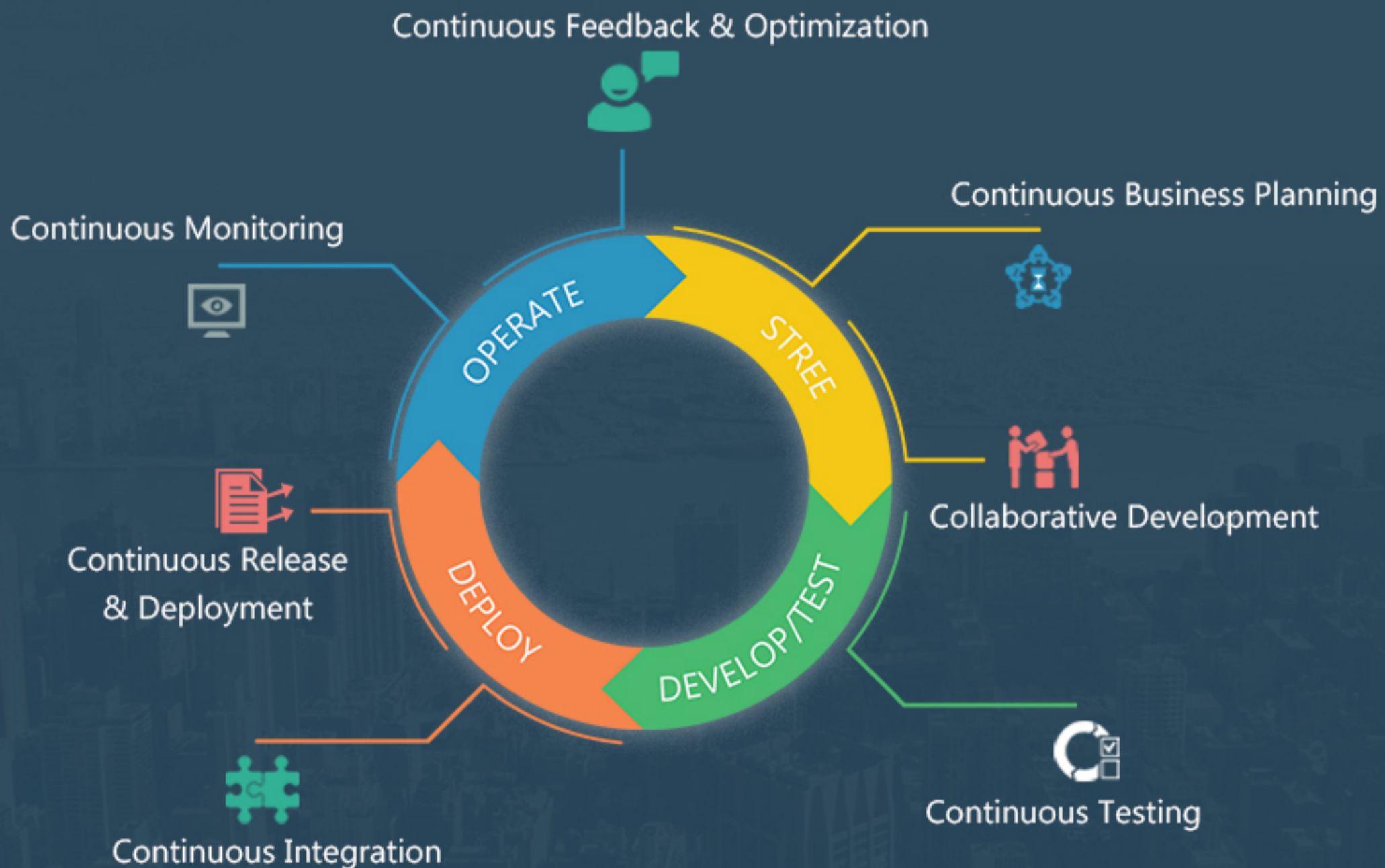
How our Digital Transformation Framework can Benefit

The bottom line is, it is important to have business agility and since, business agility is correlated with technology agility; it is important to have technology agility.

This is where, we are helping businesses to tackle business agility using our framework. We at HytechPro have developed a framework for businesses where they can clearly view the road map of digital transformation. It might be or might not be possible for all the industries to follow the framework, but we tailor it and ensure that it meets all the expectations of a business.

Our framework is based on 7Cs as shown in the image below

Continuous Feedback & Optimization

Continuous Business Planning

Continuous Monitoring

OPERATE

STREE

Collaborative Development

Continuous Release & Deployment

DEPLOY

DEVELOP/TEST

Continuous Testing

Continuous Integration

1 Continious Business Planning
JIRA Agile

2 Collaborative Development
JIRA

3 Source Code
SVN git
Visual Studio Team Foundation Server

Jenkins
TeamCity

5 Continious Integration

4 Continious Testing
Se

6 Build Automation
maven

7 Continious Deployment
Chef puppet

8 Continious Monitoring
DevOps

9 Continious Feedback
JIRA

As you can see our framework provides continuous on-going interactions and feedback between the Customers-Business-Development-Operations which is the key for digital transformation success.

Conclusion

In this world of business agility it is of utmost importance for every organization to be technically agile as well to keep the customer traction to their product alive and kicking. This is where our framework fits in. Our framework provides continuous on-going interactions and feedback between the Customers-Business-Development-Operations which is the key for digital transformation success. It has enveloped all the standards such that it will identify and prioritize the key areas of every business model working on Agile methodology.

About HyTechPro

Hytech Professionals India Pvt Ltd is a ISO 9001:2008 rated by AQSR . Recognized by NASSCOM as one among the top 3 "Exciting Emerging Companies To Work" for two consecutive years in 2007-08, it has proven the immense endeavour it has made to serve its 2000+ clients across the globe.

The company has been also awarded with the "Excellence in Gender Inclusivity 2009: Best Emerging Company 5 years in existence".

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Transforming Businesses Digitally

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THANK YOU
FOR YOUR ATTENTION !