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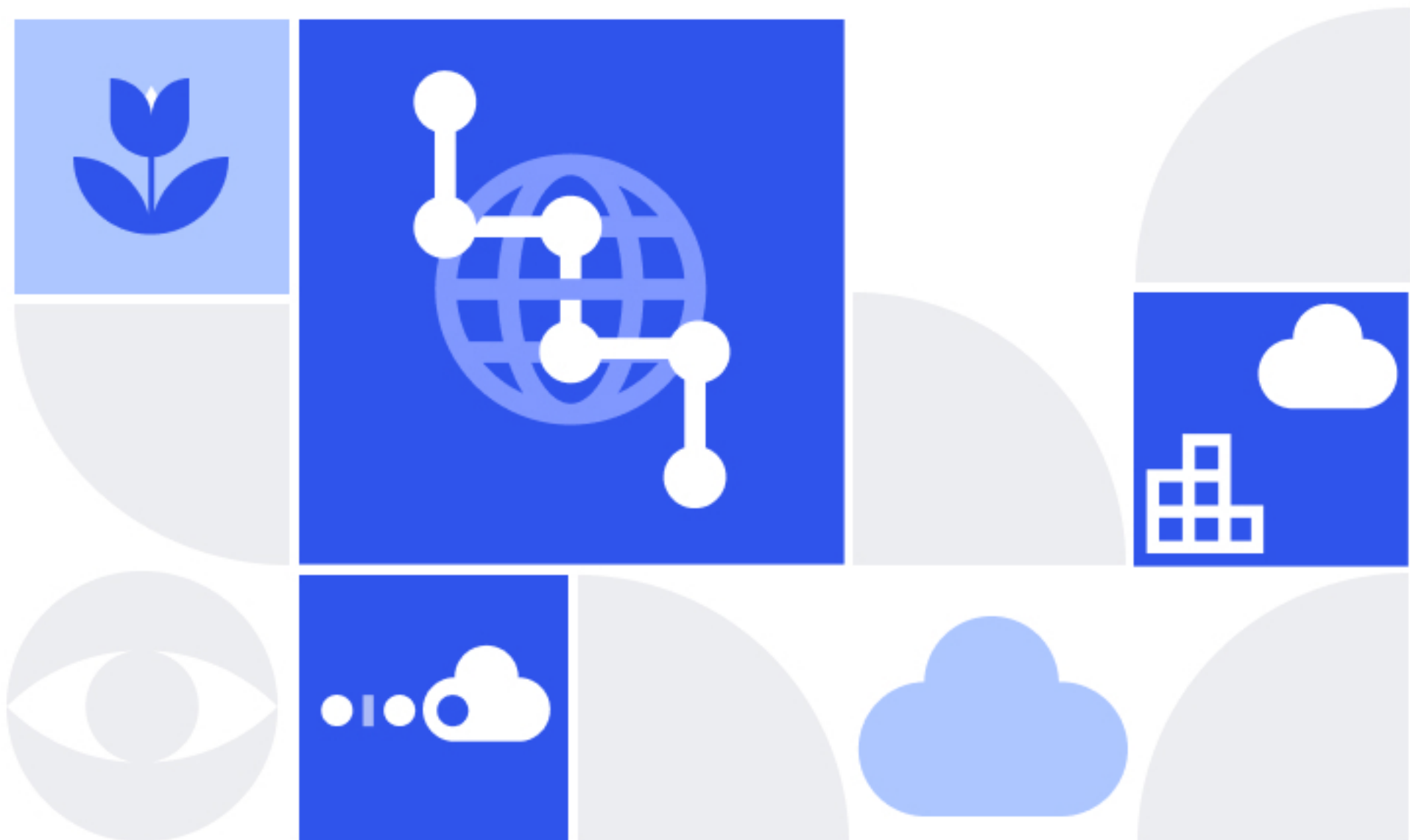
5 benefits your enterprise can gain from digital transformation

There's much discussion of digital transformation in the business space these days, Builders. Multiple enterprises have undergone this game-changing process to create new or modify existing aspects of their business culture to benefit everyone – from stakeholders to consumers. For SMEs, digital transformation may seem an endeavor for a later date. The truth is, however, that digital transformation can bring a wide range of necessary benefits to any business, be it a startup or a large-scale enterprise. Today!

By engaging in digital transformation and transitioning your data to the cloud, your enterprise or startup can learn to:

1. Empower data
2. Transform business processes
3. Offer better customer service
4. Collaborate more dynamically
5. Make better decisions

Ready? Let's look at each in detail.

Benefit #1: Empowering data

What's the price tag on organizations' poor data? According to Gartner, on average, up to $15 million per year per organization. Engaging in digital transformation at your company means transforming data across your enterprise to ensure hygiene and consistency. Any "next steps" in digital transformation rely on working with hygienic data. Cleansed, harmonized business-critical data will migrate into new systems across an enterprise to enable new business initiatives.

The most labor-intensive aspect of digital transformation, it nonetheless delivers the most sizeable returns. The quality data governance that results only increases the utility of all new and incoming data while also supporting regulation compliance. More importantly, hygienic and consistent data enabled across an enterprise creates the essential framework for AI models, allowing them to deliver more precise and transformational business decisions.

Benefit #2: Transforming business processes

In digital transformation, you can gain insight into efficiencies (or lack thereof) within your business processes. Think of a customer with a pain point as an example. Pre-digitalization, you might have accessed a paper file to pull up the customer record. Post-digitalization, you execute a few steps on a computer to get to the same information. In other words, your overall approach to customer service journey remains the same, but the internal steps are simplified and streamlined.

The more nuanced issue at hand here is that digital transformation can (and should) change the thinking around business processes at your organization. Digital both humanizes and automates business processes. When it comes to CS, for example, digital transformation doesn't necessarily put every part of the customer experience online or onto an iPad. Instead, it urges us to consider how digital experiences can enrich our customers' lives.

Your customer may still participate in face-to-face interactions or exchanges with customer service representatives. The question is this, then: how can business processes be transformed by experiences driven by data optimized on the cloud?

Lesson #3: Transforming the customer experience

You have to understand a hard truth – participating in digital transformation and movement towards the cloud is not just optional. It's becoming an industry standard. Beyond the standard, it impacts customer service greatly. Why? Managing data about your prized customer is increasingly important. Once your customer sees a competitor enabling digital transformation to do things like offer a better product or better customer service, the onus is on you to offer the same, and quickly. The upside? Better customer experiences lead to increased sales and is a win-win for everyone involved.

Thinking about internal employee experiences? Your most effective employees also rely on and utilize the cloud, as well. Younger employees have digital expectations, too, and satisfying those puts you in a better position to experience benefit #4 [below].

Benefit #4: Transforming your collaborative processes

Digital transformation allows your startup or enterprise to free up data so that it can be shared across your business and shared in more diverse ways. Divisions at your company that once functioned in isolation can now begin to collaborate more effectively. Marketing can check in on sales initiatives and vice versa, as an example. The chain reaction of clean data and enhanced business practices across your enterprise makes collaboration a faster and more productive experience.

Benefit #5: Making better decisions

Of course, one enormous advantage of organized, accessible data is that you can make better decisions for your business moving forward. Digital transformation allows you to parse everything from impressions to the real-time conversations taking place around your offerings. When the time comes to make decisions, you have actionable data. Free your data through digitalization and make that data actionable across your enterprise.

Want to prepare for digitalization? Here are three ways

You've seen the benefits and what you can learn from digital transformation. Now, how do you prepare yourselves for digitalization? The following three steps are the next best places to start (or finish).

Define a vision for transformation

Begin by defining a vision for how digital transformation will transform your enterprise. Consider each and every aspect of your business, from the first touch on the sales funnel to post-sales maintenance. Developing a clear and resonant vision for your digital transformation helps your employees and stakeholders understand the process, and also serves as an effective pitch for future employees. Almost three-quarters of companies maturing through digital transformation state having a digital vision attracted dynamic, new talent to their enterprises.

Make sure your employees are ready

Engage your employees in the process, emphasizing how digital transformation will enable better collaboration and communication. In some cases, you may need to assess how and even if your employees can keep up with the changes to come and perhaps even initiate some in-house training. You may be surprised, too, by how many of your employees are happy to participate in upskilling. This type of upfront investment can save you in cleanup down the road.

Choose the right technology partners

Finally, you want to make sure that you are partnered with vendors who support your vision for digital transformation at your company. Features to look for include partners that can scale to your needs, customize tailored solutions and provide transparent billing options.

How does it flow? The three stages of digital transformation

What will you go through as a business as you move through this process? We like to think of digital transformation as involving three main stages: Automation, Expansion and Transformation.

Automation

This is the nuts-and-bolts stage, where you replace existing functions in your company with digital models. By assessing performance across your enterprise, you'll identify real-world components that might benefit from a digital twin – a virtual version that can execute the same task with enhanced analysis, ultra efficient performance and detailed monitoring.

Expansion

Once your digital answers to old tools are in place, you can begin to weave these solutions into your enterprise to enable better performance. AI and big data combine to deliver deep insight into operations. Your company can become more skilled at learning from your business history to execute a more productive and profitable future.

Transformation

This is the end goal. You would be surprised, though, how many companies never get to this point. Oftentimes, companies stall out in stage one of automation and don't push through to bigger picture issues addressed in stage two and three. When transformation is achieved, digitalization and AI enable deep location intelligence, which you can then use to drive data-driven insights across every sector of your business.

Want to maximize your transformation? Here's how.

How do you maintain your digital transformation moving forward, Builders? Managing your cloud effectively not only maintains your digital transformation but uncovers new ways in which digitalization can transform your business.

To continue increasing operational efficiencies and benefitting from DX, make sure you have an action plan that includes:
- Full transparency when it comes to cloud resources
- Comprehensive plan for cost management of your cloud
- Security and compliance controls

Ready to discover how our AI-powered platform alongside our global Capacity Partner network can turn your next digital transformation into an ultra-efficient data management machine? We can help.

Our Builder Cloud global sales team looks forward to providing your data a stress-free, knowledgable and friendly transition. Kick off the process now! **Click here to move forward with Builder Cloud** and take mere minutes to sign up to improve your data management system for years to come.