How Digital Transformation Converts Businesses into a Productive Workplace

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Introduction to Digital Transformation

Digital transformation is business transformation, driven by people. It's not about the technology itself, as that will continue to develop and change, but it is what the technology enables people to do. How it empowers people and effects behavioral change.
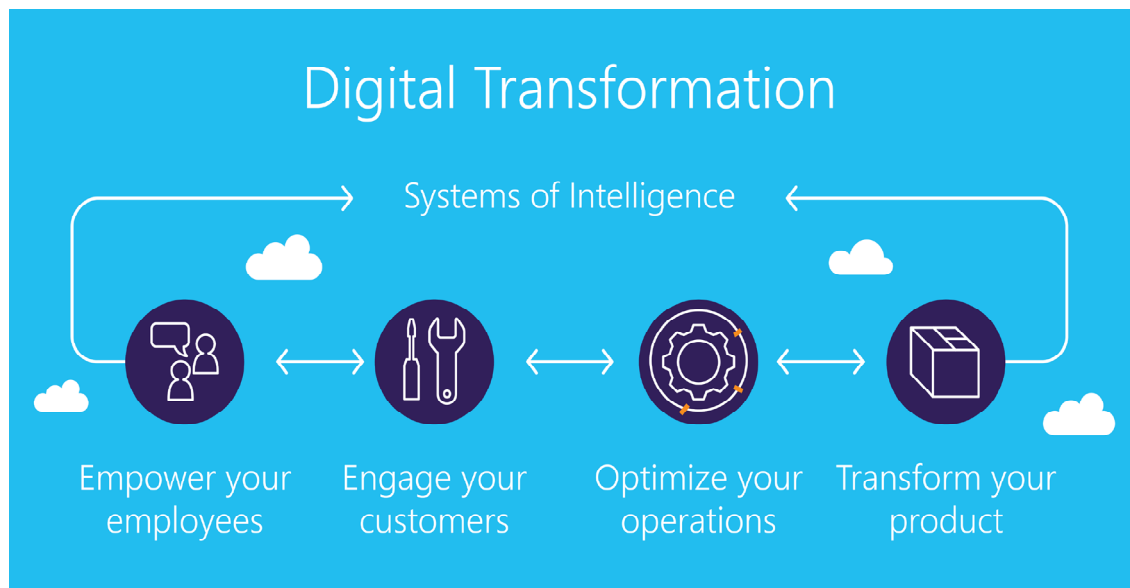

Figure 1.Making Sense of Digital Transformation

It is one of the most exciting disruptors of business technology in decades. Look at how Uber has shaken up the taxi industry, how Airbnb has stirred up the hotel industry.

In its fullest remit, digital transformation uses the three key disruptors of cloud, mobile, and data to:

- Empower employees
- Engage customers
- Optimize operations
- Transform products or services

Figure 2.Some examples of Digital Platform Companies

Uber and Airbnb are strong examples of how two companies have transformed their product and services using digital transformation to address all those aspects. They have disrupted their industries to the extent that competitors are struggling to keep up. Some have already fallen by the kerbside. Between 2012, when Uber launched in London, and 2016, 1the number of licensed private hire operators declined by 11%, according to Transport for London. GMB, the general trade union, believes at least 10 private-hire businesses close each month.

Why is Digital Transformation Important?

Aside from keeping your business afloat and competitive, digital transformation is key to addressing our current and future work environments so we can keep employees and customers engaged.

Figure 3.Benefits of Digital Transformation

According to Dell, 89% of organizations are activating digital transformation strategies to reduce the gap between modern customer demands and what is actually delivered by the organization.

Productivity-Secure, Mobile Working

Underlying everything is productivity. People need to be able to work in a way that's best for their work/ lifestyle, so they can communicate and collaborate wherever they happen to be. Vanson Bourne digital workplace surveys found that only a quarter (23%) of employees believe they perform at their absolute best at least once a day.

Barriers to productivity include:

➢ Time wasted on manual administrative tasks that could be automate

IDC found that the average worker spends 33 hours per month on admin.

➢ Being unable to work electively while away from the offices

By 2020, IDC believes that mobile workers will account for nearly three quarters (72%) of our workforce. Dell reported that four out of five (80%) organizations are currently making moderate or significant investments in mobile technology.

The Vanson Bourne survey highlighted three key areas why employees felt unable to work effectively away from their desks:

- ➢ 65% - must have access to certain equipment
- ➢ 58% - must have access to certain paperwork, data, and other office systems
- ➢ 33% - cannot access email/intranet away from their desk

IT decision-makers found these to be the biggest barriers to improving employee productivity:

- ➢ 39% poor quality/legacy end-user software
- ➢ 30% of employee inertia/cultural issues
- ➢ 28% poor quality legacy end-user hardware
- ➢ 27% log-in and data access issues
- ➢ 27% lack of collaboration tools/software

A digital, cloud workplace addresses these barriers to productivity, allowing for secure, productive, and mobile communications without relying on office space or servers and with a quarter (25%) of employees claiming that technology influences whether they stay at a job, staff retention is also a factor.

Digital Transformation: It Starts with a Productive Workplace

A digital workplace is one where people, technology (devices, software, and connectivity) and organizational culture all work together to:

➢ Boost productivity
➢ Optimize performance
➢ Drive efficiencies
➢ Create more harmonious working environments

It isn't simply about subscribing to the latest technologies. It's about the holistic joining of people, processes, and tools-creating secure, mobile workplaces that form the baseline for innovative and flexible working practices that get the most out of your employees and resources.

According to survey results presented in Vanson Bourne's The Digital Workplace, the top three digital workplace initiatives are:

1. Enabling effective mobile working (62%)
2. Enabling effective remote working (56%)
3. Improving collaborative working technology (49%)

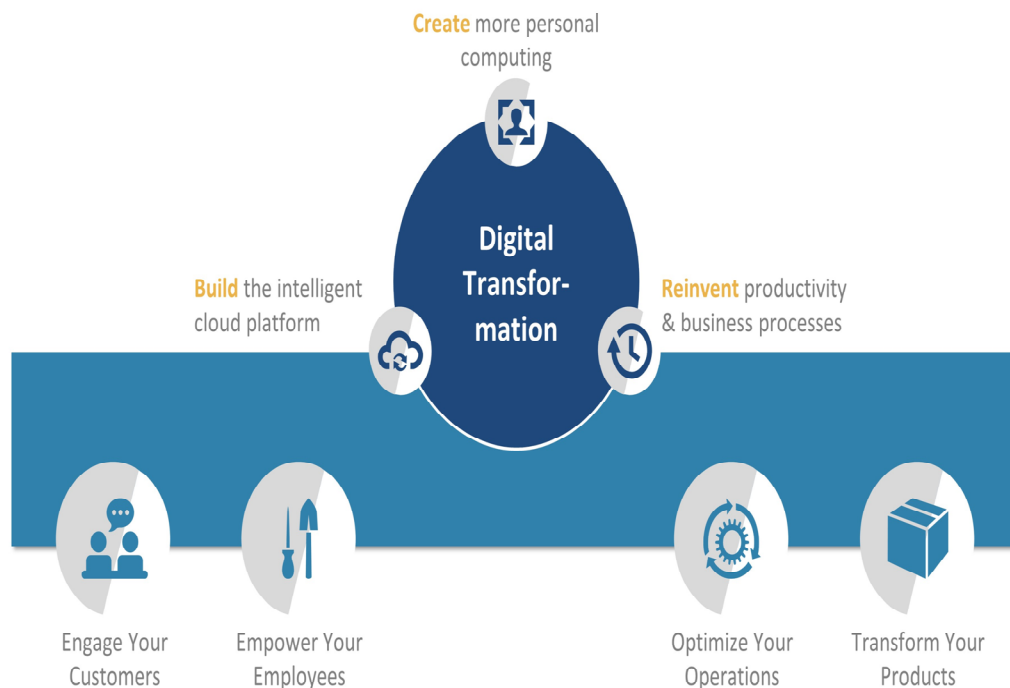## How Cloud Technology Helps Transform your Digital Workplace

Figure 4.Digital Transformation through Intelligent Cloud Platform

Why Choose the Cloud?

The most common reason (at 77%) for organizations choosing cloud, according to the Cloud Industry Forum, is for the flexibility of its delivery model. This is followed closely by scalability (76%) and 24/7 service dependence (74%).

➢ **Save Time:** 64% of people found that using the cloud has saved their organization time
➢ **Innovate:** nearly half (45%) said that enabling innovation drives their continued cloud investment
➢ **Be Secure:** nearly all (98%) organizations have never experienced a breach of security when using a cloud service

With the alarming increase in cyber-attacks such as phishing and ransomware, businesses are more awake than ever to the importance of security for business continuity. If productivity is the flesh, then security is the backbone of any digital workplace initiative.

Digital Transformation in the Cloud

So, to recap, for successful business transformation, people must be communicating, collaborating, and mobile. A business must be 'cloud-first', agile and scalable. And with nearly two thirds (60%) of small-medium organizations going out of business after a cyber-attack, it's important to address security.

So how can cloud IT address the barriers to productivity? How can it help with business security?

Microsoft 365 Business-Secure Productivity for Digital Transformation

So that small-medium businesses have the tools in place to support digital transformation, Microsoft created Microsoft 365 Business. Cloud Direct worked with Microsoft in its development.

Microsoft 365 Business is one single product that allows small-medium organizations to establish a productive, mobile and secure working environment aligned with digital transformation goals. It gives employees the freedom to use their preferred devices without risking the security of business data.

It combines the best of Office 365, Windows 10, and Enterprise Mobility + Security. It helps transform the digital workplace in three key ways.
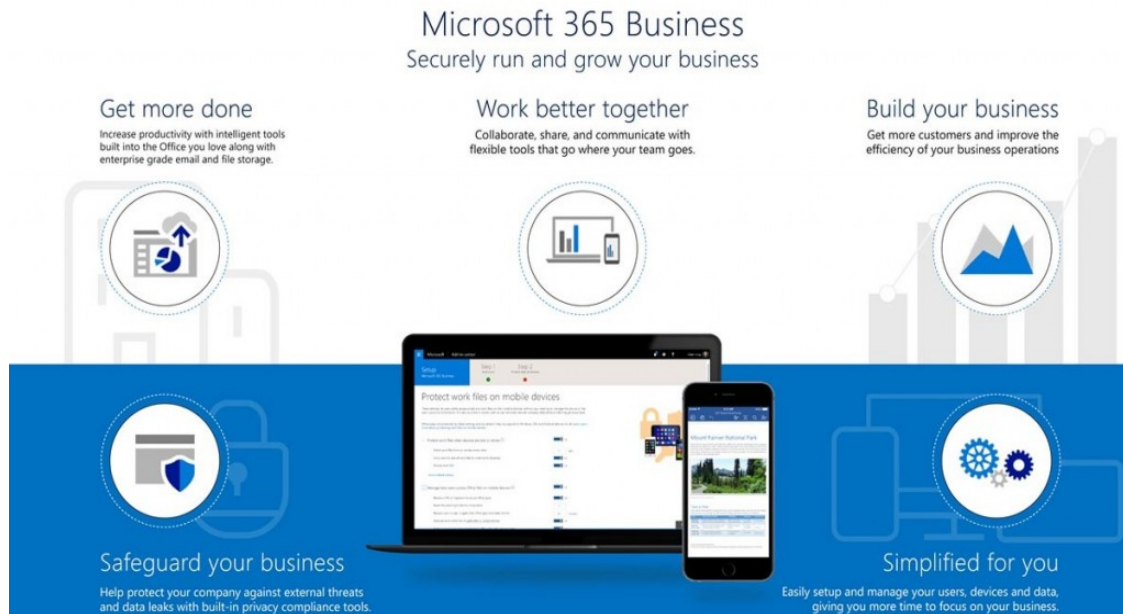
Figure 5.Microsoft 365 Business-Secure Productivity for Digital Transformation

1. Be More Productive Together

➢ Employees, customers, suppliers, and partners can communicate, collaborate and meet seamlessly together.

➢ Microsoft 365 comes with familiar applications like the Office suite and Exchange for email, as well as newer Microsoft tools such as Yammer, the business social network, and Microsoft Teams.

➢ Central management makes administration easy, avoiding the need to access every user's system

2. Be Mobile

➢ Employees can be productive anywhere, on their favorite devices.

➢ No matter where they are, users can connect to company data, emails, conferencing etc.

They can embrace 'Bring Your Own Devices' (BYOD), working from their preferred devices, whether in the office, at home or elsewhere. They can create, share and edit documents on Word and Excel. With on- and off-line access and syncing of files, users will always access the latest version of their documents with the most recent edits, no matter who's been working on them.

3. Be Secure

The productive, mobile workplace can only succeed if it's secure. Microsoft 365 security centralizes control and ensures your company data is protected across personal devices. It keeps business and personal data separate by preventing users from copying content from

Office apps like Word into personal apps. It also forces users to save work documents to One Drive for Business, and encrypt them. It allows for a consistent security configuration profile across all devices. And because Microsoft 365 is an all-in-one product, fragmented IT is no longer a risk.

Always-on Windows Defender secures the business, including against malware and ransom ware attacks. It has built-in protection for Office mobile apps, device management for Windows 10 PCs, and selective wipe of company data should a device be lost or stolen.

Conclusion

Senior leaders realize the stakes of not addressing digital transformation. PWC suggests that CEOs who aren't prioritizing digital are either changing their minds or being phased out. If you compare PWC's 2007 Digital IQ report to 2016's, you'll see that the number of executives who said their CEO was a champion for digital has more than doubled from 33% to 68%.

Digital transformation doesn't have to be intimidating or complicated. If you take it in stages and work with an experienced partner, it can be a straightforward journey. At this stage, it's all about transforming how people work.

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