

# Where does the journey begin?

**LEADING DIGITAL BUSINESS  
TRANSFORMATION SERIES:  
MODULE 1**



## WHAT IS DIGITAL TRANSFORMATION?

Digital Transformation fundamentally changes the way teams work together. It's characterized by:

- A fusion of technologies
- Physical and digital systems' integration
- Innovative business models and new processes
- Creation of smart products and services

The aim is to create and continually evolve the best customer experience.

## WHY DIGITAL TRANSFORMATION?

The ability to iterate and move fast is critical in the digital economy where competitiveness is the new revolution. It's no longer the case that the big fish eats the little fish, but rather the fast fish eats the slow fish. Innovation has become the decisive competitive advantage.

Processes are now more streamlined. A project doesn't need infrastructure investment, timeline execution and a go-live date to move ahead. End-users

can be given official access to a technology platform much earlier, and there is an opportunity to continually add value.

Most businesses struggle to respond to disruption as they lack the right skills, visibility and operational efficiency, resulting in an innovation deficit. There are several forces at play:

- Customer behaviours and expectations have changed significantly.
- The rate of technology innovation makes it extremely hard to keep up.

- The threat landscape is expanding faster than any one company can deal with.
- Lack of skills related to tech innovation.
- The operational model that manages infrastructure and applications is often based on the older legacy world. It's not necessarily optimized for the new agile world.



## HOW DOES DIGITAL TRANSFORMATION WORK?

Digital Transformation uses digital solutions and tools to create and respond faster to new opportunities. Innovation and agility need the right combination of:

- **People** – Knowledgeable and competent people are needed to take educated risks, the key to staying ahead and remaining competitive.
- **Processes** – We can share the best practices we've seen used by our

customers, as well as those based on our own experiences.

- **Technology** – Harness innovation by using operational support and dynamic infrastructure technologies to push the digital business forward.

Ultimately, the solution is found in:

- **Visibility** – Modern infrastructures can provide a rich set of telemetry capabilities. This is visibility from an application, hypervisor, network and security level. The goal is to know what's happening in

the infrastructure, to run analytics against it and use AI in an operational environment.

- **Insights** – Driven by intelligent engines and knowledgeable systems to help you understand the past and predict the future.
- **Action** – Automate and control your value-producing infrastructure assets with a flexible, programmable, multi-cloud architecture.

## HOW DOES CISCO HELP WITH YOUR DIGITAL TRANSFORMATION?

Cisco has unique solutions to serve you better than any other vendor in addressing the following steps:

- **Understand your existing environment** and the impact of transformation on your people, processes, and technology. Many businesses today have IT teams operating in functional silos (apps, infrastructure, security etc.) with their own methodologies. Where possible, base your understanding on empirical evidence.
- **Modernize infrastructure** rather than going back to old designs. You need to deploy a programmable, completely automated and zero-touch technology platform.
- **Integrate/automate operations** so that your operational team is able to work in an automated fashion. They can then develop, provision and remediate much faster, giving your business the agility it needs to innovate and respond quicker to market forces.

[Request a call](#)

