

# 5 SIGNS YOUR COMPANY WOULD BENEFIT FROM

# DIGITAL TRANSFORMATION



# WOULD YOUR COMPANY BENEFIT FROM DIGITAL TRANSFORMATION?

Almost certainly.

Digital Transformation simply means making your business better, usually through technology, and every business can be improved.

Determining exactly what in your business needs Digital Transformation, and when to launch a Digital Transformation project, can be a bit tricky if you're unfamiliar with the concepts. If that's you, don't worry - we've compiled a short diagnostic guide below to help you.

Before we get into the nitty gritty, though, let's expand on our definition of **“Digital Transformation”** a bit more.



# DEFINING DIGITAL TRANSFORMATION

## DIGITAL TRANSFORMATION

IS A VERY BROAD CONCEPT WHICH COVERS A HUGE RANGE OF ACTIVITIES, SO EXPERTS WILL OFTEN DEFINE IT DIFFERENTLY DEPENDING ON THEIR INDUSTRY. AT ROCKETMAKERS, WE'VE DEFINED IT AS:

“Improving how a company operates at a fundamental level through technological change.”

For example, if a company records user activity data on a spreadsheet, migrating to a shared sheet that more of the team can access and update or enable more of the team to update would NOT be Digital Transformation.

Developing an application which systematically captures user activity data (freeing up employees from having to enter it manually), and comes with a user-friendly interface and a secure, cloud-based database, IS Digital Transformation.

In other words, Digital Transformation is using technology to make something in your company substantially better, faster, or less expensive (or possibly all three).



# 5 SIGNS YOUR COMPANY WOULD BENEFIT FROM DIGITAL TRANSFORMATION

1. PROBLEMS WITH CUSTOMER EXPERIENCE
2. PROBLEMS WITH EMPLOYEE EFFICIENCY
3. PROBLEMS WITH SECURITY OR FREQUENT DOWNTIME
4. PROBLEMS WITH COSTS
5. PROBLEMS WITH GROWING PAINS



# 1. PROBLEMS WITH CUSTOMER EXPERIENCE

Whatever the cause, bad customer experiences result in customer churn, which leads to fewer sales and a diminishing user base.

## DO ANY OF THE FOLLOWING SOUND FAMILIAR?

- **Customers complain that your applications are slow or frequently crash.** This might be caused by services that are under-resourced to account for demand.
- **Customers complain that a competitor provides its services much more quickly.** Your customers may have more automation which is making them faster.
- **Customers complain about mistakes.** Information may not be held in a place where everyone can access it, leading to missed opportunities.

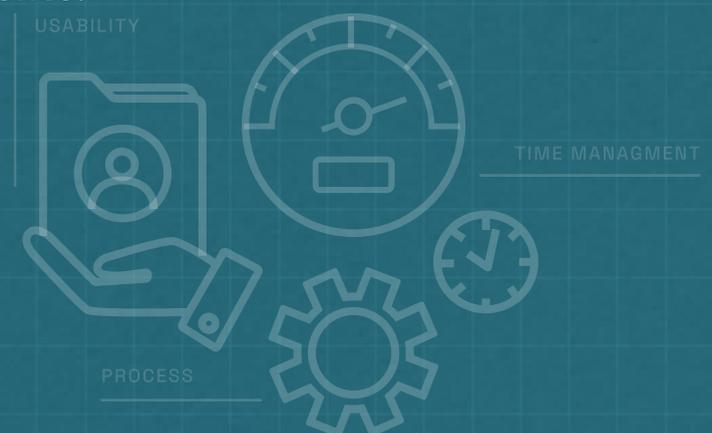


# 2. PROBLEMS WITH EMPLOYEE EFFICIENCY

Most companies, especially large ones, can be resistant to change. Being too resistant to change will reduce comparative efficiency over time, and possibly lead to some seriously risky situations for your business.

## DO ANY OF THE FOLLOWING SOUND FAMILIAR?

- **Your company uses software that only works on a desktop computer.** This means your organisation is probably dependent on outdated systems. Besides being harder to maintain, newer, mobile-compatible software may be more efficient.
- **There's one person in the company you rely on to keep your technology working.** This often happens with bespoke software, especially if it has been in use for a long time.
- **Getting data entry correct is critical to your business.** Any company that relies on regular data entry, and then suffers problems when that data contains errors, is probably using outdated technology.
- **Development output is slowing down and the quality is dropping.** Not investing enough time in the local development experience is slowing down the development cycle meaning features will take longer to reach clients.



# PROBLEMS WITH SECURITY OR 3. FREQUENT DOWNTIME

In today's world of GDPR, every company needs to think about data security. Likewise, when important technology is offline for any reason, it can have a major impact on sales.

## DO ANY OF THE FOLLOWING SOUND FAMILIAR?

- **One of your competitors suffered a data breach, and you aren't sure how your business could prevent a similar attack.** Data security won't happen on its own, though. You need to be proactive to keep your business safe.
- **Your business relies on software or on an operating system that is no longer supported by the provider.** When software is no longer supported that means there are no new updates to patch security flaws. Running unsupported software is an invitation to get hacked.
- **Your company has procedures in place for when a critical system is down, and this happens often enough that most employees know what to do without checking.** It's important to have a protocol for all situations, but downtime should always be an exceptional circumstance, not a regular occurrence.

Outdated software and outdated security procedures often go hand in hand, and both can pose serious risk to your business.



EFFICIENCY



# PROBLEMS WITH 4. COSTS

Leaving old systems or software in place might not incur an up front cost, but can cost much more in the long run.

## DO ANY OF THE FOLLOWING SOUND FAMILIAR?

- **You maintain an on-premise server (but not for security-related purposes).** For certain security-conscious industries, storing data offline on a server you own is a price worth paying. For everyone else, it's an unnecessary expense.
- **You operated a cloud-based server, but the running costs seem too high and you don't know why.** In most situations, paying for unnecessary or overly expensive server space is an avoidable expense.
- **You've had to expand your IT support team to deal with an increased workflow.** Lots of IT support tickets may mean a system needs more than just a quick fix.

New technology requires investment, but implemented correctly should drive down costs significantly. Besides making the business more efficient overall, your team will spend less time filling out support ticket requests!



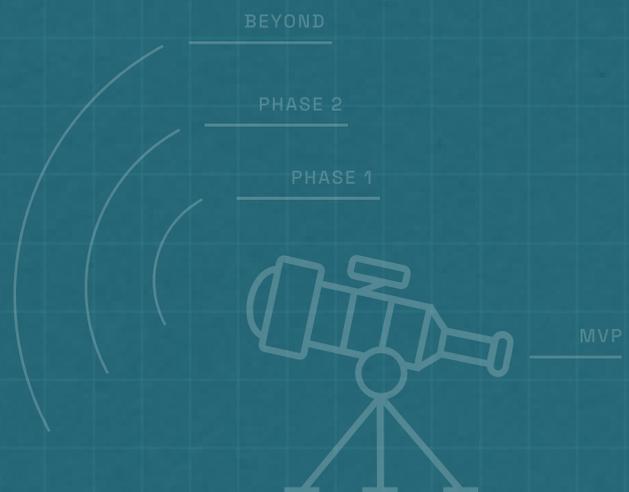
# 5. PROBLEMS WITH GROWING PAINS

A growing business is good news, but growth always presents new challenges.

## DO ANY OF THE FOLLOWING SOUND FAMILIAR?

- **Customers are complaining that your software is too slow.** This could be because of an outdated server configuration, or slow, outdated front-end software.
- **The running costs of your software are growing faster than revenue growth from new customers.** This can easily happen when a system is reliant on 3rd party providers, who can charge significantly more as your user base grows.
- **You can't hire enough people to do the basics.** Sometimes a tight labour market is the cause, but this can also be caused by a lack of automation.

It's normal for a company to outgrow its software as it grows, but this can be a huge problem if your business is based on that software! Making sure your applications have the ability to scale as you grow is crucial.



# DIGITAL TRANSFORMATION ISN'T FOR JUST ONE PROBLEM

You may have noticed, some issues, like efficient server configuration or increasing automation, are potential solutions for several of the problems mentioned in our diagnostic guide. A good Digital Transformation project won't just solve one of the five problematic areas listed above - it might even have a positive impact on all five.

Working with an experienced Digital Transformation champion is essential to make sure you get the maximum benefit from any project you launch.

Make sure you speak to someone who takes the time to understand your entire business, considers factors that might not be obvious at first glance, and looks for opportunities to make everything in your company better than it was before.

## That's real Digital Transformation

Can we help you get started on your digital transformation journey?

# GET IN TOUCH AT

[FirstContact@rocketmakers.com](mailto:FirstContact@rocketmakers.com)

