QUICK STUDY: A WELL-DEFINED DIGITAL TRANSFORMATION

Terms, stats and tools to get you up to speed on visionary technology for 2020

Information presented in this guide is sourced from the ebook "Digital Transformation Strategies for 2020 and Beyond," by IDC, except where otherwise noted.

Digitally determined organisations "are 19 percent better at monetising their organisation's data insights and 34 percent more likely to have created digitally-enabled operational processes which leverage their superior use of informational insights."

"Today, almost 38 percent of activities related to finding and identifying information are accomplished by a digital worker. And just over 31 percent of activities related to evaluating information are conducted by intelligent technology. That value is expected to increase by over 56 percent in two years. In addition, the contribution of digital workers to activities related to reasoning and decision making will jump 88 percent by 2021."

"By 2021, 25 percent of enterprises will push their enablement of low- to mid-complexity process improvements to non-developers using the style of low-code software focused on ease of use."

DIGITAL TRANSFORMATION >

"Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture and customer experiences to meet changing business and market requirements."[i]

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Digitally determined organisation: A term used by IDC to define organisations that are "making the strategic, organisational, technology and financial decisions that set them up to digitally transform their organisation."

Why it matters: *"Digital businesses use technology to win, serve and retain customers by improving experiences, enhancing offerings and increasing operational agility."* – Forrester: Content at Your Service Whitepaper >

INTELLIGENT AUTOMATION >

According to IDC, intelligent automation consists of innovative and intelligent automation technologies that anticipate the needs of users and customers, helping organisations and their employees focus on high-value tasks to develop more meaningful, relevant connections with the people they serve.

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Digital worker: Intelligent capture, robotic process automation and other technologies that perform activities "such as finding, identifying and evaluating information for data-driven decisions."

Why it matters: *Intelligent automation contributes to the future workspace by providing "anytime/anywhere access to content and content-centric workflows, enabling secure collaboration and contribution. Automating content-centric workflows offers cost, productivity, collaboration and operational advantages."* – IDC InfoBrief: Drive Business Value with Intelligent Automation >

LOW-CODE PLATFORM >

A low-code content services platform minimises the need for costly custom coding, allowing you to configure a variety of business applications — including dynamic case management and process automation — that fill in the gaps between your line-of-business systems.

Why it matters: *"Low-code software has evolved to become simple enough to be used by trained, non-developers to design and develop low- to mid-complexity projects aimed at improving worker efficiency. Developers will also continue to use low code because it is easier to design complex applications by using visual development, point-and-click configuration and functions that package complex underlying logic that can be dragged and dropped into the development environment."*

DATA TRANSPARENCY >

According to IDC, data transparency is the visibility into how your information is secured, where it is stored and who has access that is essential to mitigating data privacy regulation risks.

Data discovery: The process of organising data to make it more easily searchable and enable data subject access or portability requests. Results in greater visibility and streamlined compliance processes.

Data minimisation: The process of using data mapping to "clean out unnecessary risk by deleting data the enterprise is not using and reducing the signal noise related to the proliferation of data."

Why it matters: *Data transparency is key to improving compliance efficiency and enhancing customer experiences by speeding response to customer data access requests and reassuring the consumer that their data is private and protected.*

SAAS AND CLOUD APPLICATIONS >

SaaS: "Software as a service, or SaaS, is a way of delivering centrally hosted applications over the Internet — as a service. SaaS applications are sometimes called web-based software, on-demand software or hosted software. Whatever the name, SaaS applications run on a SaaS provider's servers."[ii]

Cloud computing: "The practice of using a network of remote servers hosted on the Internet to store, manage and process data, rather than a local server or a personal computer."[iii]

Why it matters: *"Digital enterprises invest in SaaS and cloud applications for greater agility and operational efficiency."*

INTELLIGENT CUSTOMER EXPERIENCE MANAGEMENT (CXM) PLATFORM >

Intelligent CXM is an "omni-channel, AI-enabled platform built on deep customer information and intelligent decision-making that delivers personalised, empathetic experiences."

Why it matters: *"Improving CX requires bringing data and intelligence together for companies to better understand their customers and deliver personalised, empathetic experiences at scale."*

"IDC expects the global datasphere to reach 102.6 zettabytes by 2023, creating new regulatory challenges."

"80% of organisations currently run mission and business-critical workloads in the cloud, and more than 60 percent cite cloud computing as a consistent and systemic source of innovation."

"Companies will spend $42.7 billion on CX-focused big data and analytics, and another $13.9 billion on CX-focused AI tools growing to a combined $90+ billion in 2022 simply trying to maintain parity with their competitors and their customers."

[i]Salesforce: What is Digital Transformation?
[ii]Salesforce: What is SaaS?
[iii]Oxford: Cloud computing

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