



## MARKET BRIEF

# FIVE STEPS TO ENABLE BUSINESS GROWTH THROUGH DIGITAL TRANSFORMATION

Digital Transformation is not a new technology. It's a business model disruption that changes how products and services are delivered to the marketplace, how they're consumed, and who consumes them. The focus should not be to have the latest and greatest technology available. The focus should be how the right technology can be applied to improve your life, enhance your work, and release you from boring and repetitive tasks, freeing you to pursue far more rewarding and interesting goals. It is not a new technology, per say, but simply the next stage in how technology is transforming the way we live our lives and ultimately, benefits people.



## A QUICK LOOK AT HISTORY

At the 2017 World Economic Forum in Davos, Switzerland, presenters from MIT informed the audience that we are now entering The Fourth Industrial Revolution, calling it the *Age of Digital Disruption*.

**The First Industrial Revolution** began with the introduction of the steam engine which disrupted the market for goods by enabling makers to distribute their wares to destinations much farther away from them. This multiplied their available markets increasing their customer bases and exploding their sales.

**The Second Industrial Revolution** was launched by the introduction of available electrical power and the electric light bulb. This disrupted how people fundamentally lived their lives. Beyond replacing gas lights with electric lights it led to refrigeration, household appliances, and so much more.

**The Third Industrial Revolution** arrived with the transistor heralded an advance from electricity to electronics leading to broadcasting and various electronic machines. Distribution of moving pictures was created with the introduction of television. Typewriters were replaced by word processors. Handwritten ledger pages were replaced by "VisiCalc" on a personal computer.

**The Fourth Industrial Revolution** is how we leverage new technologies to affect how we deliver products and services to the marketplace, defining how they're consumed and who consumes them.

Establish how you leverage technology to affect how your organization delivers products and services to the marketplace.



# DISRUPTION GROWS

Each revolution has created more and more widespread disruption. The extent of disruption in this fourth revolution is explosive and almost impossible to catalogue. Instead, it serves to examine a few very visible digital disruptions.

**amazon**

Amazon first disrupted how books were sold. With that model of orders placed and payments made via the Internet, Amazon continued to disrupt all of retail sales and begin a long migration away from “brick-and-mortar” stores. This disruption and the resulting migrations are still ongoing today.

**UBER**

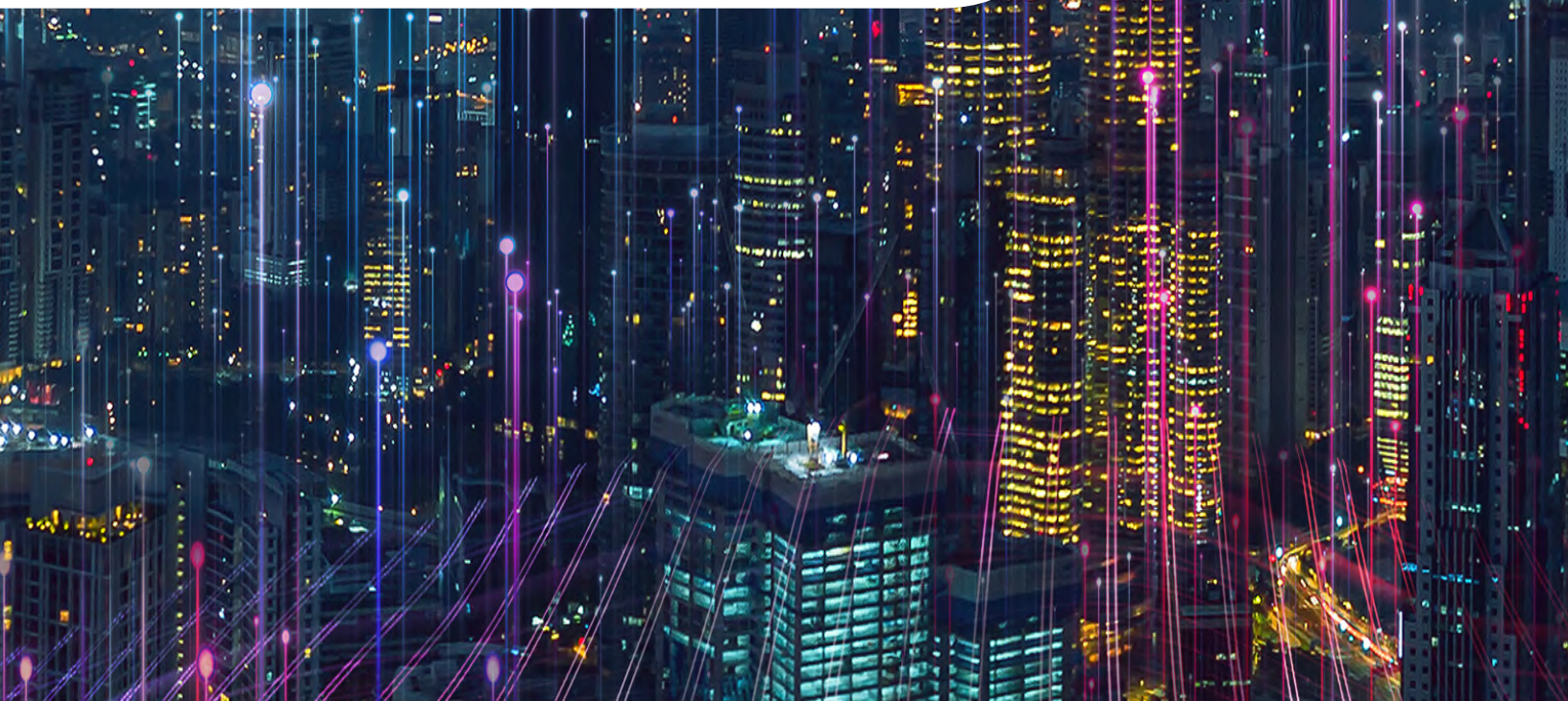
Uber disrupted personal transportation. They didn't invent a newer, better taxicab. Instead they changed the way people request and pay for transportation services and continued adding more and more conveniences.

**GRUBHUB™**

Grubhub ultimately disrupted dining. By making it simple for people to order food and other items from their computer or mobile device they significantly increased “take-out” dining and decreased restaurant visits.

None of these would have happened had three individuals not come together to combine their totally disruptive technology developments. Robert Metcalfe is known as the “father of Ethernet”, the networking protocol underlying the Internet. Tim Berners-Lee contributed hypertext transport protocol (http) which created the worldwide web (WWW) and Marc Andreessen developed “Mosaic,” the first web browser. The disruption created by these individuals cannot be measured, and it ultimately changed the ways in which we live our lives.

Digital Transformation is a business model disruption that changes how products and services are delivered to the marketplace.



# FIVE STEPS TO ENABLE GROWTH THROUGH DIGITAL TRANSFORMATION

Your opportunity to benefit from disruptive technology is driven by innovation and only limited by the extent of imagination. The process of driving digital transformation begins and ends with you.

## DISCOVERY

Conduct a comprehensive inventory of your business operations. Learn as much as possible about how you do what you do, and why. What are the departments and divisions of your operation? What technology do they currently use to accomplish their goals?

## OPPORTUNITY IDENTIFICATION

Identify processes and procedures that could benefit from the application of new digital technologies to reach new target markets and gain a competitive advantage within your market. For instance - how can you leverage cloud computing to change how technology services are delivered to the business? Can you gain IT cost optimizations that can then be applied to new digital technologies? Where can you relieve your people of simple, repetitive tasks, freeing them for more rewarding work? What processes can be re-engineered for greater efficiency? Where can you reduce operating costs?

## CHANGEOVER PLAN

Next, you need to create a comprehensive digital transformation plan. In this plan, it is critical to detail each of the required steps to significantly transform the way your people use technology to improve their work and enhance their lives. You need to come to consensus with your internal stakeholders, clearly defining the reasoning behind each recommendation and it's expected outcome.

## DEPLOYMENT

Upon approving your plan, you need to get tactical. Resources are required to design, source, install, and maintain each new technology advancement. This includes comprehensive training of those people within your organization and enabling them to readily operate all the new technologies.

## SUPPORT & ONGOING MAINTENANCE

Beyond planning and deployment, it is critical to understand escalation paths and empower internal resources to answer questions, provide guidance, and solve day-to-day changes that may arise with each of your new digital solutions.

The process of driving digital transformation begins and ends with you.

## MAKE THE DECISION TO DISRUPT

The process above is not to be taken lightly. Enterprises often do not have the time, resources, or expertise in house to perform the evaluation, selection, implementation, and ongoing maintenance of digital transformation activities. At Advantage, we align with our clients to perform tasks throughout this market brief and explore how the right solutions can be used to change how you deliver technology services to your organization, increase your market presence, gain competitive advantage, and grow your business. The result is increased customer satisfaction, employee satisfaction, and most importantly - stakeholder satisfaction.



# Why Advantage?

## We optimize the technology lifecycle

Advantage is a managed service provider that drives value to your organization through five key stages in the technology journey. Employing expert practitioners, efficient processes, and a unique software platform, we solve the challenges of managing technology in the modern enterprise.



### DESIGN

Based on your business drivers and global best practices, we create purpose-built solutions leveraging leading technologies and ideal providers.



### SOURCE

Leverage our experience, benchmarking, and global partner network to select service providers, negotiate the best possible terms, and contract for the lowest rates.



### INSTALL

Capitalize on our project management leadership for a seamless rollout of new solutions and the timely disconnect of legacy services.



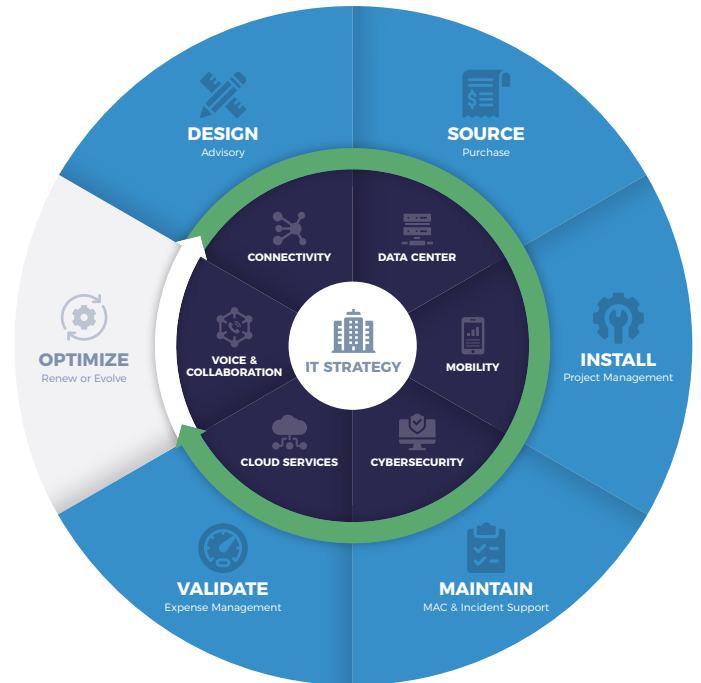
### MAINTAIN

Ongoing managed support of daily activities such as moves, adds and changes to your services, while having full visibility into your inventory through our Command Center platform.



### VALIDATE

Receive ongoing managed services to support the invoice lifecycle, including contract management, expense validation, dispute resolution, and AP/GL feeds for payment.



From procurement and provisioning through inventory and expense management, we optimize your communications solutions across voice, data, cloud, and mobility. Advantage is your team behind the scenes—so you can focus on success.

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