



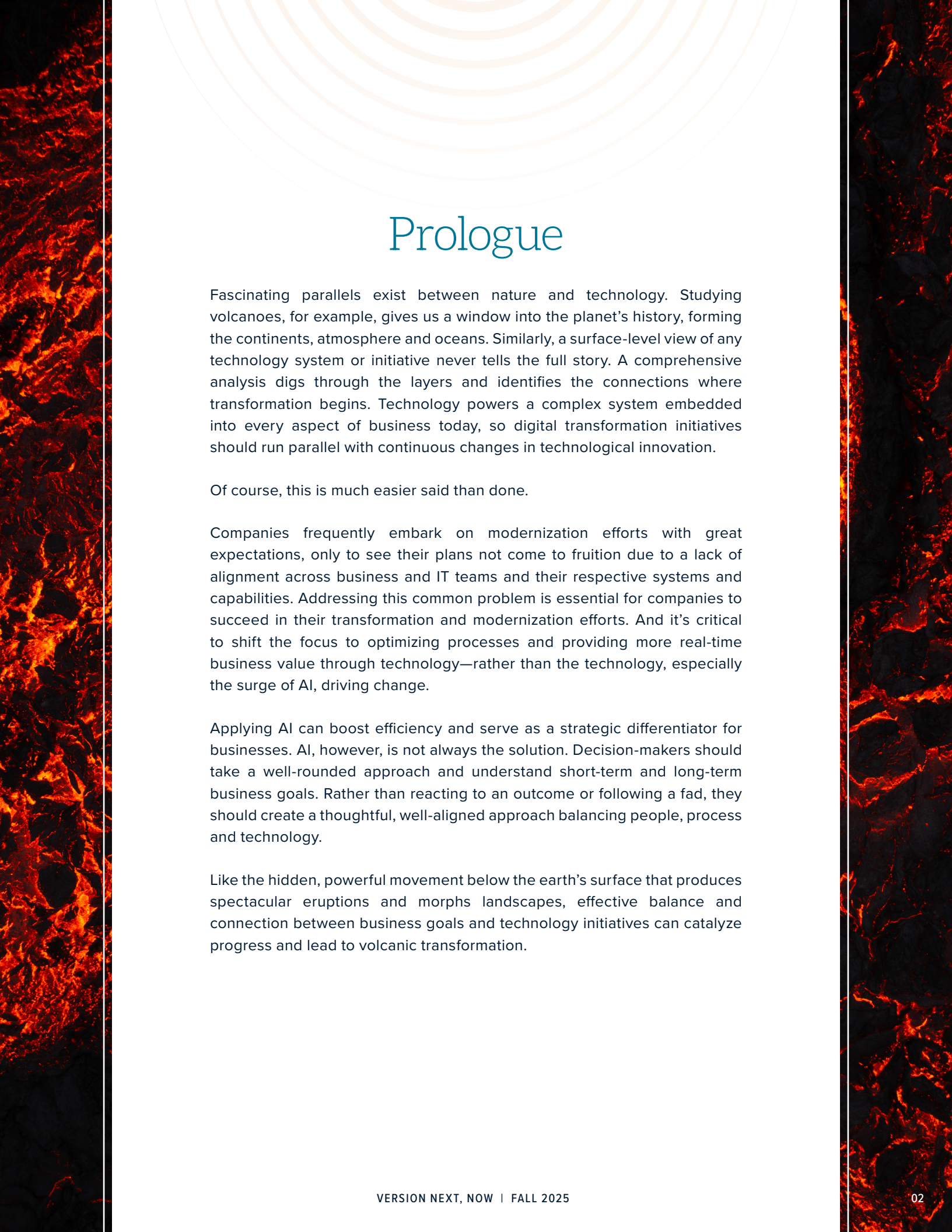
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TEKSYSTEMS GLOBAL SERVICES | FALL 2025

Tapping Volcanic Transformation

CORE ISSUES IN PEOPLE, PROCESS AND TECHNOLOGY

The page features a decorative background. At the top, there are several concentric, light-colored circles that fade out towards the center. The left and right sides of the page are framed by vertical borders of glowing, textured lava or molten rock in shades of orange, red, and black.

Prologue

Fascinating parallels exist between nature and technology. Studying volcanoes, for example, gives us a window into the planet's history, forming the continents, atmosphere and oceans. Similarly, a surface-level view of any technology system or initiative never tells the full story. A comprehensive analysis digs through the layers and identifies the connections where transformation begins. Technology powers a complex system embedded into every aspect of business today, so digital transformation initiatives should run parallel with continuous changes in technological innovation.

Of course, this is much easier said than done.

Companies frequently embark on modernization efforts with great expectations, only to see their plans not come to fruition due to a lack of alignment across business and IT teams and their respective systems and capabilities. Addressing this common problem is essential for companies to succeed in their transformation and modernization efforts. And it's critical to shift the focus to optimizing processes and providing more real-time business value through technology—rather than the technology, especially the surge of AI, driving change.

Applying AI can boost efficiency and serve as a strategic differentiator for businesses. AI, however, is not always the solution. Decision-makers should take a well-rounded approach and understand short-term and long-term business goals. Rather than reacting to an outcome or following a fad, they should create a thoughtful, well-aligned approach balancing people, process and technology.

Like the hidden, powerful movement below the earth's surface that produces spectacular eruptions and morphs landscapes, effective balance and connection between business goals and technology initiatives can catalyze progress and lead to volcanic transformation.

Features

01 | THE CHANGE AGENT

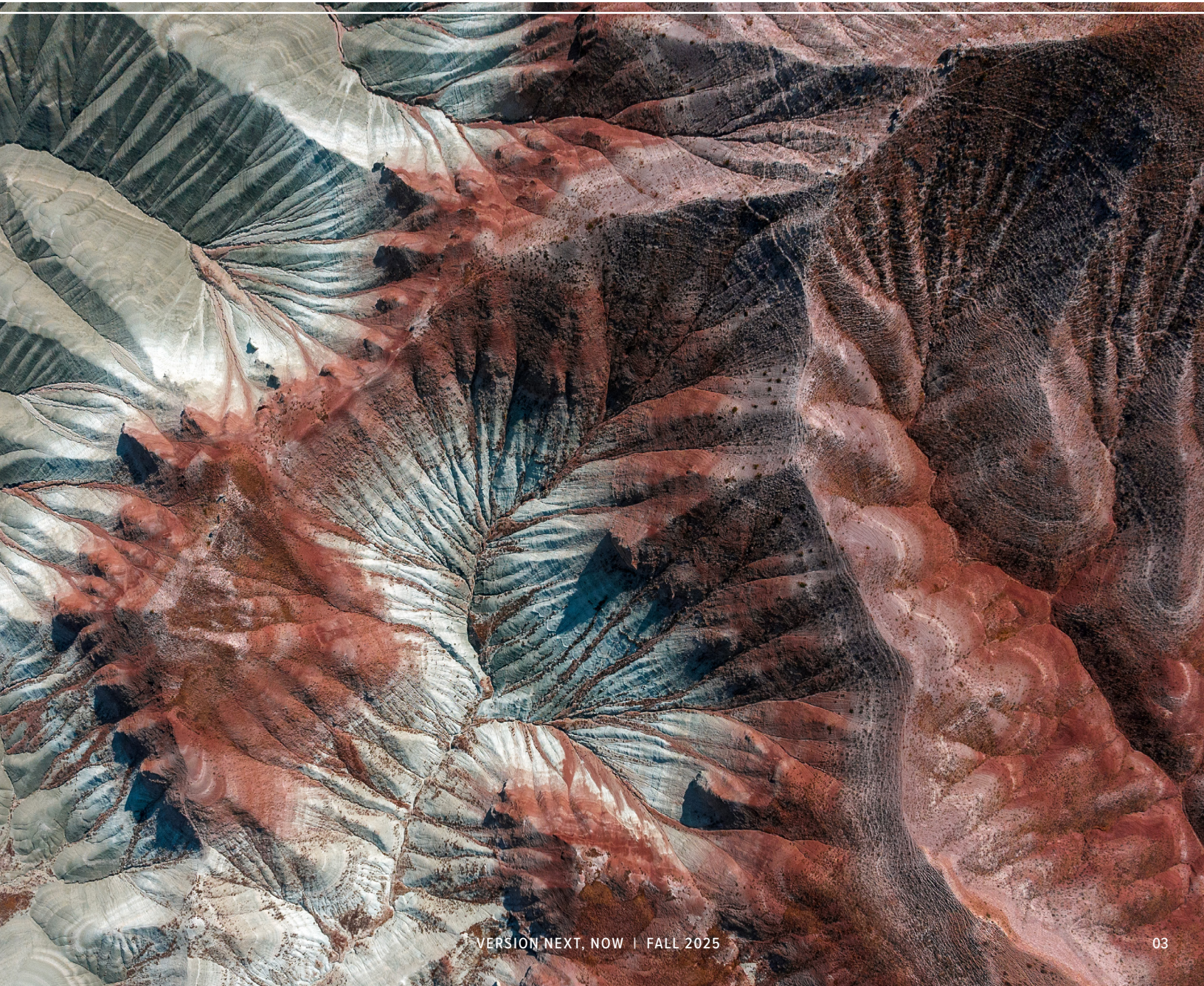
The business and technology strategy experts at TEKsystems Global Services (TGS) explain the story of digital transformation and holistic business strategy through technology innovation today.

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02 | TGS' PERSPECTIVE

Organizations can gain greater transformation success and return on technology investments by aligning people, process and technology with an intentional strategy across business teams and partners.

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SECTION 01

The Change Agent

The business and technology strategy experts at TEKsystems Global Services (TGS) explain the story of digital transformation and holistic business strategy through technology innovation today.

Transformation Bubbling Through the Bedrock

Digital transformation is a continuous flow of technology innovation and adoption. There is no endpoint in transformation. Most organizations have ongoing digital transformation initiatives, but many lack a sustained strategy for long-term technology investment, optimization and business alignment. Transformation efforts should balance strategic thinking with exceptional execution.

Strategists, designers and technologists can combine their expertise to carry the transformation from vision and strategy to implementation and optimization.

VISION AND STRATEGY

EXPLORE AND ENVISION

Assess current-state value streams with respect to customer needs, business objectives and transformation readiness. Prioritize targets for the establishment of new or updated technology and/or experience strategies.

SHAPE AND VALIDATE

Align on transformation parameters and metrics, and define guiding principles and key future-state components in partnership with stakeholders. Then establish a roadmap to guide realization, and complete foundational work to enable implementation.

IMPLEMENTATION AND OPTIMIZATION

BUILD AND EVOLVE

Establish operating models, ways of working, programs and reports to govern modernization efforts. Execute on modernization and innovation efforts from any additional exploration needed through operationalization.

OPERATIONALIZE AND SCALE

Hone and extend modernization processes, tools and reporting to enable continual innovation and adaptation of digital solutions. Manage your value streams to ensure the ongoing success of your digital transformation.

At the Core: Value-Driven Transformation

To help achieve your company's business goals, experts can guide you through each step, from value discovery to value optimization. The right partnership can provide a structured approach, proven methods and practical tools, delivered through focused workshops and team engagement to ensure the success and sustainability of your transformation.

Maximize your return on investment (ROI) by organizing and prioritizing transformation initiatives. Your transformation partner should provide comprehensive services to guide you on your journey to include the following:



MODERN ENTERPRISE ARCHITECTURE

Modernize complex applications, data and infrastructure to support a successful business transformation.

Define an AI ecosystem strategy to revolutionize your enterprise architecture.



BUSINESS PROCESS TRANSFORMATION

Transform business processes to improve operational efficiency and drive additional business value.

Identify opportunities to implement AI and automation and build the foundation for the future.



ORGANIZATIONAL OPTIMIZATION

Maximize the value of IT with innovative approaches to organize, operate and deliver value.

Explore the potential of AI to amplify the human experience and offer new possibilities to create, explore and advance.



IT VALUE MANAGEMENT

Align IT investments with business goals to enhance decision-making and support sustainable growth.

Leverage AI-powered analytics to optimize performance tracking and adapt to an evolving market.



SECTION 02

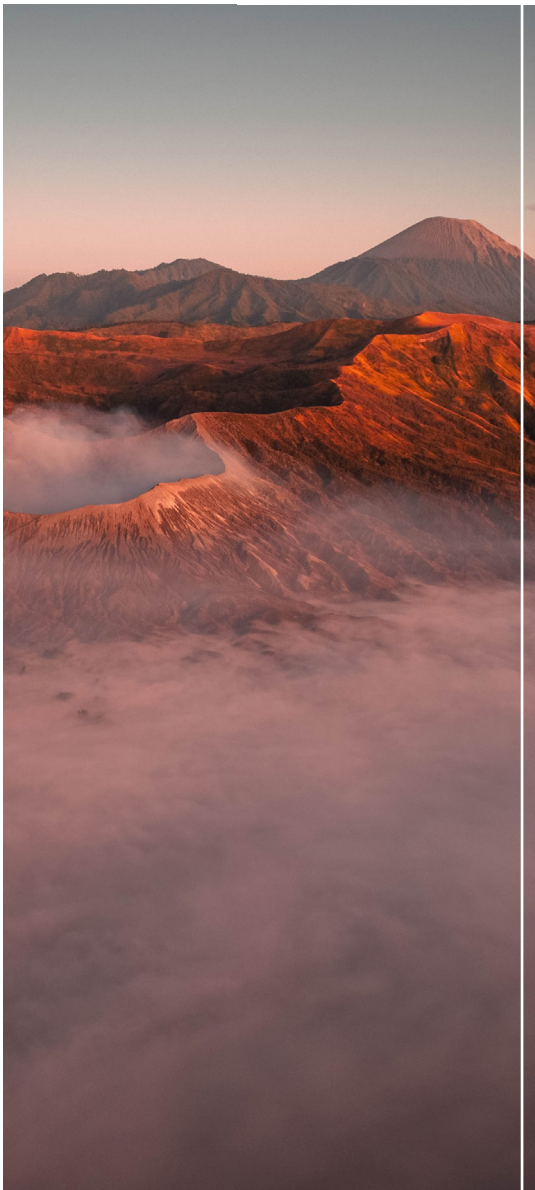
Our Perspective

Organizations can gain greater transformation success and return on technology investments by aligning people, process and technology with an intentional strategy across business teams and partners.



Smart Problem-Solving for Enterprise Digital Transformation

Digital transformation relies on an informed strategy and plan that supports higher-level objectives. Effective outcomes for business success are determined by many moving parts and components that align these high-level objectives. In value-driven transformation, companies go through a discovery phase, strategize and then plan the transformation. When complexity increases, potential for challenges increases along the way. Proper planning and communication, however, help companies avoid roadblocks.



“Effective enterprise transformation strategies are foundational to current and future business success. Complex technology initiatives rely on expert guidance combined with careful planning and alignment.”



LINDSEY REVIER

Practice Director, TEKsystems Global Services

Cracks in the Crust: Challenges and Risks in Digital Transformation

Companies aren't realizing the business value from their current efforts in modernization or transformation.

88%

of organizations say the initiatives failed to achieve the desired business goals. They invested millions on transformations, and only 12% achieved the original ambition.¹

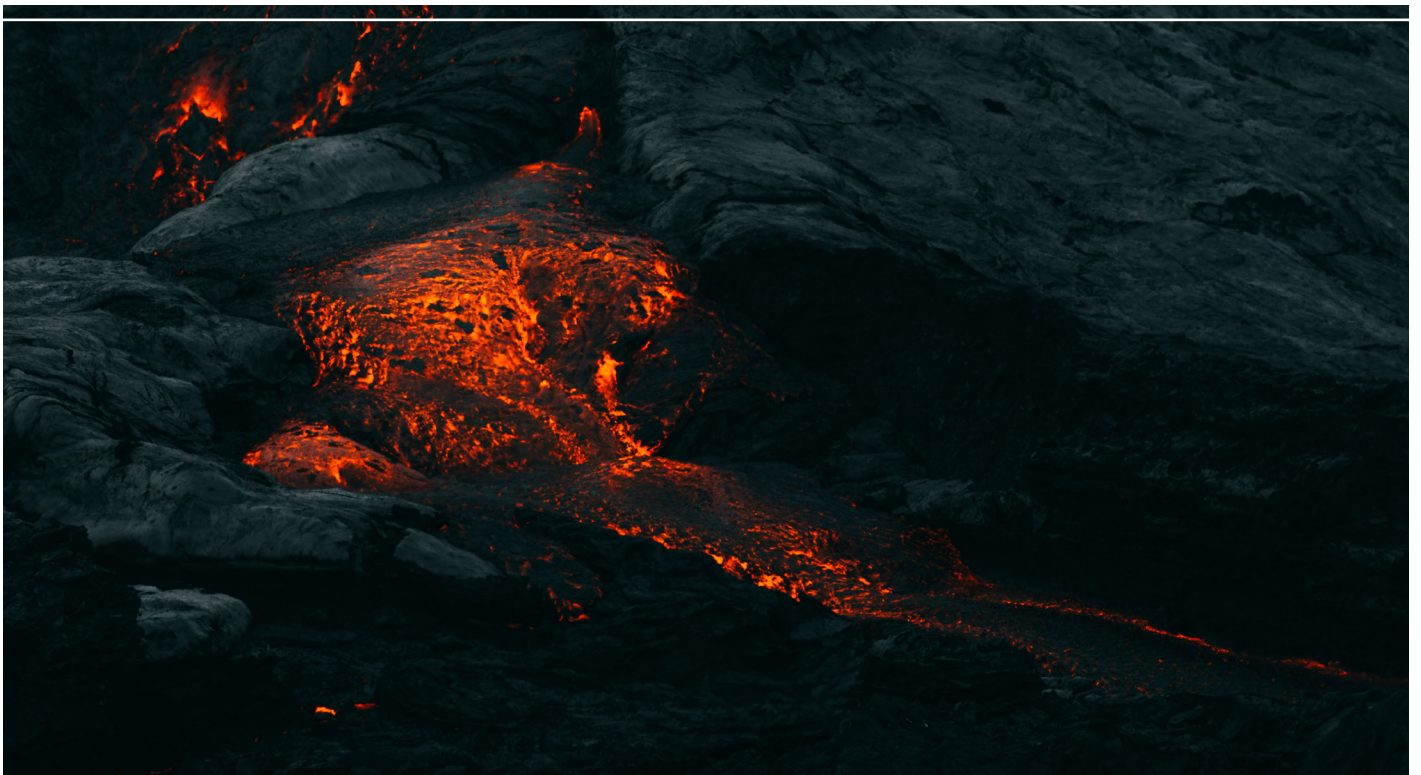
Why is this happening? Barriers to success often arise from the following:

- Lack of alignment and poor coordination of teams, processes and initiatives
- Lack of innovative thinking to precipitate new, value-focused opportunities
- Absence of feedback loops to continually iterate and maximize value
- Unmanaged changes with inefficient adoption plans
- Lack of governance and enablement mechanisms, resulting in inefficiencies, redundancies, underutilization of capabilities and increased security risk
- Technology that isn't useful or doesn't provide realistic benefits internally or externally
- Unrealistic or insufficient budget to support the technology initiative
- Increased complexity, which stresses the current technical ecosystem
- Companies that chase technology for its novelty without full visibility on people, process and technology from beginning to end

Cracks in the Crust: Challenges and Risks in Digital Transformation

Transformation is complex and requires attention from all impacted parties. Many companies fail to focus on a bigger picture approach to include every layer in people, process and technology for a successful outcome that solves the root of the problem, not just a symptom. Aligning business objectives with the right investments is essential, especially in AI, because it's now part of every conversation. Hesitancy circulates due to unknowns with AI, and inefficient investments result from businesses simply desiring the new, shiny thing. A common mistake is poor or misdirected technology investments. Ensure you're solving the right problem and being intentional with these investments.

Due to the complexity of technology implementation, missing steps is not uncommon. You must ensure that you launch a full value assessment and run a realistic cost-benefit analysis early on while deciding what initiatives you move forward with. Organizations can help avoid costly misses by connecting the work to their strategic goals. They should measure ROI early and create and manage checkpoints throughout the process to ensure alignment and correct direction.



Optimize the Value Potential of Transformation

When you begin a digital transformation, build a sustained strategy for long-term technology investment, optimization and business alignment. Digital transformation experts can help businesses engage key stakeholders and align business objectives and priorities to ensure you have a roadmap to the future. An effective partnership can optimize value potential across the entire organization by infusing industry and domain expertise to create a strategy that guides the transformation and prepares you to implement meaningful change, deliver value and gain a competitive edge.

As your digital transformation initiatives progress, prioritize the core business changes with a big-picture perspective, whether related to business processes or how value is measured and received. Your enterprise architecture landscape should also be prepared to adopt new technologies such as AI.

AI is advancing at a rapid pace and creating new ways of transforming the way we do business. Whether or not you are implementing AI tools or completely transforming your business's processes, you must have a solid success strategy. While the rapid pace of implementation and change in the AI space poses legitimate concerns, people also have significant optimism about its potential to foster innovation and drive positive value. Implementing an annual objective and key results (OKR) framework ensures businesses remain agile and forward-thinking, aligning teams with clear and measurable goals to capitalize on AI's transformative opportunities. Companies should set appropriate benchmarks and receive guidance from expert strategists, who can provide workshops and brainstorming sessions to build a roadmap for the best results.





TGS' Tips To Master the Momentum of Technology



ESTABLISH CLEAR OBJECTIVES AND QUANTITATIVE METRICS

Communication is essential in planning and coordination, so these will help you align your strategic imperatives between your business and IT teams.



DEVELOP A ROADMAP

Use this to build a sustainable path to business modernization.



CENTER YOUR BUSINESS CASE AROUND SMART INVESTMENTS

Powerful tools and responsibility come hand in hand. Focus on investments that provide cost-benefit, prioritizing newer technologies such as AI, and ensure the technology can be smoothly integrated.



REMEMBER: IT'S A MARATHON, NOT A SPRINT

Investing once per decade on business modernization isn't enough to stay competitive. You need longevity and consistency in this environment of continuous technology modernization.



THINK BIGGER AND APPLY A HOLISTIC APPROACH IN ALL BUSINESS EFFORTS

Modernization boils down to tweaking and changing. Transformation expands beyond that and is more high-level—a major overhaul to systems, processes, people and tools. It requires continuous maintenance and understanding of short- and long-term business goals.



AIM FOR QUICK WINS

Find ways to take small bites out of the big picture to continue to advance your objectives.



CENTER DECISION-MAKING AROUND USER NEEDS AS YOU DEPLOY APPLICABLE TOOLS

Then measure cost efficiency and ROI, which are paramount, particularly for new technologies like AI tools.

REAL-WORLD APPLICATION:

Microsoft

Microsoft is a technology leader who provides software and services, particularly for businesses. They are a great longitudinal study in digital transformation that shows how the company has evolved their culture, incorporated remote work and customized their structures to facilitate their vision and mission with platformization. Microsoft was an early adopter of AI while optimizing their digital employee experience.

Since 1985, Microsoft has shifted and adapted their systems and technologies with modern engineering and AI innovation. The company has understood the people side of business with a unified cultural transformation that shifted from individual excellence to continuous improvement. Their technology stack includes Microsoft Azure, Microsoft 365 Copilot for employee productivity management, AI integration across operations, Microsoft Viva for workforce engagement and performance, and Microsoft Digital—their internal IT organization.

Microsoft's ability to look ahead and focus on user experience has made them resilient through turbulent market periods and seismic shifts in work processes for employees. The company continues to develop and improve their technological infrastructure, creating solutions that [help businesses adapt to evolving digital capabilities, physical space needs and cultural norms](#). They have strengthened customer confidence by frequently using their products, services and technologies internally first, before wider market release.

Microsoft is a great example of how companies can strategically evolve culture with technology. They pave the way in developing products and services that internal teams can feel confident about using and promoting.²

All information shared herein was accessed from public sources as indicated and is not indicative that the named entity is a TEKsystems Global Services client nor that the work was performed by TEKsystems Global Services.

TGS Partner Portfolio

As an [Amazon Web Services \(AWS\) Premier Tier Services Partner](#), we cover the full spectrum of AWS initiatives. From design, migration and implementation to adoption, improvement, and continuous integration and delivery (CI/CD) to infrastructure as code, Lean-Agile and more—we're there.

As a [Google Cloud Premier Partner](#), we support the full spectrum of delivering Google Cloud initiatives, from design, migration and implementation to adoption and improvement, covering CI/CD, infrastructure as code, Lean-Agile, data analytics, AI, ML and Gen AI.

As a [Microsoft Solutions Partner](#), we bring qualified expertise and deep experience to help you maximize ROI and achieve real value. From discovery and design to adoption and improvement, we'll tailor our solutions to meet your needs and help you stay ahead of what's next.

As a [Red Hat Premier Business Partner](#), we provide qualified technical leadership, open source expertise and scale to help you get the most out of your Red Hat products—no matter where you are in your modernization journey.

With our large team of certified SnowPro architects, our [Snowflake Elite Partner](#) status highlights our proven skills and experience to help you leverage Snowflake's innovative technology and achieve data-driven results.

As a [ServiceNow Elite Partner](#), we bring experience and subject matter know-how to help you drive your ServiceNow initiatives. From implementation to optimization, we'll tailor our services to help you stay ahead of the curve and accelerate the adoption of ServiceNow solutions.

As a [Salesforce Summit Partner](#), our experienced team can help you maximize the value of the platform to harness each opportunity. With technical insight, delivery excellence and the deepest bench in the game (500-plus Salesforce-certified pros), we can help you transform your sales, service and communities into true power players.

[In Good Company](#)

Transformational technologies demand equally transformative partnerships. We offer full-stack capabilities coupled with depth and diversity of experience in leading platforms that help organizations grow, innovate and thrive.

The views and opinions expressed in this publication are those of the authors and do not necessarily reflect the views of TEKsystems Global Services, LLC, or its related entities.



APPENDIX



LINDSEY REVIER

Practice Director, TEKsystems Global Services

With 22 years in IT, Lindsey is an expert in business and technology strategy, guiding customers on value creation and realization, strategy alignment, cost optimization, innovation, revenue generation, and more. She began her career focused on business planning and strategy, leading enterprise transformational initiatives. She has worked for seven years as a transformation executive at TEKsystems Global Services, followed by a year and a half heading up the business and technology strategy practice.



ABOUT TEKSYSTEMS GLOBAL SERVICES®

We're a leading provider of business and technology services. We accelerate business transformation for our customers. Our expertise in strategy, design, execution and operations unlocks business value through a range of solutions. We're a team of 80,000 strong, working with over 6,000 customers—including 80% of the Fortune 500—across North America, Europe and Asia, who partner with us for our scale, full-stack capabilities and speed. We're strategic thinkers, hands-on collaborators, helping customers capitalize on change and master the momentum of technology. We're building tomorrow by delivering business outcomes and making positive impacts in our global communities. TEKsystems and TEKsystems Global Services are Allegis Group companies. Learn more at [TEKsystems.com](https://www.teksystems.com).



LISTEN NOW

Don't miss Lindsey Revier on [The Agile World](#) podcast. In a three-part series, host, author and business expert Greg Kihlström sits down with Lindsey to discuss how companies can be intentional and strategic in building their digital transformation initiatives.



BE IN THE KNOW

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SOURCES

1. [88% of Business Transformations Fail To Achieve Their Original Ambitions; Those That Succeed Avoid Overloading Top Talent](#), Bain & Company
2. [Digitally Transforming Microsoft: Our IT Journey](#), Microsoft

