

TOP DIGITAL TRANSFORMATION GOALS

Flexibility is the competitive advantage

ACHIEVE DIGITAL TRANSFORMATION SUCCESS IN 2022

Cultivate business resiliency to stay one step ahead of tomorrow's disruption.

While organizations stay customer-obsessed, they're also optimizing performance by reducing inefficiencies and addressing legacy IT systems. What's new? They also aim to transform business processes, a new consideration introduced in the 2022 TEKsystems State of Digital Transformation report.

WHEN RESPONDENTS IDENTIFIED THEIR TOP THREE DIGITAL TRANSFORMATION (DX) GOALS, THE MOST COMMONLY REPORTED PRIORITIES REVEALED THAT ORGANIZATIONS ARE FOCUSED ON BUILDING RESILIENCY:

46%

Improve customer experience and engagement

36%

Reduce operational inefficiency

35%

Replace or upgrade legacy IT systems

35%

Transform existing business processes

87%

of digital leaders agree that their organization's ability to compete in the market is greatly dependent on the flexibility of their technology architecture.

9 TIPS FOR DIGITAL TRANSFORMATION SUCCESS

- 1 FOCUS ON THE CUSTOMER.**
Map out your entire customer journey for your target audience. Use it to build a clear roadmap to deliver exceptional user experiences.
- 2 MAKE IT A COLLECTIVE EFFORT.**
Transformation doesn't play solo. Break down silos to get business and IT teams on the same page and working toward a shared vision.
- 3 START WITH THE END IN MIND.**
True business and delivery agility starts with a plan. Develop a roadmap to help you construct operational value streams and enablement runways.
- 4 EVALUATE YOUR PARTNER ECOSYSTEM.**
Can your technology partners deliver solutions today? Are they also flexible enough to grow with you and transform your business tomorrow?
- 5 SCALE YOUR INVESTMENTS.**
Spend wisely. Technology is key, but don't forget to invest in your people, processes and customers.
- 6 MIND UNINTENTIONAL BIAS.**
Evaluate your hiring process. Are you perpetuating bias with your current systems and hiring panel? Bring diverse perspectives to your process.
- 7 CONSIDER ORGANIZATIONAL CHANGE MANAGEMENT.**
How will employees be impacted? Drive user adoption with clear, consistent communication.
- 8 EMBRACE DISRUPTION.**
Disruption is inevitable. Develop flexibility and resiliency within your company to grow, innovate and thrive through whatever comes next.
- 9 REALIZE IT'S AN EVOLUTION, NOT A REVOLUTION.**
Digital transformation has no expiration date. To transform your business for the future, never stop adapting to a fluid market landscape and changing customer behaviors.

Own the change ahead.
Face any disruption with fortitude. Engage a practiced expert outside of the organization to help navigate the digital transformation journey.