

Despite Prioritizing Digital Transformation, Most Businesses Don't Know Where to Begin. Here's a Start.

The 451 Take

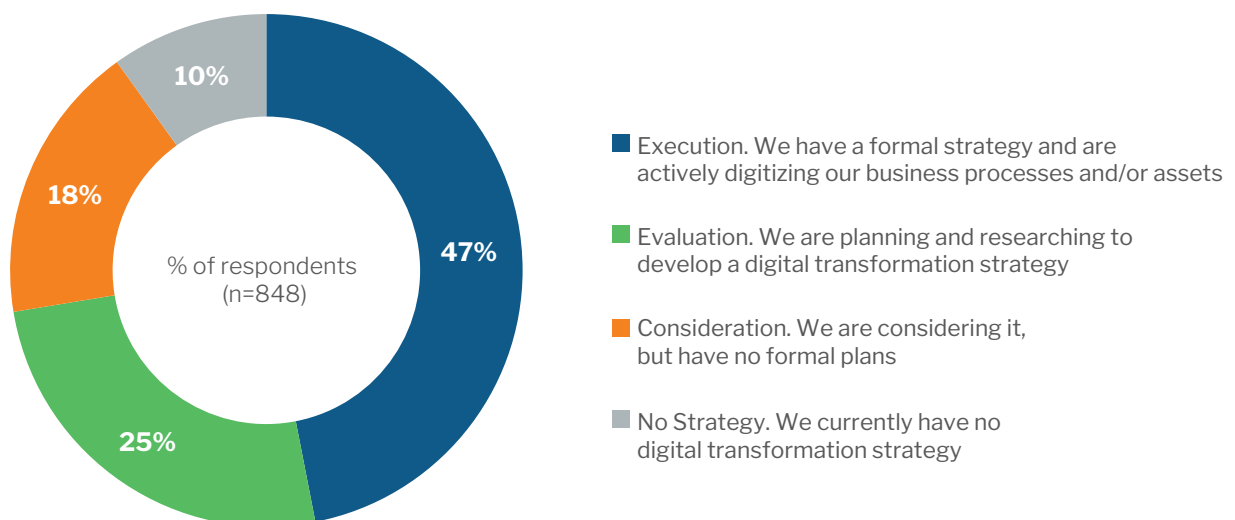
In the most recent 451 Research Voice of the Enterprise, Digital Pulse study, 90% of businesses surveyed say they are pursuing a digital transformation strategy. Yet that same survey reveals that more than 50% of businesses have not begun to implement their transformation strategies. Most are in some form of consideration or evaluation phase – an implementation limbo that risks bogging down even the most efficient organizations as they sort out risks and possible first steps. Meanwhile, 10% of surveyed businesses haven't started the transformation process at all.

Why the procrastination? Digital transformation can be complicated and resource-intensive – not to mention risky. Capital must be allocated, risks must be mitigated, and every potential digital implementation must be vetted. On top of running a business in a competitive market, it's no wonder so many companies are caught up in digital contemplation instead of real transformation.

Digital transformation brings many benefits, from improved competitive stance and increased business agility to greater customer loyalty and higher employee engagement. Every possible digital application promises advantages, and must be evaluated fully to determine if it makes sense for the company – not just digitally, but financially and operationally as well. That's why many businesses get trapped in the evaluation of applications and cloud integrations, such as the latest customer loyalty application or e-commerce integration.

Status of Digital Transformation Strategy

Source: 451 Research's Voice of the Enterprise: Digital Pulse, Workloads & Key Projects 2019



The 451 Take (continued)

FROM INERTIA TO ACTION

While the individual initiatives that make up the transformation portfolio are important, the digital infrastructure on which every app relies is even more critical. Applications and devices will come and go depending on technology advancements and business priorities, but a well-designed and optimized digital infrastructure – with its network services, security and data management processes – is a foundation that will serve business needs well into the future.

That's why, when contemplating a digital transformation strategy, the place to start is with the digital infrastructure. Whether spanning a few or a few hundred sites, the network forms the foundation of the digital infrastructure, including engagement points, enabling applications, operational capabilities, optimization strategies and security protocols necessary to support the digital experience. Too often companies facing digital transformation initiatives get side-tracked evaluating applications instead of architecting and future-proofing their networks to support those applications – and business demands.

PARTNER FOR SUCCESS

For businesses daunted by the idea of tackling a digital transformation initiative, a managed services provider (MSP) or managed network services provider (MNSP) may be a useful catalyst. An MSP/MNSP can bring the skills and experience necessary to help navigate a digital infrastructure project or a complete digital transformation initiative. It's a relationship that should pay for itself in savings on cost and time, as well as bringing a level of expertise that can reduce the risk of missteps and errors.

Business Impact

An MSP/MNSP can guide network planning, implementation and management in support of digital transformation, delivering benefits such as:

AGILITY – to implement new technologies, deploy new locations and increase capacity quickly, while optimizing performance.

EXPERIMENTATION – to quickly and cost-effectively test applications, experiment with technologies, implement new features and devices, and, just as importantly, efficiently wind down these efforts to create a stable foundation for the next effort.

PEACE OF MIND – to move confidently and effectively from thinking about digital transformation to implementing the network architecture necessary for transformation success.

Looking Ahead

The majority of businesses today are interested in pursuing digital transformation, yet more than half of them have not even begun the process. While many factors stand in the way, one clear path that can catapult a company to digital success is to begin with the network. And often the smartest way to accelerate the journey is to engage the services of an MSP/MNSP.

The logo for Hughes, consisting of the word "HUGHES" in a bold, blue, sans-serif font with a registered trademark symbol.

If your business is ready to move from contemplating a digital transformation to implementing one, let Hughes help. Connecting technologies, people and locations, Hughes delivers the critical network infrastructure distributed enterprises need to power digital transformation. Hughes goes the extra mile to craft digital infrastructure solutions that are reliable, secure and agile, addressing the expanding needs of enterprises, customers, and employees – today and tomorrow.