The Secret Of Successful Digital Transformations For Small & Medium Enterprises

Keeping transformations simple and fast, yet delivering maximum benefits.

Introduction

The pandemic has deeply impacted companies that do not have a truly connected customer experience. These issues were first acutely felt in retail and financial services industries, where the in-person experience exceeded the digital experience. No matter what industry, the pandemic's most significant impact was accelerating the speed and certainty at which companies had to meet the demand for a digital experience with their customers.

Adapting to being a 'digital-first' company is now a primary focus for most CIOs worldwide. For instance, 61%[1] of leaders are investing in business operations, including automation technologies, while 59% are investing in customer experience programs, including e-commerce, customer support, and customer intelligence. In addition, 58% of companies are looking to cloud and autonomous IT applications to support digital resiliency.

Three major issues are driving the need for these investments:
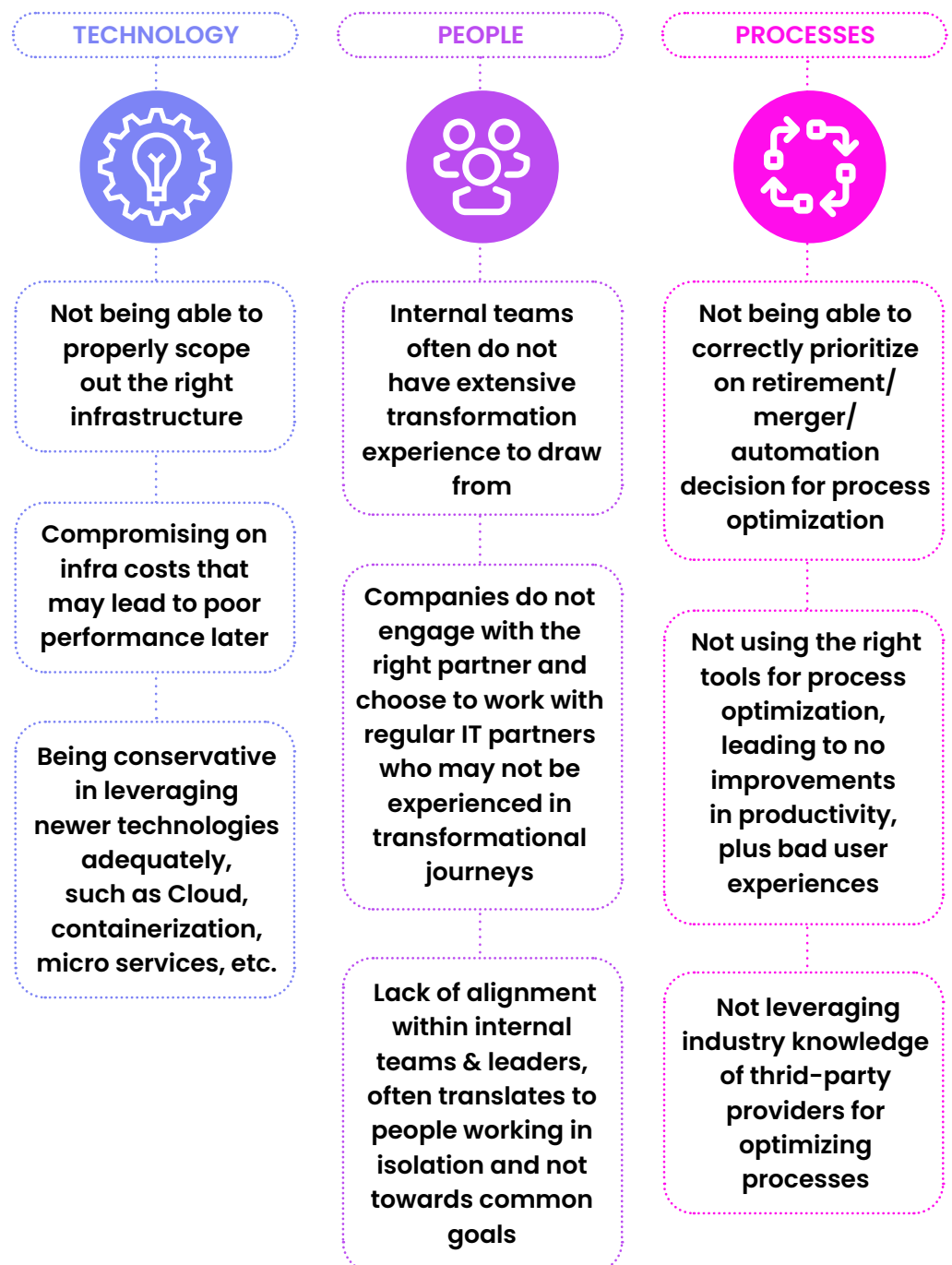
1. Companies must meet the rapidly evolving customer demands. New capabilities must include a constant stream of new products, engagement modes, fulfillment (e.g., online or social media platforms), payment modes (e.g., Apple Pay or Google Pay), and other advanced capabilities that support the increasing speed of innovation.

2. They must become more agile while implementing a stable foundation for change, achieving operational excellence by automating processes that lower costs while allowing employees to focus on business innovation.

3. Companies must modernize their legacy applications and incorporate new technologies that allow them to scale.

Transformation is never easy

The Boston Consulting Group conducted a study[2] on digital transformation projects that revealed that only **30% of companies achieved the expected value for their investment and created lasting change.** Most firms fell in the middle of the pack, with **44%** achieving some degree of value but not lasting change. Approximately one quarter, **26%**, of firms met less than 50% of their digital transformation targets without creating lasting change.

Why digital transformation projects fail:

TECHNOLOGY

Not being able to properly scope out the right infrastructure

Compromising on infra costs that may lead to poor performance later

Being conservative in leveraging newer technologies adequately, such as Cloud, containerization, micro services, etc.

PEOPLE

Internal teams often do not have extensive transformation experience to draw from

Companies do not engage with the right partner and choose to work with regular IT partners who may not be experienced in transformational journeys

Lack of alignment within internal teams & leaders, often translates to people working in isolation and not towards common goals

PROCESSES

Not being able to correctly prioritize on retirement/ merger/ automation decision for process optimization

Not using the right tools for process optimization, leading to no improvements in productivity, plus bad user experiences

Not leveraging industry knowledge of thrid-party providers for optimizing processes

A 'big-bang approach' to transformation often has a higher risk of not meeting with success, and it is key to not only define goals but also prioritize them, simplify them and make them achievable. Companies can engage with third party experts who can help to:

- Perform ROI analysis and identify the applications and processes that are likely to provide the maximum benefits with the minimal efforts.

- Foster a co-creation approach for right-sizing the time and effort necessary to complete the project, providing the best value while supporting the organization's business goals

- Deploy process and business automation in key areas that prioritize on reducing manual intervention and human errors

- Leverage emerging technologies such as low-code and no-code for accelerating the application development process

Successful projects are dependent on the right combination of strategy, technology, and human skills to provide the best return for your digital transformation investment.
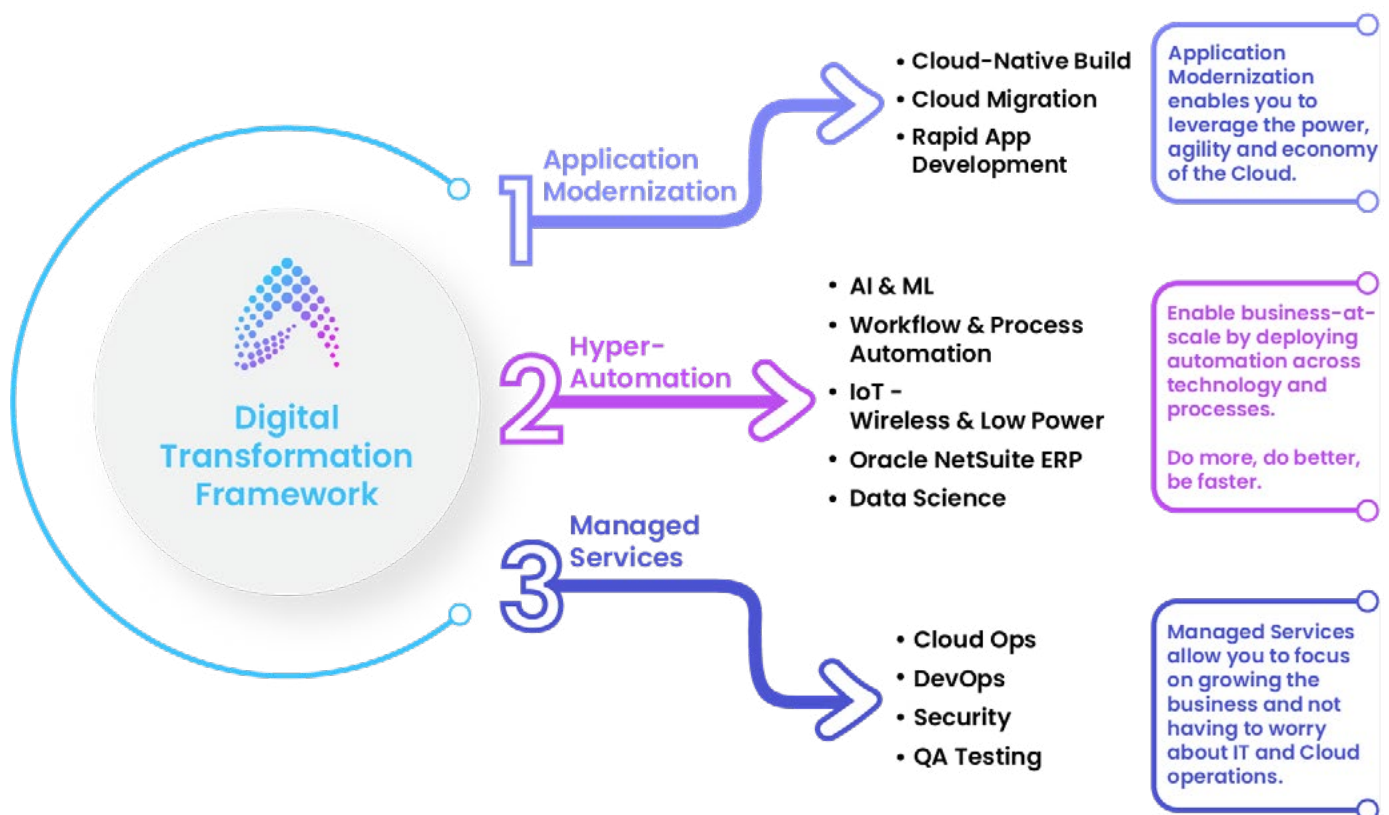
In favor of "keeping it simple"

Whether an organization wants to disrupt their industry or only pursue a small project that will automate internal processes, they will soon realize that transformation is as much art as a science. Each company's requirements will vary depending on its current and desired situations. Project starting points as well as transformational goals, the existence and spread of legacy systems, customized automation requirements, as well as the organization's internal skill sets will vary.

At Amzur, we believe in keeping digital transformation simple and achievable. By using our Digital Transformation Framework (DTF), we support SMB organizations in scaling their companies so they can provide increased value to their customers and business partners.

Amzur's Digital Transformation Framework (DTF) is a transformation model that has been based on the learnings gleaned from successful transformational projects. Based on these learnings we found that there are certain common areas that need to be addressed within all SMB organizations irrespective of their industry vertical, size, revenue or location. The DTF focuses on three key pillars that are proven to significantly reduce the inherent risks of transformation and for providing a clear roadmap to success.

Digital Transformation Framework

1 Application Modernization
- Cloud-Native Build
- Cloud Migration
- Rapid App Development

Application Modernization enables you to leverage the power, agility and economy of the Cloud.

2 Hyper-Automation
- AI & ML
- Workflow & Process Automation
- IoT – Wireless & Low Power
- Oracle NetSuite ERP
- Data Science

Enable business-at-scale by deploying automation across technology and processes.

Do more, do better, be faster.

3 Managed Services
- Cloud Ops
- DevOps
- Security
- QA Testing

Managed Services allow you to focus on growing the business and not having to worry about IT and Cloud operations.

Digital transformation doesn't have to be difficult. At Amzur, we believe you can increase your chances of success by using an experienced partner who has a proven framework, making it easier to provide increased value to your customers and partners.

Hyperautomation technologies significantly reduce operational costs while improving operational efficiency

Most companies are overwhelmed with mundane, repetitive tasks and are challenged to perform them more efficiently. Automated, rules-based logic applications perform tasks without human intervention, avoiding high labor costs while improving accuracy and productivity. By using intelligent automation tools that include ML, RPA, AI, and other technologies, companies are *hyper-automating* routine tasks to improve productivity and lower costs.

Contemporary examples[3] of hyperautomation include streamlining Accounts Payable processes with OCR and BPA to automatically extract invoice data. Insurance claims intake, processing. Payments can be automated thus reducing

associated labor. Natural Language Processing (NLP) and ML analyzes customer input and requests and processes Customer Service requests according to predetermined logic, using RPA bots or scripts to send emails, messages, or responses to customers. IoT networking, data science, financial processes, and HR tasks are just a few ways in which hyperautomation streamlines transactions and reduced administrative burden.

Hyperautomation is a core feature of many digital transformation projects. Gartner[4] predicts that by 2024, companies will save as much as 30% on operational costs when they combine redesigned business processes with hyperautomation technology.

Read more about hyperautomation services →

Case study: Automation reduces costs and streamlines patient care

The client is a large pharmacy benefits management company that was facing issues in its existing platform that lacked in speed, accuracy and data transparency. The system had tedious task automation which resulted in slow claims processing as well as weak data security.

Amzur proposed business process automation solutions for claims management, a 360° view of every patient's

medical history, and several integrated ancillary services. As a result, Amzur developed an automated, comprehensive healthcare management solution that connected patients, healthcare providers, and insurance carriers, improving communication while reducing errors and communication gaps.

Read the full case study ⟶

Legacy modernization – an imperative for achieving business agility

Companies are re-examining their internal business processes and re-evaluating the legacy applications that support them. Often these systems no longer have the correct architecture to serve internal and external customers. If the application creates more risk than value, it is time to modernize. CIOs and IT leaders believe competitiveness (65%), security (58%), and integration (54%) are leading issues.

Firms must assess the six drivers[5] of legacy app modernization to see if they are prepared for change.

- The first set is *business drivers*, including business fit, value, and agility, contributing to the company's transition to a digital organization.

- The second set is *IT drivers* that include cost, complexity, and risk. If the total cost of ownership, security issues, complexity, support requirements, or inability to scale is problematic, then it is time to modernize.

AWS Marketplace Solutions[6] provide excellent infrastructure software, business applications, data products, IoT, and ML solutions critical to today's legacy modernization projects. In addition, AWS increases business value through streamlined solutions used across multiple industries. Speed, efficiency, lower costs, and secure processing and storage are just a few reasons companies use AWS for their legacy modernization projects.

Industry experts suggest that in 2022 companies should prioritize the modernization of essential parts of their legacy applications or risk falling behind the competition. Working with knowledgeable third-party providers will reduce inherent risks and increase the potential for digital transformation success.

Read more about application modernization services →

Case study: Cloud migrating improves revenue

Khameleon Software LLC. helps office furniture dealers operate productive, profitable, interconnected businesses by assisting them to run their businesses on a single, scalable platform. They needed to overhaul their services stack by migrating to an N-Tier architecture and a highly user-friendly interface that provided powerful yet flexible reporting.

Amzur's solution included application development, database support, business intelligence, mobility and its associated technologies. The project delivered enhanced technology that overhauled Khameleon's dealer technology solutions, resulting in dramatically improved service and support for their clients.

Read the full case study →

Managed Service Providers (MSP) offer exceptional business value

Managed Services are well proven for achieving lower total cost of ownership, lesser complexity and reduced risk. In addition, when legacy app modernization or replacement is required, MSP providers can be the ideal partners for creation & deployment of advanced applications since it's their core competency and they have rich, varied experience to draw from.

However, the most significant advantage[7] of the MSP business model is that they provide outcome-based value measured by KPIs within service-level agreements. Customers can use metrics specific to business outcomes to evaluate success, ROI, response times, customer satisfaction, security incidents and several other KPIs specific to their business. MSPs can help customers reduce risk, increase efficiencies and remain agile in their business arena.

Read more about managed IT services →

Amzur's digital transformation services make it easy to increase business value

Today's business isn't just about revenue. Companies must provide more significant value to customers and partners while scaling their business to remain competitive. Digital transformation helps companies achieve these goals. But having the right technology partner reduces the risk and complexity of digital transformation projects, making it easier to grow revenue and quickly adapt to changing expectations of a volatile business climate.

Amzur offers a proven framework that helps SMB companies quickly and successfully achieve their digital transformation goals through a well-crafted, customized approach.

By identifying core business processes, we help our clients select the suitable applications that modernize, automate, and streamline their operations. Hyperautomation and legacy application modernization are essential for scaling, while MSP services offer the talent and technical disciplines necessary to deploy these technologies.

Amzur helps clients define the strategy that will truly transform their business. Using our DTF model, our experts dig deep into business nuances, design relevant processes, and provide the optimal technical infrastructure for growing needs.

Take the next step on your Digital Transformation journey with a 30-minute strategy discussion.

Talk to an Amzur expert today →

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AMZUR TECHNOLOGIES

Amzur Technologies, Inc. (Amzur) is an award-winning, ISO 9001:2015, ISO 27001:2013, and SOC 2 Type II certified company based in Tampa, FL, serving customers across the globe. Amzur helps SMB companies in accelerating business growth by operating as a trusted IT partner at every stage in the customer's digital transformation journey. The company specializes in simplifying IT transformation through a proven framework that brings together hyperautomation, application modernization & managed services to enable its customers with the agility and speed to stay competitive in all markets. With employees & teams spread across three continents, Amzur delivers the right talent and targeted services for ensuring the success of its customers.

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