

**CONTUS**

Technology at IT's best

# DIGITAL TRANSFORMATION

Rekindling the Power of Digital Connectivity





DIGITAL TRANSFORMATION IS A PROFOUNDLY BUSINESS ACCELERATING PHILOSOPHY THAT HARNESSSES THE GROWING POTENTIAL OF TECHNOLOGY, PEOPLE AND PROCESSES. IT CREATES A POSITIVE IMPACT THAT GOES FAR BEYOND ECONOMIC OBJECTIVES. IT CREATES DISRUPTIVE BUSINESS MODELS, IMPROVES SERVICE DELIVERY AND MAKES LIVES EASIER FOR ALL.

### What is Digital Transformation?

Digital Transformation refers to the adoption of new-age technology to digitize analog business processes. It creates a digital connection with customers by disrupting conventional business models.

Digital transformation empowers businesses to know their customers better and provides personalized services that are flawless and competitively priced. Mobile, Cloud, Things, Analytics & Connectivity are the building blocks that are ushering the digital transformation era.

### Building Blocks of Digital Transformation



### The growth of Digital Transformation

Mobile devices, Internet Connectivity, Social Networking all have radically changed the way people and businesses interact with each other. There is abundant availability of digital information and the cost of sharing it is also negligible.

*Digital Transformation is turning the tables across industries creating a shuffle in the top players. Companies like Facebook, Airbnb, Uber & Amazon came into existence in a short span of time. But, today they are market leaders & disruptors in their own domains.*

The power of digital transformation has catapulted Ideators to Unicorns with Disruptors with unique business models. The growth is so enormous, that **87%** of companies think that digital transformation is a competitive opportunity. (Source: The Digital Talent Gap, Capgemini)

In fact, **55%** of companies without an existing digital transformation roadmap have in their agenda to adopt one within a year or less.

### Why businesses need Digital Transformation?



Every business, irrespective of its industry vertical needs to move to digital medium to gain business values that go beyond cost-efficiency.

Business leaders feel change in conventions is needed



- Has a new approach to delivering customer value through connected services
- Technology is cost-efficient and is far-spreading
- Achieves competitive differentiation without cost overruns
- Accelerates new market penetration
- Optimizes supply chain management

### How has Digital Transformation influenced businesses?

Digital Transformation touches all aspects of a business. From revenue growth to improving customer service and enhancing employee connect, Digital Transformation delivers augmented RoI in several business dimensions.



### Stages of Digital Transformation

#### Maturity

Digital means Going Fast. Speed is the ultimate force that modern businesses can bank on to penetrate markets, cut down competition and sustain market leadership.

However, going digital requires businesses to be equipped with certain competencies. The digital transformation journey marks several stages of maturity. From 'Going Digital' to 'Being Digital', there is a huge difference in digital transformation maturity.

Implementing technology in business processes alone does not make digital transformation. Businesses need to retool their entire operational workflow bottom-up to attain digital transformation.

**There are 5 broad stages of Digital Transformation:**

**Stage 1 :** Ready for Digital Enterprise

**Stage 2 :** Becoming Digital Enterprise

**Stage 3 :** Extending Digital Capabilities

**Stage 4 :** Digital Everywhere

**Stage 5 :** Digital Transformation fuelled Innovation

#### Stage 1: Ready for Digital Enterprise

In this stage, the business is reliant on existing manual processes. The operations are ripe to be migrated to a digital medium where accuracy, speed and efficiency can be amplified.

#### Stage 2: Becoming Digital Enterprise

Here, the business takes its first steps to transform existing operations by imbibing digital technologies. Businesses either adopt proven digital processes that other players have implemented successfully or sketch their own customized digital processes.

#### Stage 3: Extending Digital Capabilities

The third stage marks extensive investments in Digital-centric processes, people training and technology adoption. Previous implementations are refined for better results through A/B testing and feedback gathering.

#### Stage 4: Digital Everywhere

The organization as a whole has migrated to the digital medium. Major operations like Data, CRM, Resources Management, Service Deliveries, and their allied sub-operations are all integrated to the digital medium that can be controlled, monitored and scaled from a single control unit.

## Stage 5: Digital Transformation fuelled Innovation

The primary objective of Digital Transformation is to set the ground for continuous improvement through Innovation. In the fifth and final stage, the business continues to revamp and upgrade its digital processes attune to changing customer preferences and market scenarios.

## The 5-Roadmap to Enterprise Digital Transformation

True Digital transformation happens when there is a proper mix of People, Processes and Technology. Once achieved, DT will help eliminate the problems and challenges that manual processes posed earlier. However, it happens in stages and not in an instance. The process of Digital Transformation progresses as below:

### 1. Recognize

A total analysis of the industry, the top players, their processes and how the current business model of the enterprise can be bettered using digital methodologies.

The most commonly recognized Digital Transformation objectives include:

- Improve customer experience
- Enhance employee engagement
- Create new revenue streams
- Achieve operational excellence

### 2. Rethink

In the rethink phase, future-tech based digital enablers are handpicked to suit organizational requirements of improving end-to-end customer journey, cut down operational costs and cement employee engagement.

### 3. Render

Subsequent to the rethink phase, the digital ideas are converted to prototypes for testing and analysis. Post corrections and refining they are deployed for use in real-world scenarios.

### 4. Retool

A total organizational revamp, at all levels, stripping down manual and redundant processes and migrating to a digital tools based environment.

The retooling process will feature complete migration to digital strategy with an end-to-end inclusion of processes that are entirely digital.

### 5. Realize

Measuring results and realizing fruits of the digital labor. Comparing actual metrics of key result areas before and after the digital inclusion to realize progress.

It is at this stage that the enterprise has actually achieved maturity in digital transformation. The subsequent actions will be to improve the results through continuous innovation.

## The Contus Edge in Digital Transformation

How Contus helps enterprises leverage SMAC from grassroots to summit.

Contus understands the difficulty that businesses



experience in integrating a digital strategy into their already established physical operations and processes. Migrating to digital systems and process incurs cost and increases complexity.

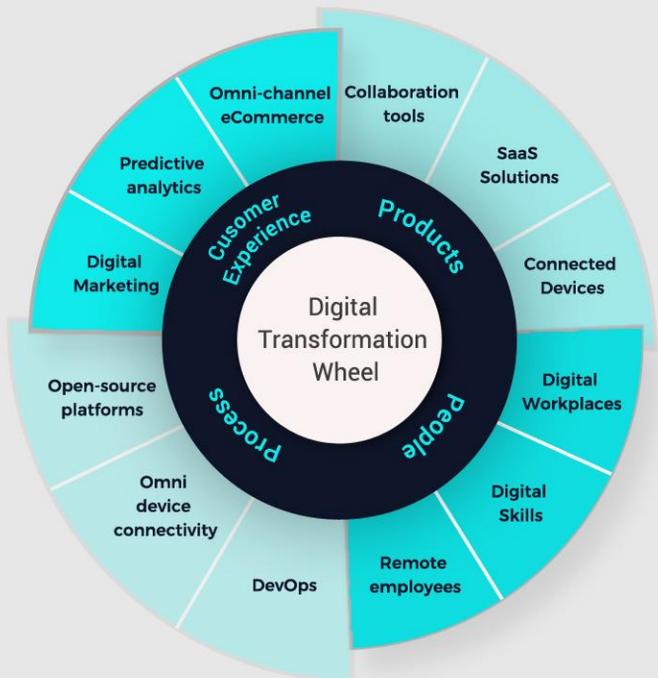
Contus helps businesses to join the Digital Transformation bandwagon through a piecemeal approach.

A piecemeal approach helps implement a gradually progressive digital transformation than a complete turnaround of operations abruptly. The piecemeal approach will even out the complexity and resistance that may arise in the early stages of digital transformation adoption.

**The Contus Digital Transformation Wheel**

Contus connects people to processes through technology to deliver Digital Transformation. The layered wheel diagram below depicts how Contus weaves a digital connections between people, processes and technology.

Contus has develop powerful collaboration tools with instant messaging and real-time communication as the centrepiece. The solutions are built on the cloud platform making them scalable to take on the growing demands of enterprises. With a DevOps grounded development cycle, Contus also delivers a range of other technological advancements like digital workplaces, omni-channel eCommerce, predictive analytics, omni-device connectivity and much more.



## About Contus

Contus is a SMAC based Digital Transformation company that helps enterprises enter the digital bandwagon through SMAC (Social, Mobile, Analytics & Cloud) technologies. Enterprise Mobility, eCommerce development, Magento solutions and custom-built enterprise solutions are the forte of Contus.

Contus has powered the digital innovation of several Fortune 500 companies, ushering them into digital-centered workplaces, leveraging IoT connectivity for Manufacturing 4.0, deploying Unified Communications for improving workplace collaboration and several other digital milestones.

## Service Location

### Atlanta

2905, Cordury Terrace,  
Cumming - GA, 30041.  
+1 408 707 2982

### California

1250 OakMead Parkway  
Suite 210, Sunnyvale,  
California - 94085, USA.  
+1 718 717 2229

## Delivery Location

### India

No.12 A, (SP), 6th floor,  
Kamak Towers, Guindy,  
Chennai - 600 032, India.

+91 98407 05435  
+91 44 4920 1000

