

White paper

## Digital Transformation: it starts with the document



# Foreword

The world of work is changing and organisations are evolving to become digitally minded to meet the needs of their digitally conscious customers, suppliers and employees.

In this paper we explore Digital Transformation. We'll uncover what this popular term really means, why it should be at the forefront of business strategies in every industry and highlight common challenges that are stopping businesses from transforming. We'll focus on how you can begin your journey by starting with small projects and perfecting those before expanding across the business. More specifically, we'll discuss how the documents you send out of the business to customers, suppliers, and employees are a key catalyst for Digital Transformation.

This white paper will be valuable to those who are starting their Digital Transformation journey and are interested in implementing solutions to improve competitive advantage, accelerate operational efficiency and to provide a greater customer and employee experience.

## Key takeaways

- Successful Digital Transformation not only requires the implementation of digital technologies, but also a change in organisational culture.
- You are more likely to achieve success by starting with smaller digital projects that underpin customer and employee journeys.
- You don't have to do it alone. Consider third-party vendors who can provide agile solutions that meet your digital demands.

I hope that you find this white paper insightful and welcome any feedback.



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# What is Digital Transformation?

New technology is providing industries the opportunity to work smarter, become more connected and deliver exceptional experiences. This technological shift is known as Industry 4.0 – where physical and digital technologies combine to create organisations that are interconnected and interoperable.

Not all businesses are like Amazon and Netflix: that were born 'digital'. Most organisations are traditional, with legacy systems and processes, where change requires more investment than purchasing the latest technology. In order to sustain competitive advantage in the fourth industrial revolution, it's important to understand that the technology itself is not enough, an organisational change at the intersection of technology, customers and business culture is required. This is what experts in every industry are referring to as **Digital Transformation**.

But what does Digital Transformation really mean? Is this popular term just the latest industry buzzword? The scope of the definition gets broader every day, and to different people it means different things. Many business leaders think Digital Transformation means enabling work productivity, whereas others believe it's improving experience through technology, or digitally modifying business processes. All these business leaders are right. Digital Transformation is about developing the way you interact with your customers, suppliers and employees, using digital technology to provide them with a consistent experience whenever and wherever they need it, and the ability to seamlessly solve their problems.

## Digital Transformation definition:

The investment in new technologies, mind-sets and operational models to improve work, competitiveness, and to deliver new and relevant value for customers, suppliers and employees in a constantly evolving digital world.

This will involve investment in new technology, a move from traditional mind-sets to digital ones, and the adaptation of business and operational models to deliver relevant value.

For many the idea of Digital Transformation can be overwhelming. According to leading research and advisory company, Gartner, 57% of organisations have yet to find a starting point for their Digital Transformation journey. If this is you, then don't worry, you aren't behind the curve yet. Most organisations are just at the beginning and of the 63% of UK organisations that have a Digital Transformation strategy in place, many are finding it challenging to turn their strategies in to reality.

Yet, with the right support Digital Transformation can be the most positive change project an organisation can undertake.

# Why should you digitally transform?

Experts are estimating the value of Digital Transformation, for both consumers and organisations, could reach \$100 trillion by 2025 (World Economic Forum). And Forrester says 46% of organisations believe half of their revenue will be influenced by digital come 2020. Predictions like these make it easy to understand why Digital Transformation has created so much hype.

Customer experience (CX) and employee experience (EX) is at the heart of digital. As a result the primary focus should be to use technology to improve CX and EX. If you can improve the way you connect and engage with customers and employees and deliver greater value, then other business benefits will follow as a result.

Digital Transformation will give you the ability to continually improve and develop quickly. There will always be new technology, new competition and new trends. If you can react quickly to these changes you will earn more authority and trust from your customers and employees.

Digital technologies can track and analyse data, giving you the insight you need to optimise strategies, improve processes and deliver greater value your customers and employees expect.

There are a number of other business benefits which include: increased efficiency, operational cost-savings and compliance.

# Key business benefits



**Improve customer and employee experience**  
Connecting systems and technologies unifies experiences – regardless of when, where, or how they choose to interact with you – enabling you to meet their wants and needs.



**Greater efficiency**  
Using technology to transform and automate business operations reduces errors, streamlines processes and enables you to make faster decisions.



**Become more agile**  
By removing dependence on legacy systems, you'll be able to respond quickly to new insights, market trends and the changing demands of customers and employees.



**Boost revenue**  
Digital technology will give you the ability to track metrics and analyse data to give you the insight to deliver new revenue generating products and services.



**Increase competitiveness**  
CX and EX are the key differentiators in the digital age. Digital Transformation will enable you to positively change the way you deliver services and engage with customers and employees.

# What's delaying Digital Transformation?

Over the last decade we've seen many new 'digital-first' firms disrupt entire markets. For established organisations however, the pace of change has often been slower, as they navigate business barriers to digital success, such as:

- **Restrictive legacy systems**

Forrester recently reported Digital Transformation efforts are running in to roadblocks amid confusions and resistance to change. Many long-standing organisations are restricted by traditional business models, processes and legacy systems.

According to a recent survey 44% of Chief Information Officers (CIOs) believe complex legacy technology is the chief barrier to Digital Transformation (Logicalis Global CIO Survey 2017-2018). Any organisation that uses legacy systems will understand their complexity and the time it takes to implement any changes.

- **Risk-averse culture**

In order for Digital Transformation to be successful, employees at every level need to understand the personal value of digital technology to their job role. Often technology is seen as a disruption, rather than as an enabler to more efficient processes.

This can be difficult especially when many organisations have risk-averse cultures.

It's important not to get overwhelmed by the term Digital Transformation. 'Transformation' sounds like large-scale change is required, which can be daunting.

Instead of transformation, should we not talk of adoption? As consumers, we 'adopt' new technology and let it become part of our every day. Isn't it time for organisations, and their workforces, to 'adopt' new technology, processes and mind-sets in the same way?

- **Lack of understanding**

Experience is the driving force behind Digital Transformation.

Organisations struggle to drive change because they don't automate the operational processes that underpin customer and employee journeys. Providing customers with a consistent experience whenever and wherever they need it will not only improve engagement, but will also help give you the competitive edge.

Don't forget about employee experience too! It's a crucial, but often overlooked element of successful Digital Transformation. Delivering the best EX could be what's needed to hire and retain the best talent.

**In the UK, almost two-thirds of organisations have a Digital Transformation strategy, yet due to its scope, for many the biggest hurdle is choosing a starting point.**

## It starts with the document

Digital Transformation strategies will typically include a number of digitalisation projects. You'll have the opportunity to enhance and alter many small business processes and components.

Those who start by choosing a manageable area or process to begin their journey are more likely to achieve both short and long term results.

If evolving customer and employee behaviours and preferences are the driving force behind Digital Transformation, it makes sense to look at the processes that underpin customer and employee journeys.

**The documents you send to customers, suppliers and employees are a key catalyst for starting your Digital Transformation journey.**

Your customers and employees live in an always-on world where the average person touches their smartphone thousands of times a day. They expect to be able to view documents you send at whatever time suits them and on whatever device they choose.

Many of the documents you send to customers, supplier and employees are system generated. These legacy systems can restrict output in the way the information is displayed and by channel.

If one of the main reasons for implementing digital projects is to improve CX and EX, then your existing technology may not be able to deliver the value needed. This doesn't mean you need to replace your existing systems. Even though 51% of CIO's plan to replace systems, Gartner says 90% of current applications will still be in use by 2023.

## Digital Transformation in action #1

**One digital project save an organisation £160,000 annually.**

A facilities management company generates 660,000 time-critical documents annually. They set a budget and monitor costs, but fluctuating print volumes and rising postage rates make financial control difficult. End-users were also demanding more accessible documents.

Through a digital transformation project the team was able to gain greater control over costs. Now, data from the company's legacy software transfers securely to Datagraphic (the trusted third party vendor). Documents are presented online for users to view 24/7 and where print is still required it is output automatically by Datagraphic, giving end-users access to documents in their preferred method.

In a matter of months, the team switched to digital and automated print output. No capital investment required, no additional resources to migrate, controlled costs and annual savings realised of circa £160,000.



## Digital Transformation in action #2

### Digital process automation rules saved the time of 17 people.

A leading insurance provider was facing pressure from its C-suite to increase operational efficiency.

Each day, the customer service team would communicate hundreds of system generated documents. The fixed format of the PDF restricted changes being made and risked the delivery of inaccurate documents. The growing demand for time-critical documents from customers also placed a strain on an already overstretched team.

Through a Digital Transformation project with Datagraphic that took just weeks to implement, the team were able to automate document output. Documents were submitted to a secure online production hub. Then, using Robotic Process Automation (RPA) rules, accurate documents were printed and despatched. Inaccurate documents that were rejected, were automatically quarantined for business administrators to correct.

The new streamlined process enabled the organisation to save the time of 17 people per year, team members who can now focus on customer service rather than back-office processing.

There are many technologies on the market that will enable you to digitalise your outbound documents. For example, cloud based software-as-a-service applications that can help you automate and control the delivery of these time-critical documents. This technology can bolt-on to your existing systems to securely deliver your documents online

Starting your Digital Transformation journey by digitalising your outbound communications has many benefits including the universal ones mentioned previously, but more importantly it will improve the CX and EX.

- **Customised experiences** - digital processes enables you to deliver customised experiences for individual customers and employees.
- **Increased relevancy** – both the message and delivery can be made relevant to when the recipient needs the information.
- **Multi-channel delivery** – the ability to communicate across multiple channels (online and print) and devices means you can engage with your customers and employees in the most appropriate ways.

By transforming your outbound communications, which is one of the important areas of customer and employee journeys, you'll be able to show positive results to the rest of the business, which will encourage other Digital Transformation projects.



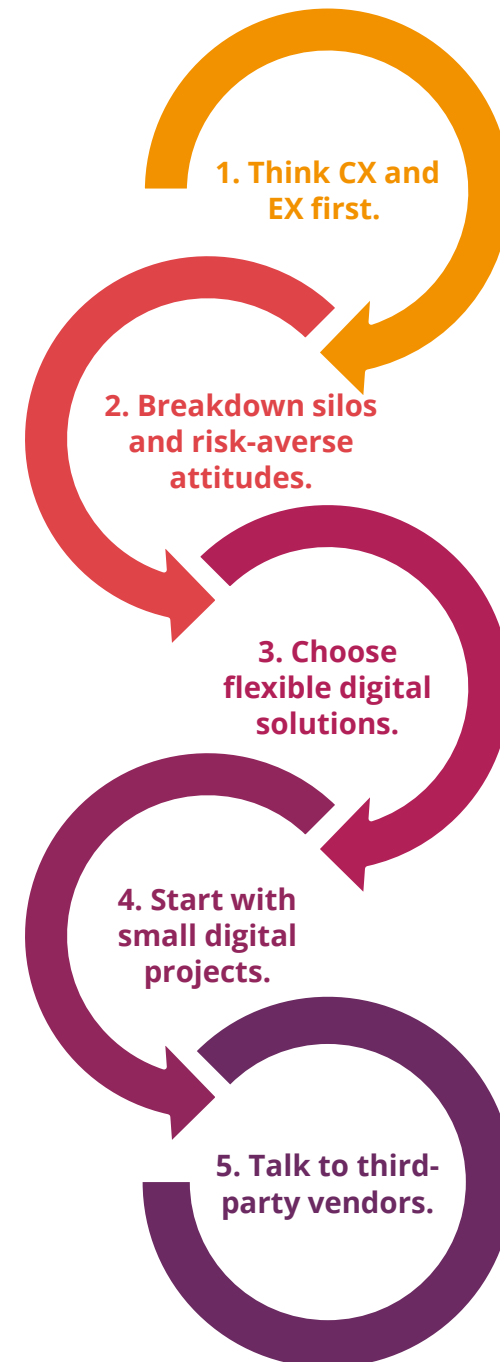
# Tips for Digital Transformation success

Digital Transformation can feel like a daunting process, with big change projects and disruption to business models, but it doesn't have to be.

Unfortunately there is no magic button solution, or a one-size-fits-all approach. Each organisation's journey will differ, but here are some tips to help you on your way:

1. **Think CX and EX first** – it's driving Digital Transformation just now, and will ensure every decision you make will add value and keep you on the path to success.
2. **Breakdown silos and risk-averse attitudes** – Make digital champions of employees who are part of early success stories. They will share the benefits of Digital Transformation with risk-averse colleagues and encourage greater 'buy in' for future projects.
3. **Choose flexible digital solutions** – create digital processes that will scale as your business grows and ensure your customers get what they want, when they want it.
4. **Start with small digital projects** – identify processes where you can demonstrate measureable value quickly before implementing enterprise wide disruptive change projects.
5. **Talk to third-party vendors** – you don't have to do it alone. Before making sizeable capital investments or buying software that demands wide scale change, talk to independent third-party vendors. Often they are agile and experienced in Digital Transformation and can recommend solutions that deliver the results you need without sizeable disruption.

**Start your journey today.**



# Talk to us

Digital Transformation is now a priority for organisations in every industry and 2018-2020 is predicted to be a crucial time for leaders to plan and implement.

If you're just starting your Digital Transformation journey why not talk to one of Datagraphic's digital experts? Our Aceni suite of applications has specifically been designed to make the digital delivery and automation of outbound communications a reality for organisations: without capital expenditure, software licence fees or lengthy implementation projects.

We can support you to achieve your digital goals in months not years.

## **Please get in touch:**

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This white paper has been prepared for you by Datagraphic, a secure UK Strategic Document Outsourcing (SDO) company.

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