

IT Team's Role in Digital Transformation



Digital transformation
Business disruption
Reduce cost
Improve security
Increase efficiency
Retain customers
Enable digital channels
Enhance productivity

A NourNet Playbook

Story of *Company 'A'*

Lets begin by studying the example of a company, say *Company A*

- Company A was a large Saudi business dealing in multiple products & services
- Company A sold to both corporate customers as well as to individual consumers
- They had a great team & Kingdomwide presence



- They had a strong team of corporate salespersons
- This team would visit customers, created relationships & sell Company A's products & services to them

- Company A also had a chain of stores around the Kingdom
- Thousands of consumers would visit these stores everyday
- A courteous & well-trained staff helped these customers choose things they wanted to buy



Story of *Company A*

- Company A had also invested significantly in IT
- They had a strong IT infrastructure which was managed & run by a very capable & hardworking IT team



- Their revenue & sales kept growing year after year
- They kept adding new products & services. Their customers kept buying those products & services

Suddenly ...

- Corporate customers started to avoid their sales Account Managers
- Traffic at their stores started to reduce
- Revenues & profits started to go down



Story of *Company A*

So where did the customers go?

Customers opted for alternatives:



Consumers started to find better deals at online stores from the comfort of their homes & convenience of their mobile phones ...

... and **corporates** started to research before they spoke to Company A's salesperson

So what went wrong at Company A? Company A was hit by ***Digital Disruption***

Why did it happen?

1. Sales & marketing couldn't predict these new trends in time or
2. If they were able to spot the trends, they ignored those trends or
3. IT team was unable to help them because they were too busy maintaining their current systems or
4. If IT team was willing to help, IT's budget was not enough to implement new technologies

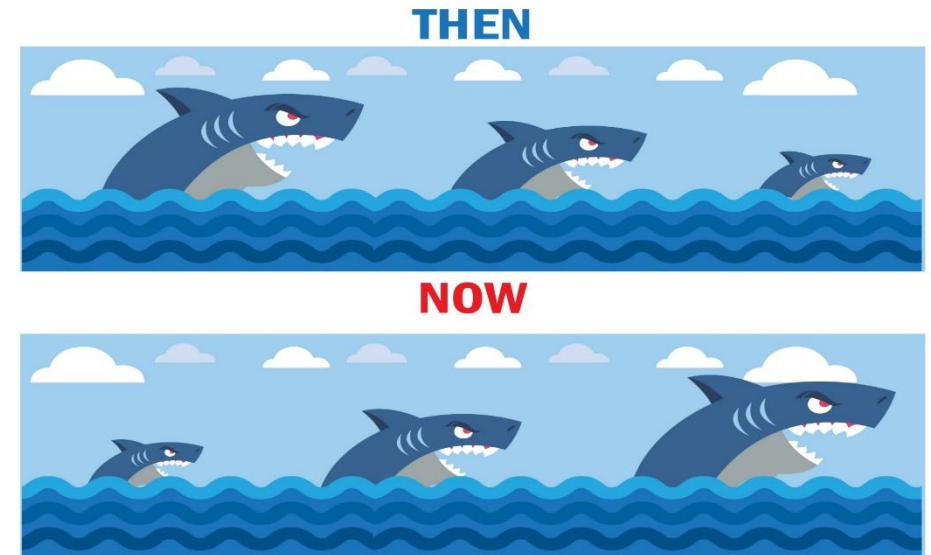
Digital Disruption

What is Digital Disruption?

- Every business runs on a business model & follows some best practices that it adopts from the industry it belongs to
- Digital disruption is **using digital technologies for the creation**, implementation, and operation **of new business models & best practices**

What is Digital Disruption doing?

- There was a time when start-ups and smaller companies were always under threat of being eaten up by giants of the industry. This was because bigger players in any industry could afford to open more stores, more offices, hire more salespersons & spend on conventional advertising & marketing campaigns
- Today, start-ups and small companies are threatening industry giants by taking away their customers & market share. Why? The reason is that **digital technology** combined with **smart business models** are enabling smaller companies and startup to challenge the established players of the industry
- The three main factors that contribute to established businesses being beaten by new entrant in their industry are:
 1. their inability to predict what's coming their way
 2. their denial of disruption happening in their industry and
 3. their slow reaction and response



Digital Disruption is happening in all industries ...

Some examples of how a combination of **digital technology** & **innovative business model** has affected different industries are mentioned below:

Rent-a-Car	 
Fashion Retail	 
Household	
Advertising & News	 
Restaurant Dine-in	

Digital disruption is bringing down boundaries between industries

It is interesting to note how digital disruption has removed boundaries between different industries. As can be seen, disruptors do not belong to the industries they're disrupting. Yet innovating business models combined with smart application of digital technologies has enabled them to challenge established players in their industries.

What does IT need to do?

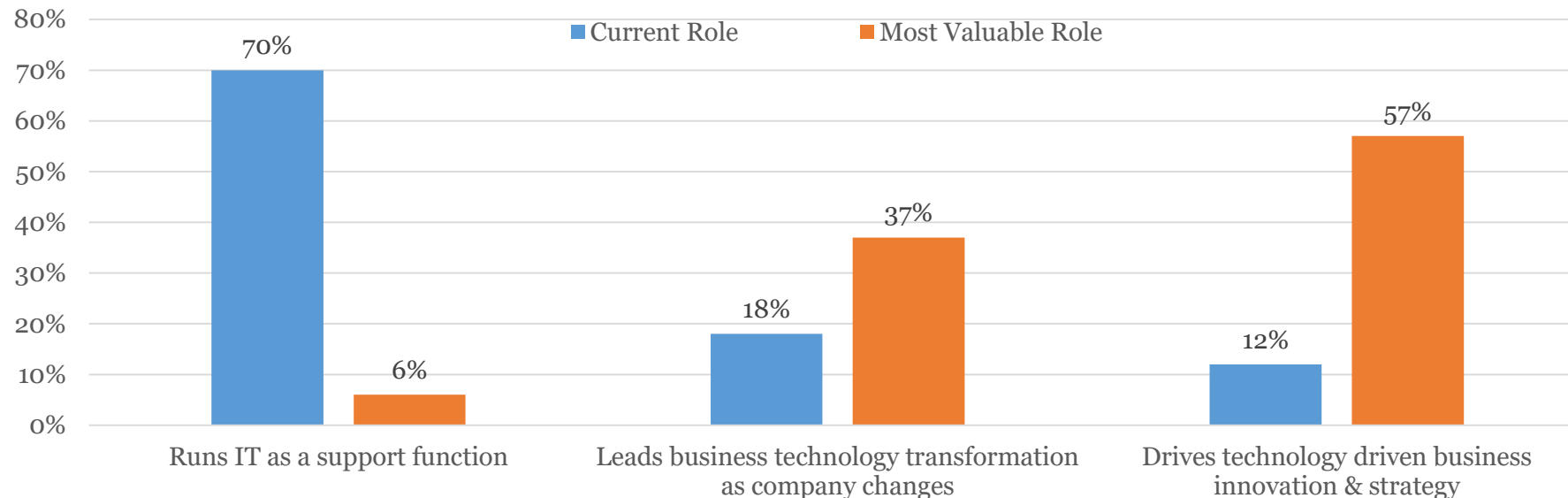
IT needs to enable Digital Transformation

In order to enable Digital Transformation in your organizations, IT needs to do the following key activities:

1. Align IT objectives with business objectives
2. Operate Bi-Modal

Aligning IT objectives with business objectives

A recent survey of CEOs by Harvard Business Review revealed the gap between IT's current role and the role executive management would like IT to play in their organizations. Survey results are summarized in the below chart:



What does IT need to do?

IT needs to enable Digital Transformation

The second activity that IT needs to do is to operate Bi-Modal

Bi-Modal IT

1. As the name suggests, Bi-Modal means two-modes. In today's business world, IT needs to operate simultaneously in the following two modes:



Keep the IT infrastructure & applications up & running 24x7



Enable new technologies that help business take advantage of trends

2. Bi-Modal operations mean that IT need to rethink the way they approach the IT strategy & operations

- **Bimodal Role:** Revenue generation v/s support function
- **Budget:** Transformation v/s run
- **Employee Productivity:** Mobility v/s office workforce
- **Commercial Approach:** Rented v/s owned
- **Application Infrastructure:** Cloud v/s on-premise
- **Device Support:** Mobile v/s desktop
- **Infrastructure Management:** Outsourcing v/s in-house
- **Security:** Secure user v/s secure data centers



**What does
NourNet bring
to the table?**

What does NourNet bring to the table?

To address the challenges our customers are facing around enabling Digital Transformation, NourNet offers a multitude of services & solutions in 5 key domains. These domains & the corresponding offerings are listed below:

Application Infrastructure



Hosting & Colocation



In-Kingdom Public Cloud



Microsoft Azure



Private Cloud

ICT Managed Services



Managed IT Services



Managed Router Service



Managed LAN Service

Digital Enablement



Data Analytics



Microsoft Office 365



Workflow Automation



Internet Portals



Local Payment Gateway

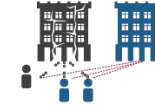
Business Continuity & Security



Cloud Security



DDoS Protection



Disaster Recovery



Backup as a Service

Smart ICT Solutions



IoT Solutions

Next Step

If you're interested to learn more about any of these services or other NourNet services, please feel free to speak with your Account Manager or call us at 920000987

Disrupt or be disrupted!

