Aptean

The Power of **Digital Transformation**

How to drive efficiency – and achieve better results for your business

aptean Ready for What's Next, Now™

70% of companies either have a **digital transformation strategy in place** or are working on one.

Every great journey begins with a single step.

And every grand milestone is a culmination of single steps. It's all about incremental progress. Taking bold steps in the right direction to meet the goal you set.

While every journey is unique, there are some valuable steps you can take as you plan your path to digital transformation.

To help you navigate the complicated world of digital transformation, we developed this guide to help you understand:

❯ What exactly digital transformation means

❯ The difference between digitization, digitalization and digital transformation

❯ The steps to take on your transformation journey

❯ What digital transformation involves

❯ How cloud solutions support digital transformation

❯ What a partner in the process looks like

What exactly digital transformation means

Digital transformation means combining the best technology with business best practices. All to enable you to get the most out of your resources, add value to your business and achieve greater results.

And it really is a journey. The transformation doesn't happen all at once, but over time, as your business requires.

> At the end of the day, the whole goal of digital transformation is to enable you to meet your customers' needs more successfully.

It's about changing the way you run to improve your business operations, to disrupt the status quo and to use technology as a catalyst to increase your opportunities for success. It can be disruptive, or it can be subtle. The choice is yours. Either way, it'll be transformative.

The difference between digitization, digitalization and digital transformation

Digitization is the move from analog to digital. Not so long ago, businesses kept records on paper—either in the form of ledgers or typed into documents. The processes themselves were entirely manual, entirely dependent on humans.

Then computers went mainstream, and most businesses started converting all of those ink-on-paper records to digital computer files. This action—the process of converting information from analog to digital—is what we mean when we say digitization.

Now, **digitalization** means using digital data to simplify how you work.

It enables you to manage your business faster and more efficiently. Your data is instantly accessible and not trapped in a file cabinet somewhere in a dusty archive or stored among thousands of other documents in a long-forgotten folder.

The purpose of a **digital transformation** journey aims to add value to your business—both now and in the future. That's the entire goal of the journey. Digital transformation changes the way business gets done and, in some cases, creates entirely new ways of operating. And it uses both digital content and technology to maximize efficiency and improve your business model.

The steps to take on your digital transformation journey

Your journey is as unique as your business. Still, these are the three basic and essential steps you must take on your digital transformation journey.

1. Determine your starting point

Conduct a cross-functional assessment of your current systems and processes, their effectiveness and the resources you need to maintain them. Is each system on-premise or in the cloud? Are your systems integrated? Which vendors do you currently work with? Perform this kind of audit for all your systems and processes across your entire business. This involves appointing an internal team for this journey and ensure key participants are included from every department.
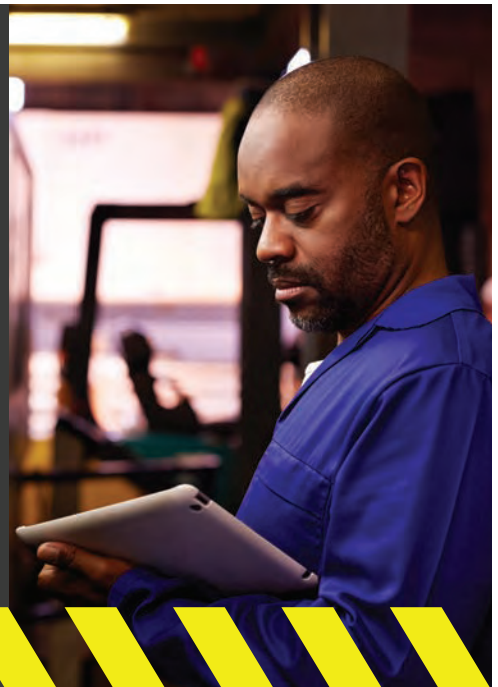
2. Choose your destination

Clarify critical priorities that align with your strategic plan and understand how technology can support your modernization strategy. This step should involve key stakeholders from every department. We suggest creating a survey across your employee base to determine which features, functionalities and capabilities will make you a more productive and efficient organization.
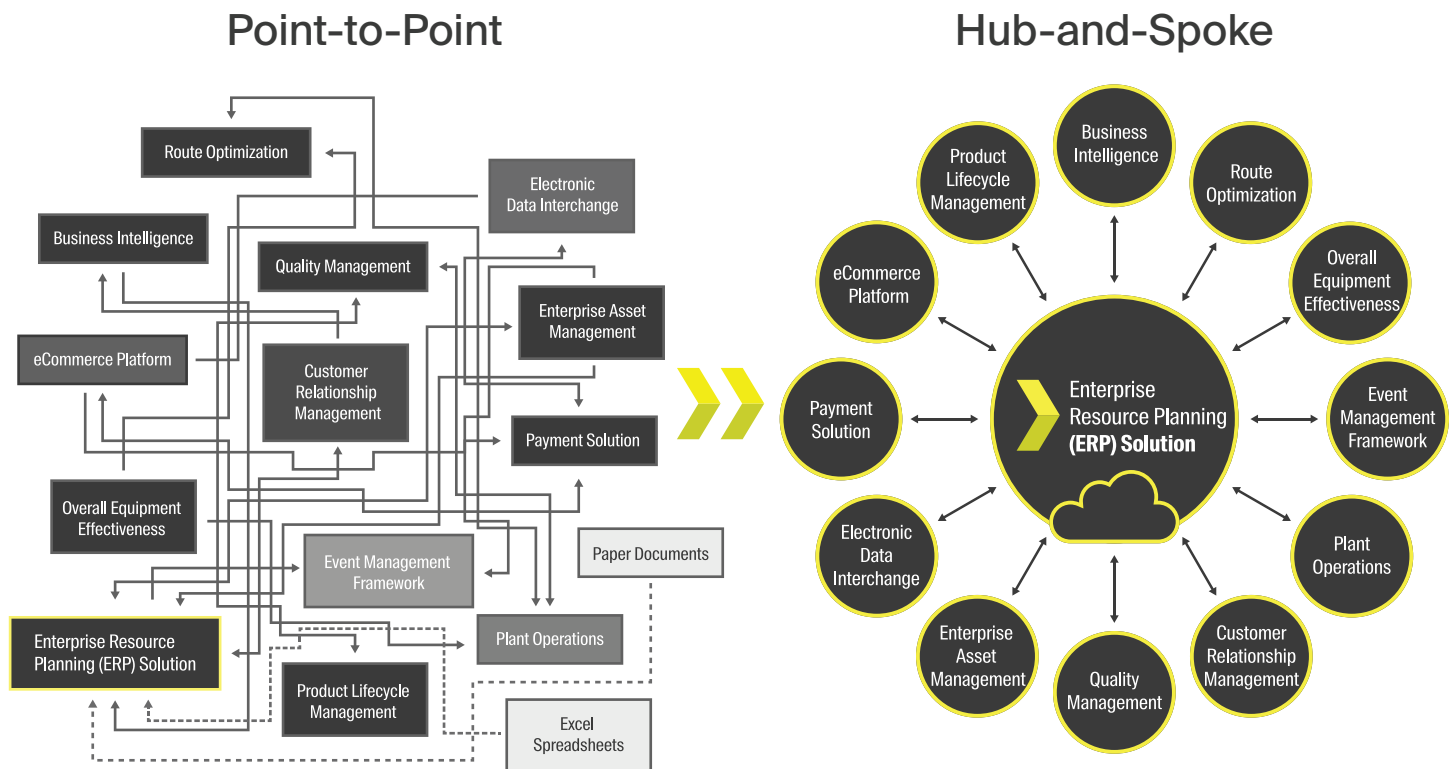
3. Navigate your path

Develop a plan that drives you into the future while delivering value along the way. You'll need to consider both long-term and short-term goals and determine which solutions/capabilities you need first, and which ones can wait. Making a timeline for your digital transformation journey will help you prioritize the solutions you need first all the while recognizing that this is a process that requires agility and flexibility.

Most companies are using **technology to modernize** their existing business model **instead of transforming** it.

The whole point of the digital transformation journey is a fully integrated system. And from that you get clear communication, cohesion, and maximum efficiency. For both you and your customers. You're able to work within the ecosystem and move away from point-to-point integration. Instead, you need a unified hub-and-spoke model.

Point-to-Point

Hub-and-Spoke

With a point-to-point model, your systems have a hard time exchanging data. When you share data with an external B2B business partner, for example, a massive amount of data is generated. With a point-to-point model, your data is stored where it's created. Issues arise when several of your applications need that data—especially when they aren't integrated, when they can't easily talk to each other. And when data is stored in separate systems, there's no single source of truth. It's hard to know data is most current, most accurate. It's hard to be confident in your decision-making. Point-to-point data collection is a complex architecture.

Businesses that rely on point-to-point solutions are going to struggle to integrate independent projects streamline operations, create efficiencies and pull cohesive, accurate reporting. Simply: you can't easily manage your data. Which means it's nearly impossible to maintain.

Digital transformation utilizes a hub-and-spoke model. It delivers out-of-the-box capabilities to allow businesses to create and manage integrations centrally. You're able to connect your technologies, to integrate your solutions, to have single source of truth. All to make your work more efficient, to boost productivity, to streamline communication, to make your business better.

These steps take as long as they take. We urge you not to rush the process. It's a big project, take the time to create and execute the right path for your company.

> The digital transformation market is expected to grow at a CAGR (compound annual growth rate) of **22.7% from 2019 to $3,294 billion by 2025**.

What digital transformation involves

When all is said and done, digital transformation boils down to two things:

1. Future-proofing your business

So you're able to meet the challenges of today and whatever may arise tomorrow. Your technology will be prepped and prepared either way.

2. Unifying your business

All your machines, all your data, all your processes and teammates are using a single best-in-class solution. You can communicate and collaborate in real-time using the same set of information to improve productivity and efficiency.

And most importantly follow through. Include all key players. Engage your employees. Because if you can do that, you're bound to be successful.

> Digitally mature companies are **23% more profitable** than their less mature peers.

How cloud solutions support digital transformation

Scalability. Agility. Cost-effectiveness. Security Safeguards.
That's how cloud solutions support digital transformation.

Cloud deployment offers you access to your resources from anywhere—accelerating the pace of your business's transformation. With scalability, agility, cost-effectiveness and strong cybersecurity safeguards, a cloud deployment provides an updated platform for the deployment of new technologies.

Scalability

A cloud solution is scalable. As your business grows, so too can your solution. You're no longer restricted by your server capacity. This allows you to add software functionality, integrate with other solutions, increase facilities, or handle increases in sales volume.

Agility

A cloud-based solution enables your employees to access your business data from any device anywhere anytime. Because it's accessible through familiar web browsers with intuitive interfaces, there is greater ease of use from the moment users access the system. In addition, a distinct advantage of SaaS allows immediate access to new software versions when we release functionality updates and feature upgrades.

Cost Savings

With cloud software, your initial investment is smaller. There aren't any servers that you need to buy, additional IT staff members to employ, data centers to manage. Your software vendor is responsible for all that, as well as maintaining infrastructure costs. Predictable monthly subscription costs, including maintenance and support, make budgeting easy to keep your business on track.

Security

The COVID-19 crisis has been a hard reminder of the importance of preparation. Anything can happen. At any time. The cloud provides the security you need to protect your company's greatest asset: its data. This protected environment has advanced security standards and updates, multiple redundancy back-ups, anti-virus tools, and data recovery capabilities – ensuring your business stays compliant with industry standards.

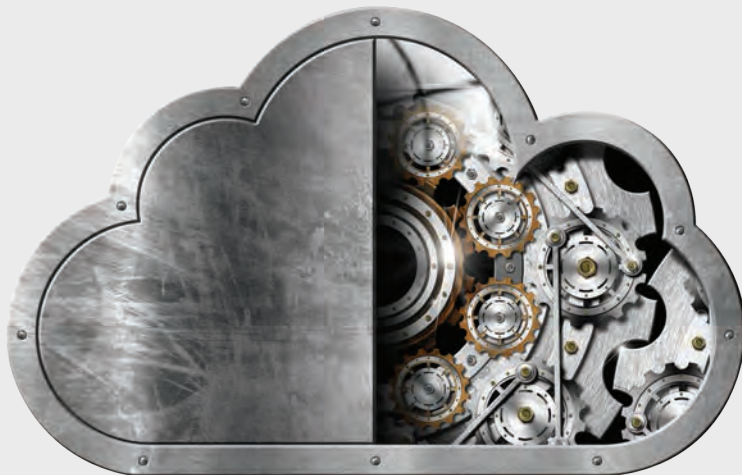**56**% of CEOs say digital improvements have led to **increased revenue**.

What a partner in the process looks like

In a world overwhelmed with options and opinions with varieties of software and advanced technologies, we are the experts.

At Aptean, we know our clients' industries inside and out. And every day, we put this deep knowledge to work by creating niche software solutions that enhance and enliven your operational efficiency—and drive better results for your business and your customers.

We want to be your partner in your digital transformation journey—support your business, transform your operations and engage your customers.

Ready for what's next? Reach out now.

Are you Ready to **Learn More?**

Partner with Aptean on your path to digital transformation.

Contact us at **info@aptean.com** or visit **www.aptean.com**.

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About Aptean

Aptean is one of the world's leading providers of industry-specific software. Our enterprise resource planning and supply chain solutions are uniquely designed to meet the needs of specialized manufacturers and distributors, while our compliance solutions serve specific markets such as finance and life sciences. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes, across many industries, to scale and succeed.

For more information, visit **www.aptean.com**.