

# Driving digital transformation through cloud

Upon completion of this module, you should be able to:

- Describe digital transformation
- Explain various businesses and IT challenges
- Explain digital and IT transformation for cloud adoption
- Describe IT transformation key focus areas

# Digital disruption



**By 2018, digitally enabled competitors disrupt 33% of market leaders. - IDC**

**45% believe that there is a possibility their business becomes obsolete within the next 3–5 years.  
- Findings from Dell's Research**

**78% see digital start-ups as a threat to their business, now or in the future. - Dell**

**50% of the G2000 by 2020 see that most of their business depends on digitally enhanced products, services, and experiences. - IDC**

**Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000. - Pierre Nanterme, CEO of Accenture**

# What is digital transformation?

**Digital Transformation puts technology at the heart of an organization's products, services and operations – to help accelerate the business and competitively differentiate itself – in order to improve the experience for its customers.**



# Influence of digital transformation

Uber

Founded: 2009

**No** vehicles

Facebook

Founded: 2004

**No** content

Alibaba

Founded: 1999

**No** inventory

Airbnb

Founded: 2008

**No** real estate

## Software Driven



**With future estimates  
spot new  
opportunities**



**Deliver  
personal  
experiences**



**Innovate  
in an  
agile way**



**Operate in  
real time**



**Demonstrate  
transparency  
and trust**

# Digital transformation index

Poland



2024

NUMBER OF RESPONDENTS

1800  
1600  
1400  
1200  
1000  
800  
600  
400  
200  
0

DIGITAL  
LAGGARDS

DIGITAL  
FOLLOWERS

DIGITAL  
EVALUATORS

15%

32%

34%

14%

5%

LOW

MATURITY SCORE

HIGH

0%

8%

41%

43%

9%

Digital Laggards

Digital Followers

Digital Evaluators

Digital Adopters

Digital Leaders

Sources: DELL Technologies Sponsors—[www.delltechnologies.com/en-us/perspectives/digital-transformation-index.htm](http://www.delltechnologies.com/en-us/perspectives/digital-transformation-index.htm)

# Business challenges in digital world



**Shrinking Market Opportunities**



**Rising Competition**



**Implication of the third Platform and IoT**

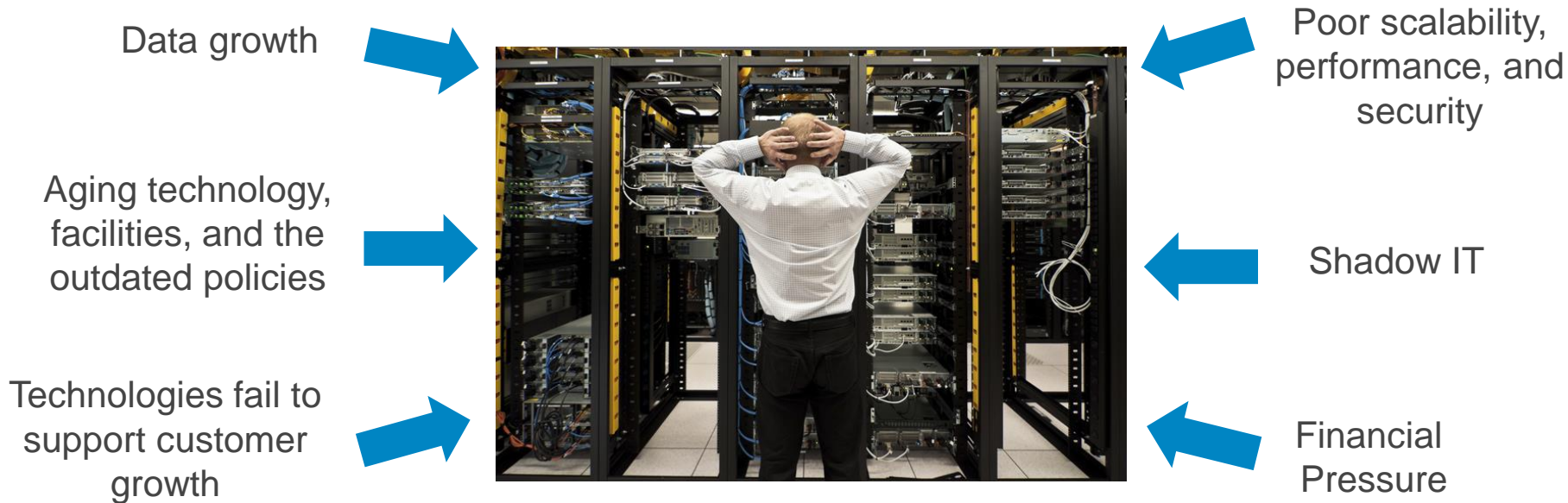


**Time-to-market**



**Accurate prediction and planning for future business**

# Challenges of IT to meet business demand





# Digital business drives IT transformation

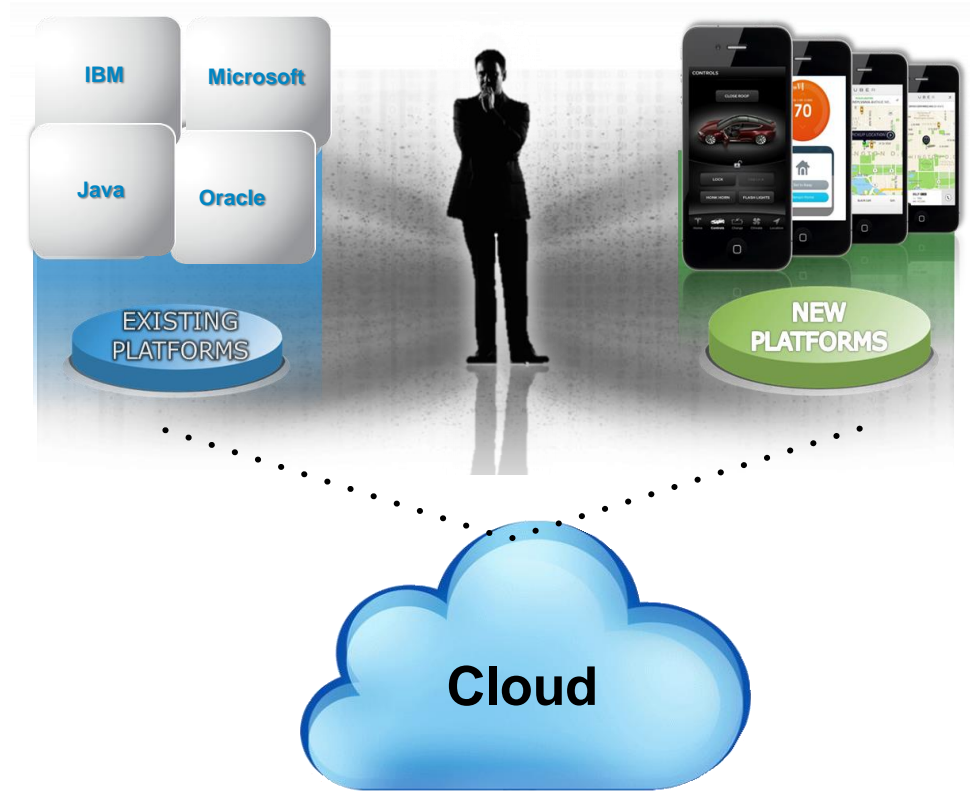
## Key attributes for IT to transform:

- Should become a strategic business partner
- Should be service-centric organization
- Should change the focus to manage the supply and demand of services
- Should build products and services that support business objectives
- Should cultivate line of business relationship

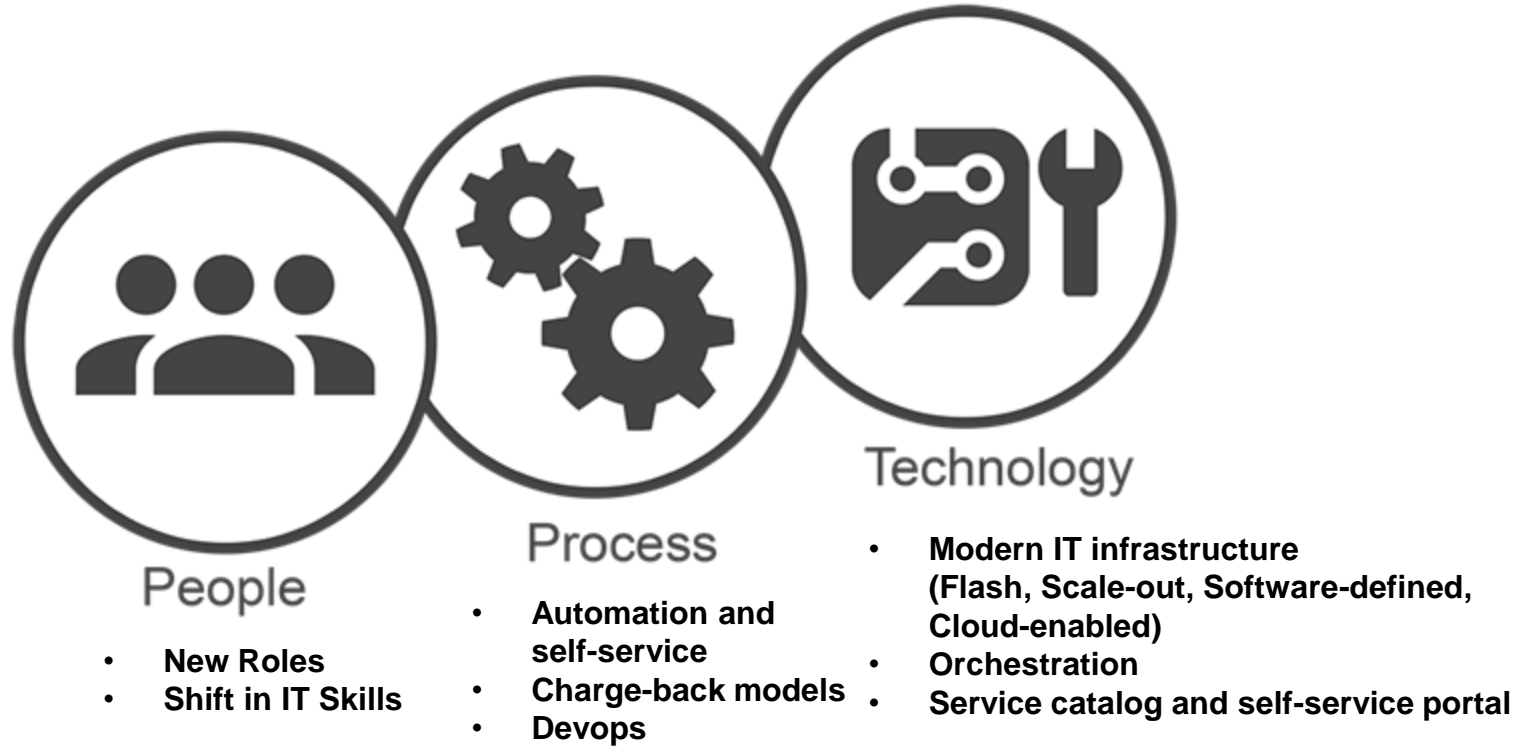


# Digital and IT transformation drives cloud adoption

- Cloud provides business agility
  - Ensures quick time-to-market and improved competitive advantage
- Cloud also provides
  - Reduction of IT infrastructure investment
  - Improved resource utilization
  - Reduction of IT management complexity and cost



# IT transformation key focus areas



# Summary

Key points covered in this module:

- Digital disruption
- Business and IT challenges
- Digital and IT transformation drives cloud adoption
- IT transformation key focus areas