**DIGITALPULSE WEBSITE CONTENT**

Many Enterprises have started Digital Transformation journey. Digital Transformation is must to transform the business in today’s world when it is difficult to sustain the business due to competition, cost pressure, lack of innovations etc. IT plays an important role in creating a foundation for Digital Transformation. IT Transformation becomes first step for Enterprises embarking on Digital Transformation.

Different enterprises have different digital transformation speed and also at different digital maturity level. The gap among these enterprises is primarily coming due to different IT transformation speeds. Even enterprises with similar pace of IT transformation do not have same level of digital maturity as not every enterprise is successful in its IT transformation journey.

Right IT strategy is crucial to accelerated IT transformation to create a strong digital foundation for Digital Transformation. Best-in-class technologies never assure successful Digital Transformation unless there is right IT strategy in place to properly leverage those emerging technologies.

Industry leaders know Cloud initiative is critical to Digital transformation success but it is not uncommon to see enterprises struggling in their Cloud journey.

Industry leaders also know that data can be a game changer in digital transformation if monetized properly but there are enterprises with petabytes of accumulated data but struggling to get desired value.

Similarly there are many other initiatives that enterprises have taken and also adopted latest technologies but unfortunately many of them did not see desired digital transformation.

Some of the reasons enterprises did not see desired success are lack of application of best practices, weak digital foundation, not able to have right balance across different clouds, lack of ability to get insights into all data, lack of IT agility, not able to shift focus from operations to innovations etc.

In addition to above IT areas, enterprises also need to have executive sponsorship, right competencies among CIOs, focus on Digital transformation, mindset change, funding, Digital HR, etc. to ensure success.

DigitalPulse is not only providing enablement for Digital transformation, but also sharing with key decision makers as to what is the right approach for success, why other enterprises have failed and what are the learnings as well as best practices that will ensure higher success in their transformation initiatives.

DigitalPulse is an initiative led by well-known industry leaders and also supported by industry experts with decades of experience. they have experience of conducting many workshops for CXOs around digital transformation, CIO Competencies for digital era, IT Transformation, Cloud, Big Data strategy etc. More than 150 CIOS and CTOs have attended the same across the country.

1. MD Agrawal, ex-CIO, BPCL
2. Chintan Oza, ………

DigitalPulse also have industry experts sharing their experience with CIOs-

1. Sanjay Agrawal
2. …..
3. …..

DigitalPulse in not only helping enterprises with above workshops but also guiding for next steps and possible solutions. Experts in DigitalPulse are also helping enterprises in the space of Digital and IT consulting to architect the solution and help evaluate available technology options for best outcome.

Sessions and Workshops are available both at overview as well as deep dive level.

We offer range of topics that help in Digital Transformation initiatives-

1. Digital Transformation Basics
2. CIO competencies for Digital Transformation
3. Organization Changes for digital transformation
4. Planning Digital Transformation
5. IT Transformation for Digital Foundation
6. Bi-modal IT
7. Cloud Strategy
8. Data Management Strategy
9. Big Data strategy
10. COVID time Enterprise IT Solution considerations
11. Mastering twitter for social media initiatives
12. AI / ML use cases for enterprises
13. Blockchain strategy for Enterprises
14. Digital HR

Brief note on each of the above-

1. **Digital Transformation Basics**
   1. Globalization has brought in significant competition in the market. Technology innovations are disrupting many industries. Enterprise are trying to find ways to stay ahead in the race. They are taking business initiatives to enhance business. Adopting technologies to transform their business. Focus is to retain existing and acquire new customers, improve internal operations and automates these to improve productivity and output and also redefine business models for the growth.
   2. This session helps Enterprises understand what is so different in Digital Transformation that industry is talking a lot for last few years when business transformation has been an ongoing process in the industry. Helps understand different initiatives under Digital Transformation and associated business benefits, Helps visualize digitally transform business. Enterprises also learn what technology and management initiatives are required for embarking on digital Transformation journey.
2. **CIO competencies for Digital Transformation**
3. **Organization Changes for digital transformation**
4. **Planning Digital Transformation**
   1. While business has be continuously transforming over the last couple of decades, Digital Transformation has brought in significant acceleration in business transformation. One of the primary reasons for this accelerated transformation is recent IT innovations that are helping enterprises acceleration their transformation initiatives..
   2. This session helps enterprises understand role and alignment of IT . It also helps understand key IT initiatives that are critical to Digital transformation. SMACi (Social, Mobility, Analytics, Cloud and IoT) are providing strong digital foundation for transformation. This course highlights how Technology initiatives are aligned to Digital Transformation pillars and in fact IT initiatives are not approved if it does not help in any of the digital transformation pillars. CDOs must ensure mapping technology initiatives with Digital Transformation pillars and eventually to enterprise business strategy.
5. **IT Transformation for Digital Foundation**
   1. In last many years role of IT has changed significantly and it is not only supporting business but also adding value and helping create business. Businesses have dependent on IT and IT Agility is must for today’s business. IT Transformation is key to success here and many enterprises are taking initiatives to modernize their IT. Every enterprise is at different level of IT maturity and one size does not fit all. CIOs are looking for right IT initiatives to help reach desired maturity state.
   2. IT technologies have evolved significantly and there are multiple options available for running Applications. There are also different deployment options for workloads. Infrastructure platforms have got multiple flavours depending on the workloads. Enterprise Architectures (EA) are defining how IT should be aligned to business and what are the key initiatives. Bi-modal IT is the need of the hour. Enterprises will get insights into all these and will be able to help arrive at right IT strategy.
6. **Bi-modal IT**
   1. Businesses have two motions typically. One that is Sustaining AS IS business and other focusing on Growth. These two motions require different approaches as well as different plans and strategies. Both the businesses have different expectations from IT and as a result CIO needs to have IT strategy that supports both the business motions. Business trying to have single engine to drive both the businesses are likely to have many challenges as no single model can server both the businesses effectively.
   2. This session helps get an understanding of two business motions and key drivers. Also highlights different roles that IT will have to play to enable businesses for both the motions. Sustaining of business, called Mode-1 will focus more on customer satisfaction and retention whereas Growth also called mode 2 will go for customer acquisition. Accordingly IT also has two modes and hence called Bi-modal IT to successfully support above two motions. One is focsed to deliver reliability, scalability etc, whereas other is more towards agility. Underlying technologies as well as IT strategy must also be completely different, and CIOs will have to adopt Bi-modal IT with right balance between two modes of IT
7. **Cloud Strategy**
   1. Cloud has become a one of the key enablers for businesses today as it promises to bring significant business transformations for growth and competitive differentiation in the marketplace. Cloud also helps accelerate Digital Transformation journey. Enterprises have started cloud journey but struggling to see value. At the same time many Enterprises are still evaluating cloud for their business and not able to decide on right approach
   2. Many enterprises are embarking on cloud journey today. Journeys are typically with Private Cloud or Hybrid Cloud. Some are significantly on Public Cloud as well. Many of them are facing challenges in the journey as right Business and IT benefits are not visible. Few enterprises are finding TCO jumping too high. For others focus has not shifted from operations to innovations after cloud adoption. Focus of this course is to help enterprises gain visibility into right Cloud approach to make their cloud initiative successful
8. **Data Management Strategy**
   1. Enterprises are generating huge data and also seeing exponential growth every year. Businesses, Humans and Machines are generating 100s of TBs or even PBs of data mostly unstructured data. CIOs are struggling to find right data strategy and platforms to ensure compliance, protection, availability, performance etc. Apart from these no or limited insights into huge Dark data is limiting their ability to get business benefits and not able to fulfil the vision of Data Drive Organizations (DDO)
   2. This session helps Enterprises get deeper insights to redefine their strategy for Data Management. Enterprises get directions to effectively manage such huge data, get right data framework to bring cost down and improve SLAs, simplify data management to shift focus from data management to data insights and eventually help create foundation for Data Drive Organization. Data optimization helps reduce data footprint and underlying infrastructure. Also helps understand how cloud for data can be in their IT strategy.
9. **Big Data strategy**
   1. Big Data Analytics is critical for digital Transformation initiative. Enterprises have huge repository of Business, Human and Machine Data but only a small part gets analysed. Analysis is mostly on business data that is structured data. Unstructured data is 70-80% of total enterprise data and remains dark without any insights. Even those enterprises who have embarked on Big Data analysis, and started Hadoop initiatives, have not been able to demonstrate desired business value. True Data monetization for business growth remains a dream for many enterprises calling themselves as Data Drive Organizations (DDO)
   2. Through this session, enterprises can learn to redefine their Big data strategy keeping in mind many data sources are being onboarded, huge data being brought in Data Center with significant part being unstructured one. Also a direction on how to unearth hidden value of data. How to make large Hadoop initiatives cost effective and result oriented with business value. Helps bring in a flavour of DataOps in big data journey. Helps get directions to get right data framework to improve SLAs, and shift focus from data preparation to data analysis and eventually accelerate journey to Data Drive Organization
10. **COVID time Enterprise IT Solution considerations**
    1. While DC Modernization and IT enhancements are ongoing processes, COVID situation has highlighted some gaps in Enterprise IT strategy & Governance that have gone unnoticed so far due to IT staff being available all the time for all IT operations resulting in timely human intervention to IT events including failures to sustain the business in pre-COVID era. . CIOs are focusing on such gaps and trying to bridge to ensure businesses continue to run uninterrupted but also enjoy higher level of IT agility and other services
    2. This session elps understand some of the gaps. Highlights current practices and processes that were heavily human dependent. Also covers solutions where success was dependent not only on architecture but also significant human support in past. This equally applies to break-fix and maintenance support. Technologies and tools that will help CIOs becoming less dependent on IT staff to run the businesses
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**Consulting Services:**

**Consulting services are available in following areas-**

Cloud Strategy

Big Data Strategy

Social Media strategy / Twitter

Blockchain strategy

Industry 4.0

IT Strategy for Oil and Gas

IT Strategy

RFP support

Gap analysis

Technology option evaluation

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