

Top Three Wins from Accelerated Digital Business



Improved customer experience, efficient business processes,
and new business models

Summary

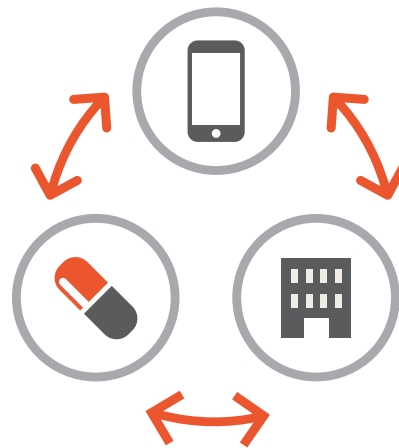
Something massive is happening to the way businesses serve customers, employees, and partners. The focal point of computing power is shifting from the server room to the smartphone, tablet or wearable device, and this presents businesses with the opportunity—and the imperative—to develop new experiences that are crafted specifically for these mobile devices. We call it “digital transformation”—the evolution businesses go through to add a digital dimension to the experiences of their customers, employees, and partners.

Most companies realize this revolution is underway in one sense or another. Some have embraced digital transformation and adopted it as core to their businesses. These companies are already benefiting from newfound agility, efficiency, customer satisfaction, and revenue streams.

What does this digitally transformed world look like for businesses? This document offers a quick peek at the top benefits businesses are seeing—in improved customer experience, efficient business processes, and new business models.

1 Transform customer experiences

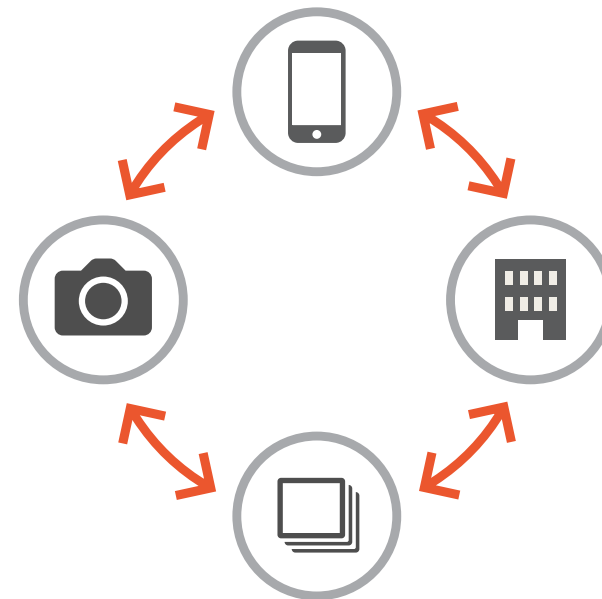
“Going where the customer is” and enabling consumers to interact seamlessly with your business, regardless of the device or method, has become a critical part of many companies’ digital transformation.



WALGREENS offers the classic tale of a long-established brick-and-mortar business adding a digital layer to better serve customers. The leading drug store chain introduced the QuickPrints open API, which enables photo printing from smartphones for pickup in Walgreens stores. It traveled a similar route with its pharmacy prescription API, which enables the use of third-party mobile apps to order prescription refills.

Customers who engage with Walgreens in person, online, and via mobile apps spend six times more than those who only visit stores.

– mobilecommercedaily.com



2 Transform business operations and processes

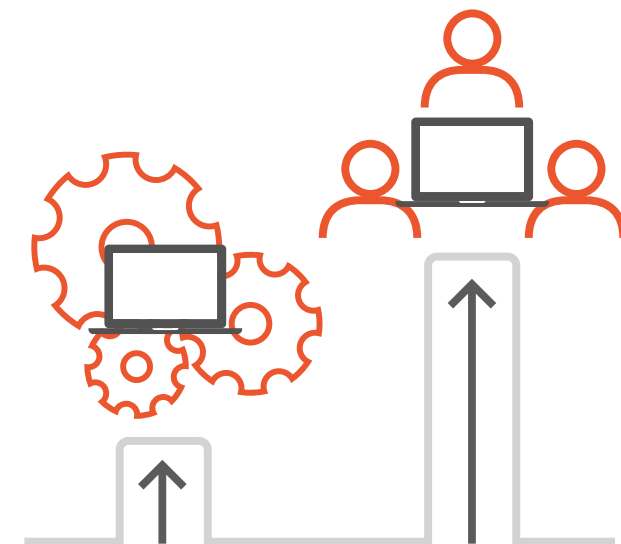
Giving employees secure access to important data via apps has enabled many companies to become more efficient and boost profitability.

BECHTEL, a leading engineering, construction, and project management firm, wanted to provide key, current information to employees in the field. The challenge they faced was to deliver this information to a diverse, fast-moving universe of projects from systems that were monolithic and never intended to serve next-generation mobile devices. Bechtel succeed by using APIs and mobile apps to add a digital layer to back-end systems.

- ▶ 78% of employees believe that having a single mobile device helps balance employees' work and personal lives (Source: Samsung)
- ▶ 24% of consumers surveyed currently use a smartphone or tablet as their primary, work-related computing device (Source: Samsung)
- ▶ Only 11% of end users access business applications from the corporate office 100% of the time (source: Cisco)

"The growing demand for information, delivered securely at any time, in any place and on any device has changed the way we think about applications - APIs are a critical part of our go forward strategy for meeting and exceeding our global business needs."

– Christian Reilly, BECHTEL CORP



3 Transform business models

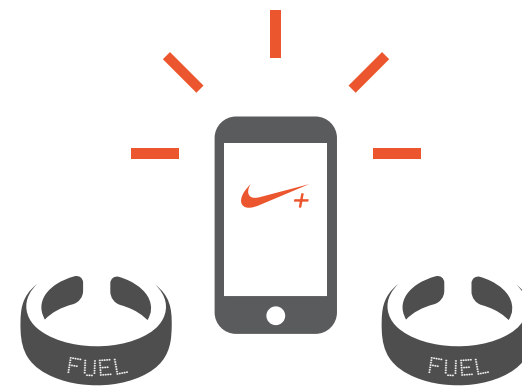
Many companies have seen their digital future and see the need to make the transition to becoming platforms for software applications. Every company can take advantage of ways to project their business model through software, and become, in a sense, a platform.

PEARSON PLC, the largest education and book publishing company, unlocked its assets in a way that unleashed a digital business model transformation and helped it migrate to a platform model, which enables customers, employees, and partners to both create and consume value.

It launched a “Plug & Play” platform model, which grants access to Pearson’s vast content library for integration into innovative apps.

Amazon has evolved from an online bookseller to a leader in cloud computing and infrastructure-as-a-service, and is seen as a paragon of digital transformation. Amazon is an excellent example of a programmable enterprise, having weaved together apps, APIs, and data analytics into an operating model that transformed the way the company does business. It’s revenue growth reflects the success of this model.

NIKE is no longer just a shoe company—with Nike+, Nike Fuelband, and more, it has expanded out of apparel and into tech, data, and services.



Where to go from here...

If you own a digital or mobility program, Apigee resources and eBooks will help you know how to meet the challenges — build a digitally enabled customer experience, digitize business processes, and create your own digital business model and roadmap.

- ▶ Digital Transformation: Getting in Shape for the Digital World
<https://pages.apigee.com/digital-transformation-ebook-web-reg.html>
- ▶ Are You Where Your Customers Are?
Retail 3.0: Digital Transformation
<https://pages.apigee.com/retail-transformation-ebook-web-reg.html>
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