

Supporting your Digital Transformation Journey



Digital Transformation

Digital transformation is an integral part of any modern-day business. Whether you are a startup or a multinational corporation, using new technologies effectively to help solve complex problems, enables innovation allowing for new and more creative ways of working. Whether your business is looking to scale up, migrate to the cloud, develop new technology or simply futureproof against the rapid changes in technology, Netpremacy is here to support and guide this journey.

This report will highlight the key areas, which Netpremacy have identified as leading the way in digital transformation in 2019 and beyond.

Why is digital transformation so important for businesses?

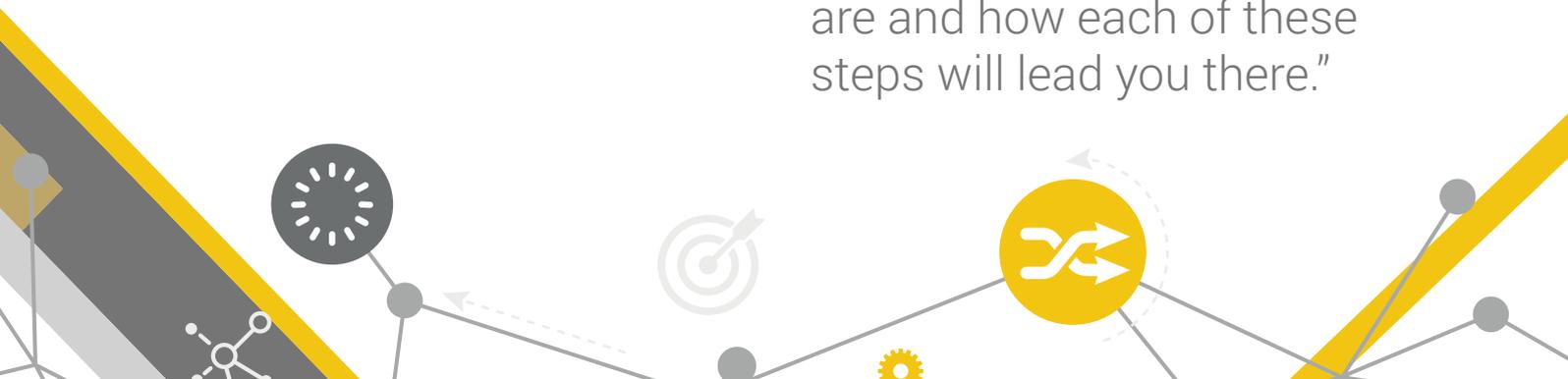
The pace of digital change and technology innovation is increasing everyday. The evolution of technologies such as Artificial Intelligence (AI) and Machine Learning has helped to accelerate change faster than ever before, helping businesses to work more intelligently in the cloud. This pace of transformation is no longer for a few innovators, but is available to the mass market, including customers, employees and partners, meaning businesses also have to be at the cutting edge of the digital world.

In 2019, a business that resists change and relies on historical 'tried and tested' processes risks lagging behind their competitors in terms of innovation, risks the security of their company and client data and is inefficient due to human error and manual processes. With these factors in mind, the success of a business is almost solely dependant on embracing digital transformation and new technologies, which may prove to be the deciding factor of how fruitful the business can be in the long-term.

Martin Russell, Head of Customer Success at Netpremacy, explains:

"Digital transformation is not just about the initial landing of a project designed to solve a specific problem, it's about understanding the journey how you got here and where it takes you next. Transformation happens as you continue to use this momentum to build a better understanding of what the long term objectives of the business are and how each of these steps will lead you there. Do this by utilising the scalability, security and stability of the cloud so that you can remain focus on the outcomes not bogged down by the overhead of the technology"

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Cloud Technology

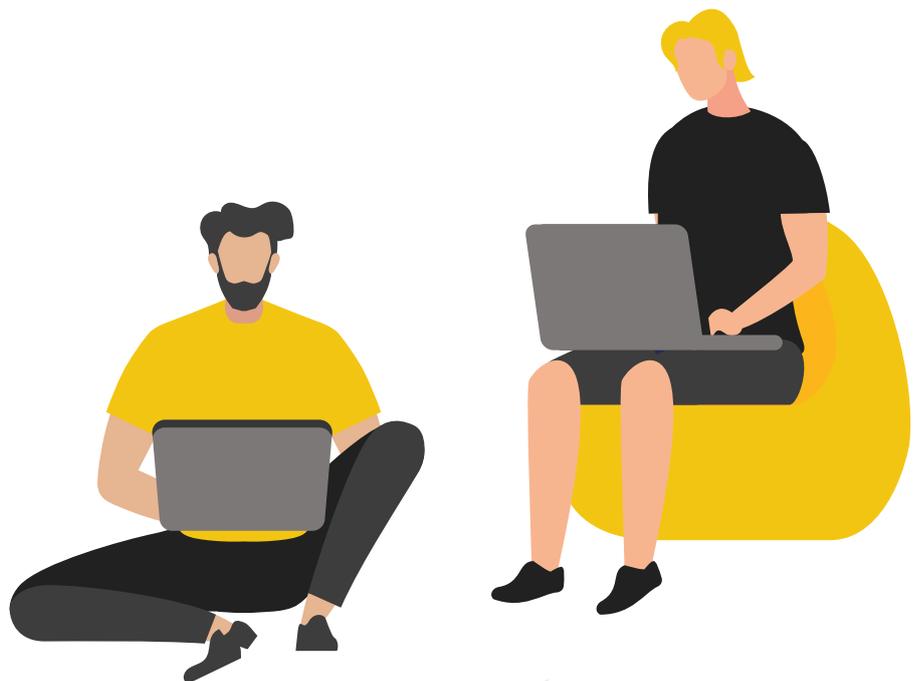
Cloud technology is fast becoming a leading factor in digital transformation. At Netpremacy, we believe in maximising Cloud investment by using powerful analytics and Machine Learning tools to change to enhance the way businesses work.

Cloud technology is changing the way that businesses think and work. Less than a decade ago nobody could have foreseen the hyper-Cloud capabilities that we experience today. Now Cloud enables us to explore endless possibilities, which can help us to grow and learn in ways we could not have previously imagined.

Working in the Cloud has freed businesses of technological constraints, making workplace infrastructures more secure, streamlined and collaborative.

Working in the Cloud has freed businesses of technological constraints, making workplace infrastructures more secure, streamlined and collaborative. The way in which employees are now able to work, means being totally untethered to on-premise servers and networks, instead being free to work securely from anywhere in the world.

By using the Google Cloud Platform in conjunction with BigQuery, users can build dashboards and manage billions of rows of data with ease, reducing the time required for data analysis, improving efficiencies across the board. Technology like the Google Cloud Platform is reducing the barrier to entry for businesses otherwise unable to gain access to these tools and service because of the investment needed to do this in traditional technology, allowing them to become more focused on core business and be successful because of it.

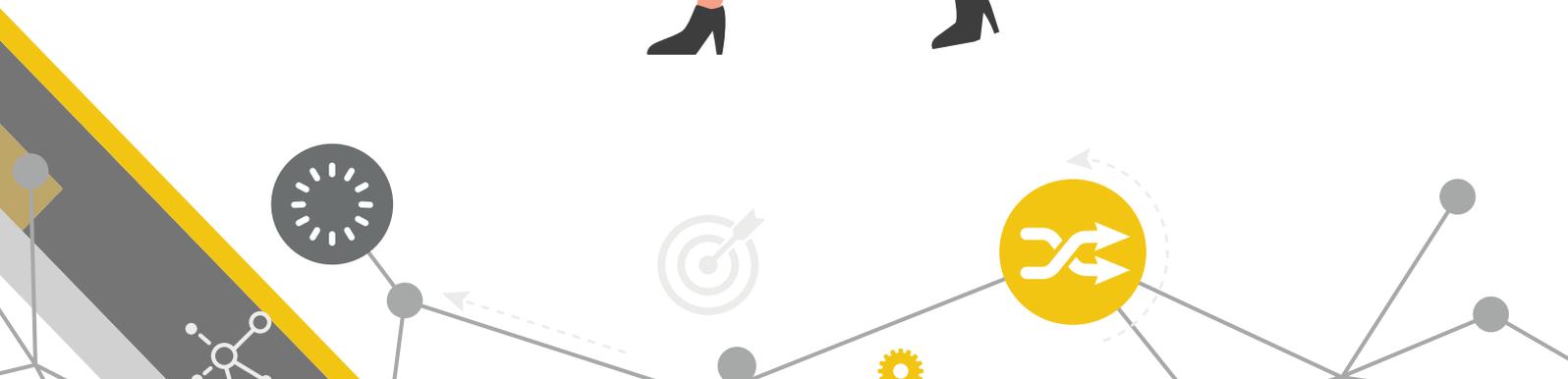
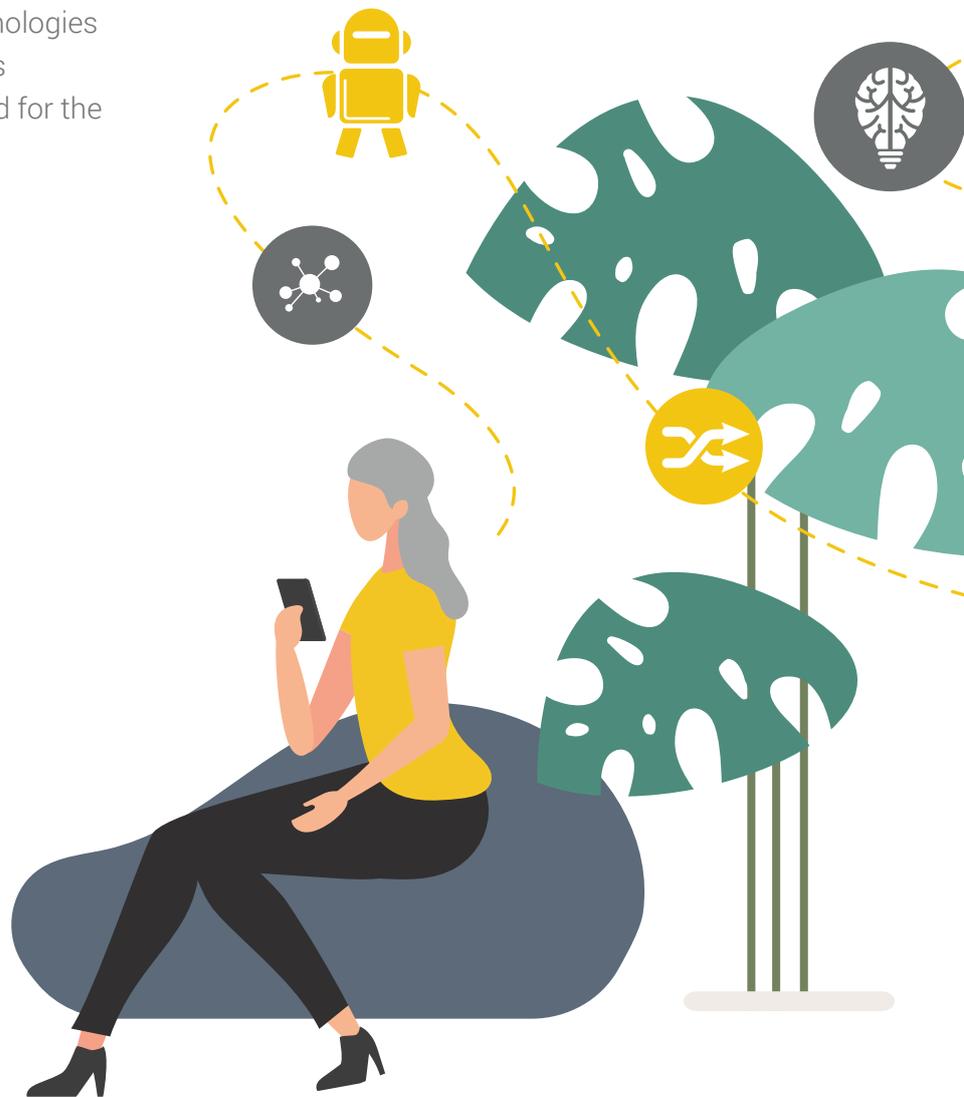


Emerging Technologies

The application of AI and Machine Learning is fast becoming a seamless facilitator for not only the technology sector, but for every business thriving in 2019. Whether your digital transformation goal is to improve workflows, productivity, or to streamline the customer journey, AI enables a deeper understanding of data, and is becoming the key to innovation within businesses across all sectors.

At Netpremacy, we are always innovating ways to shape and improve business's productivity and collaboration. As Google Cloud Premier Partner, we are at the forefront of the development of new world-class technologies and solutions to ensure our customers businesses' stay efficient and prepared for the future.

Part of the customer success journey at Netpremacy is ensuring that technologies such as AI do not intimidate our customers. Introducing these systems by focusing on the features and benefits of implementation, reducing the use of jargon, allows us to make AI more accessible for customers.



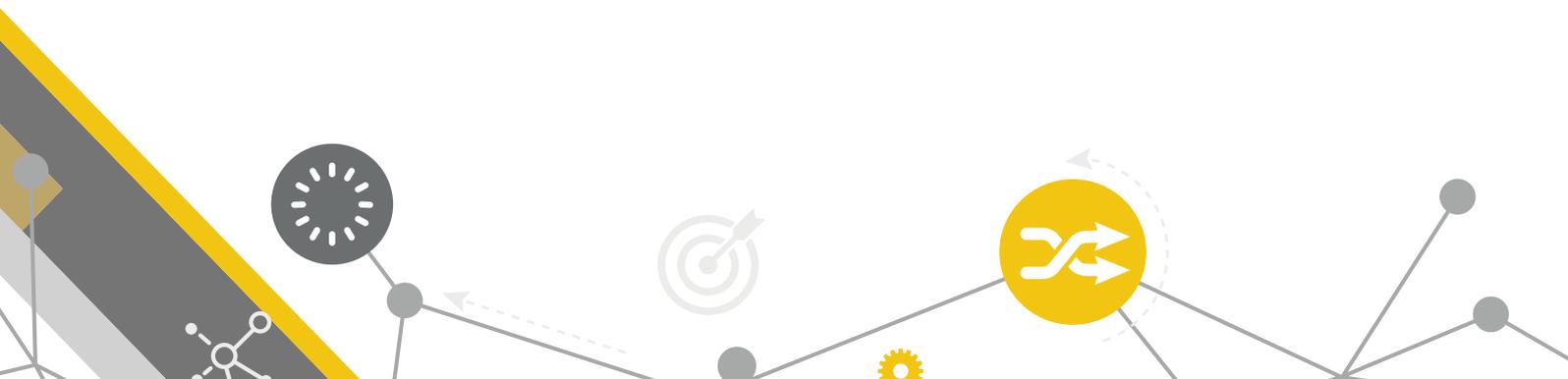
Data Security

Data Security is an ongoing priority for businesses considering their digital transformation journey and with the advent of GDPR, it remains an ongoing challenge and learning curve for many organisations. Automated processes are becoming a key support for ensuring GDPR compliance. Cloud security enables organisations to securely store data and allows users to identify and flag breaches through AI and rectify through automation.

“This kind of digital transformation allows [our customers] to be more in control of their data, what they’re sending out and what they’re sharing internally and externally.”

Francesca Clarke, Google Cloud Senior Change Management and Training Consultant at Netpremacy, discusses how GDPR has affected the digital transformation she sees in her role:

“Whether it’s us delivering updated GDPR policies, or advising customers on how they need to adjust their own internal best practice policies, we have to make sure that every interaction along the way is compliant. No matter how basic the needs of the customer are, we have to make sure that they are at the forefront of our minds. We don’t sit idly by until a potential breach is identified, we really get involved. Our whole customer strategy is to create a robust infrastructure to help prevent against the risk of breaches through reinforcing best practice in all of the training that we provide. We find that this kind of digital transformation allows [our customers] to be more in control of their data, what they’re sending out and what they’re sharing internally and externally.”

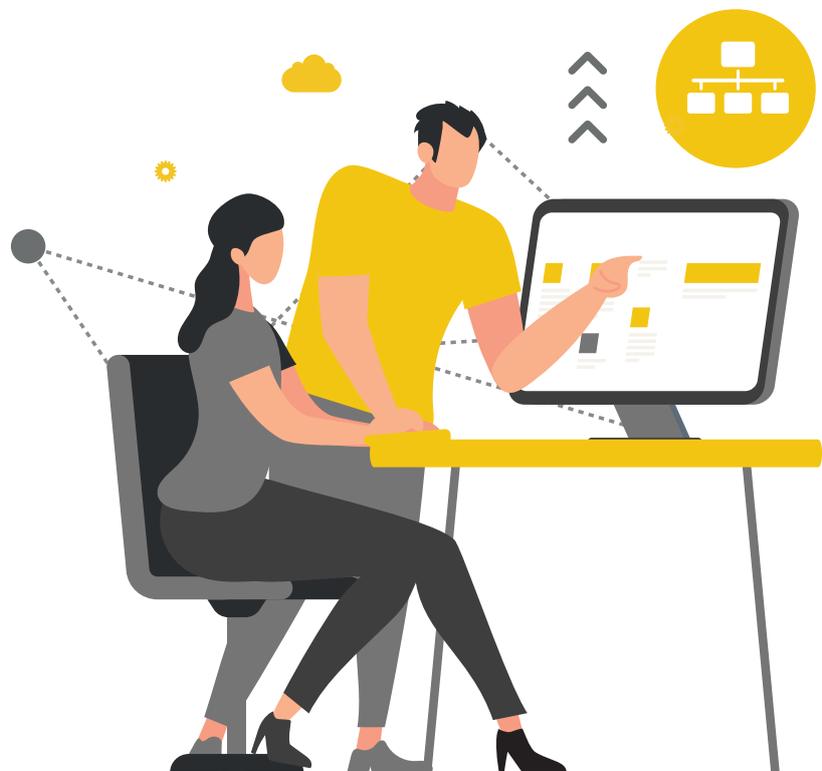


How Netpremacy have embraced Digital Transformation

Like many companies, Netpremacy realise that digital transformation is a constantly evolving journey. Almost all the work Netpremacy does with customers is through a cloud platform, with the aim of staying away from on-premise, insecure and rigid solutions as much as possible.

One way that Netpremacy embraces digital transformation internally, is through action tracking. This is the process of putting customer documentation into our own tracking tools, adding comments, tasks and providing updates on the work being carried out. This internal process takes the wants and needs of the customer and turns them into actionable points through digital tasks.

“Within Netpremacy, we trial the onboarding processes we deliver for our customers internally to make sure they are effective and up to date. We have recently expanded our training team to include professionals who can deal with any questions that may come up from all areas of a business. Because Netpremacy are working with the same tools that we are helping others learn and adapt to, we have to stay one step ahead at all times” explains Francesca.



Help & Guidance After Deployment

Support services

The two most important factors of digital transformation are culture and executive level buy-in. This means assessing the way a business currently works and gauging how the teams will adopt these changes. We include key decision makers in the process and ensure that they are invested in the changes, and understand the rationale for making them. If a company is not supported by senior management to drive these big changes, they will not have the confidence to move away from old systems.

In order to instill the idea of digital transformation, it's vital to run through processes, comparing them to previous ways of working and build a test environment to prove its efficiency. For Netpremacy, an important feature of our support services is going into our client's businesses to train them, building demos to facilitate changes, and exciting teams by showing them the change in action, rather than just talking about it.

Throughout implementation, customers should be able to use their pre-existing transferable skills, and adapt them for the new tools and technologies. When processes are made easy for the end user, who are using these systems every day, everything will fall into place.



Help & Guidance After Deployment



CSS (Customer Success Services)

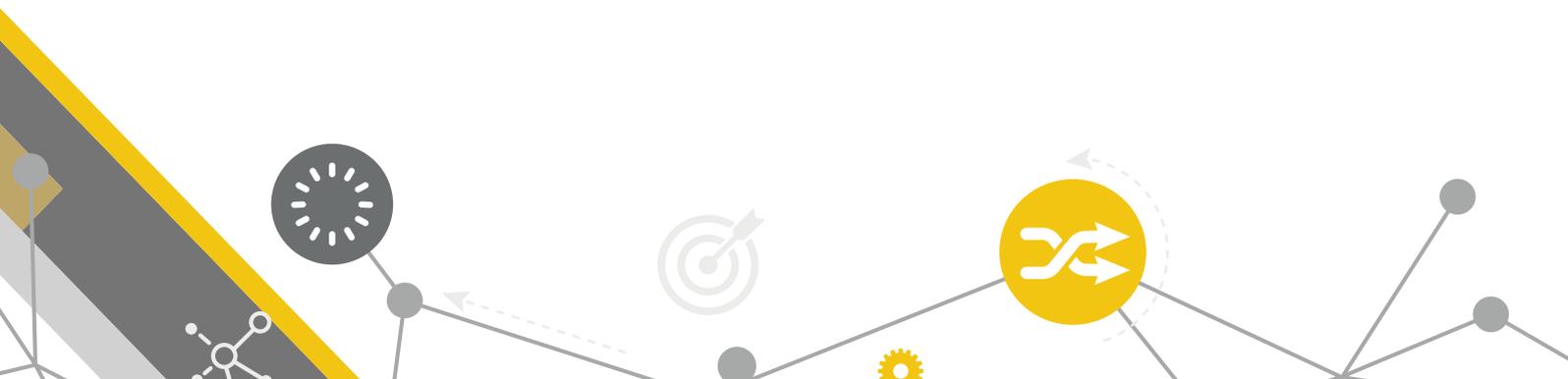
Jacob O'Hara, Customer Success Manager at Netpremacy, explains what digital transformation means to his team:

"Digital transformation means partnering with a business to improve the way they operate through advanced use of technology. We work closely with our customers to improve data security, digitise business processes, and improve technology adoption throughout their organisation. All of our efforts as a CSS team are tailored to the client which allows us to make real, measurable differences to their company. At its core, the work we do helps to break down barriers and empowers customers to embrace new technology platforms."



Training & Change Management

During a digital transformation, it is common for productivity to slow down when a new technology or process is introduced. It's important that teams feel empowered by their training as a lack of confidence or frustration is a common risk to progression for businesses.



Francesca comments:

“The biggest thing that works against digital transformation is muscle memory. Users build habits unconsciously, and it’s only when something changes that they realise they have to break those habits and rebuild them in a different way. We’ve seen quite a few different needs that are able to be fulfilled with the tools that are now coming in through the digital transformation movement, and it’s working to make everything accessible.”

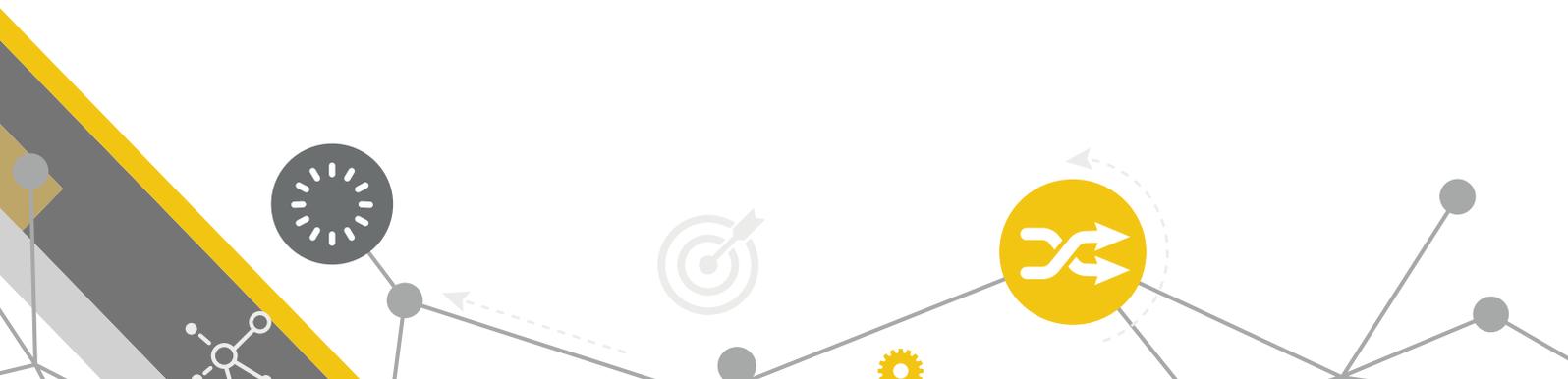
A key part of any training journey is sharing success stories from within a business in order to give people credit for finding a new, better way of working with new tools. Referred to as ‘evangelists’, they tend to be the users who are able to find things for themselves and work efficiently because of it, inspiring others within the business as they go.

Martin comments on managing change resistance;

“To migrate from one platform to another, technically, is really simple. It’s the people change that businesses will determine a project success in many cases. People are often very resistant to change because in their own way they are already working in a well honed process or at least one they know. To win here you must over communicate why not only the change but how this will significantly improve their working quality of life”

When dealing with resistance to change, it’s important to be proactive, not reactive. Different styles of learning and working should always be considered when dealing with change, including visual interactive learners, independent learners and those who need guidance at every step of the way.

“In the training team, we have to keep the individual at the forefront of our minds all the time. Understanding how an individual adapts to change is half the battle; an organisation is just lots of individuals, and they all deal and adapt to change differently. We have to manage the resistance that comes when you implement a change or transformation” Francesca explains.





What's Next?

A development which may be interesting to IT managers and stakeholders, is the increase in accessibility of automation. With any digital transformation journey, the end goal is to remove the requirement for paper, making as many processes as possible completely automatic. With G Suite, it's possible to create automation for data security and IT on-boarding processes without any IT professionals having to go in and manually approve things individually. The process is becoming easier and easier and can now be implemented into any business, no matter it's size.

"Something that's exciting is the developments in accessibility. A non-technical person can now use Google App Maker or Google App Script to build something technical without having to be a programmer. Originally, only massive organisations could use AI and Machine Learning, but now smaller companies are able to use light AI and systems that they wouldn't have 10 years ago. Automation has been a buzzword for a long time, but we can actually see customers using and leveraging it"
Jacob explains.

Martin discusses what he sees in the future for digital transformation;

"Every business is at a different stage in their cloud journey some still have a way to go with automation, others in their ability to build elastically. In the short term the focus must be not just using cloud as another virtualisation platform, but as a highly scale-able, highly managed, self repairing automation platform. It's a walk before you can run situation, getting it right the first time is so important to avoid carrying significant amounts of technical debt forward. Often we get excited about the running before we have nailed walking. That's what success is to me, nailing the walking to allow the running, jumping, flying so much easier to achieve you never need to slow down."

Get in touch with Netpremacy to learn more about how to begin your business's digital transformation journey.

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