



**DELL**Technologies

The Power to Innovate:

# How to Maximize Digital Transformation

While every organization approaches digital transformation as a way to upgrade technology, forward-thinking organizations use digital transformation to focus on creating a better customer experience, empowering employees and facilitating innovation.

Digital leaders—those with digital ingrained in their DNA—have a distinct advantage over leaders who have no digital plans or limited initiatives when it comes to successfully accelerating key transformational programs. These leaders focus on the core initiatives that drive the most business value—and they have seen results.

Seventy percent of digital leaders say they have been successful at strengthening their cybersecurity, compared to just 21% of less mature organizations.<sup>1</sup> They have a similar advantage across other top digital transformation priorities, such as rolling out broader remote

working capabilities (63% vs. 52%) and transforming services and consumption models (61% vs. 10%).<sup>1</sup> Subsequently, these organizations are able to realize twice the revenue and operating profits compared to peers who have yet to digitally transform their operations.<sup>1</sup>

From accelerating investments in automation and artificial intelligence (AI) to shifting operations to the cloud and adopting as-a-service (aaS) consumption models, organizations are rapidly introducing a host of new approaches in order to improve their organizational structure to meet the needs of today's new operating environment. In doing so, they're taking steps to implement agile IT, support a hybrid workforce and drive their overall digital transformation. By following these steps, you can create a strategy that enables you to deliver the new experiences that your customers, partners and internal stakeholders expect.

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## 1. Increase agility with multi-cloud flexibility

New competitors, new markets and new challenges are always around the corner. That's why 89% of company leaders say recent disruption has proven the need for a more agile, scalable IT environment.<sup>1</sup> As a result, organizations are accelerating their shift to on-demand and as-needed IT resources, delivered by both private and public clouds, as well as on-premises infrastructure delivered as-a-Service.

The rapid pace of digital transformation means your organization's success depends upon the responsiveness, scalability and resiliency of your on-premises, cloud and edge infrastructure. Adopting a hybrid multi-cloud strategy that utilizes flexible consumption and as-a-Service delivery models ensures that you can quickly leverage the devices, software and infrastructure your team needs to drive better outcomes. By having freedom of choice in the way you purchase and consume technology, you can choose the right capabilities and the right acquisition strategies to meet both your technology and business objectives. This also enables you to scale up or down over the lifecycle of each workload, application and initiative based on the demands of your business.

In addition to scale capacity, a consistent experience across your clouds allows you to quickly and efficiently deploy, operate and scale workloads with on-demand selection of the most optimal environment for each application or use case, all while eliminating management silos. As applications mature and migrate, this consistency provides the flexibility users need to avoid hiccups or surprises throughout an application's lifecycle while providing the cost transparency across resources you need to be more strategic about how you deploy your overall IT budget. This IT agility will accelerate digital transformation and help you meet future business demands.

[Learn more about driving IT agility.](#)



### The keys to increasing business agility:

- Deliver a consistent experience across all your cloud environments.
- Adopt consumption-based and as-a-Service delivery models that scale up or down as you need.
- Ensure seamless integration with existing digital platforms.
- Optimize infrastructure and workloads via a hybrid IT approach.
- Maximize IT agility for better alignment with business requirements.





## 2. Make hybrid work and learning from anywhere seamless

Working from home has quickly become the new standard, with more than half of all employees already working remotely.<sup>1</sup> Furthermore, remote work opens up opportunities that weren't possible in the office: 73% of executives say that innovation is coming from more places in their organization since more employees started working remotely.<sup>2</sup> Meanwhile, as schools and academic institutions take on entirely new remote education models, the need to accelerate digital transformation with manageable devices and a flexible and responsive IT environment cannot be understated.

Even though the location of work or school may be different, user experience and productivity remain top of mind for IT and organizations. End-users—whether employees, teachers or students—want fast, secure, easy-to-use devices that are able to connect seamlessly so that users can access the colleagues, data and tools they need to get their work done.

To empower hybrid work, begin by delivering a personalized, productive user experience. A tailored technology experience for each individual allows users to define how they work and learn to maximize their capabilities. Providing the right device to match a specific user's work style is critical; similarly, intelligent collaboration capabilities—such as video conferencing with speakerphone-quality and faster connectivity to access apps that enable seamless productivity—are now requirements to support the needs of remote users.

Optimized infrastructure that provides reliable and secure access to applications and data—whether on-premises, in the cloud or a combination—is also necessary to support remote users. In addition, you have to be able to provide powerful and secure computational horsepower at the instant your data, applications and users demand it.

Having the right device is important as it's often considered the centerpiece of the employee or learning experience. It's the touchpoint to teammates and fellow students, and makes remote work a viable, production option.

[Learn how to enable your hybrid workplace.](#)



### The keys to enabling digital workplaces and education

- Create personalized, productive user experiences.
- Modernize networks to meet the needs of digital workplaces, applications and resources.
- Optimize workloads with an effective hybrid cloud strategy.
- Deliver secure and agile infrastructure.
- Focus on end-to-end security.



### 3. Drive innovation with data

Ninety-six percent of digital leaders say their ability to collect, analyze and act on data has made it easier to adapt and survive, while 91% agree that extracting valuable insights from data is more important for their business than ever before.<sup>1</sup> The reality is that both the volumes and the types of data you're expected to manage are increasing at an exponential rate, with data originating across millions of hyper-distributed points.

By modernizing your infrastructure, data strategy and operating model, you can prepare your IT operations to harness the power of data in order to create personalized and integrated digital experiences, smarter and connected products, and data-driven business models that will delight your customers.

Maximize the value of your data with modernized infrastructure that expands across all environments so that you can analyze and act on data at the edge, apply real-time intelligence to data at the core, and aggregate and examine data across the cloud. Implement multi-cloud and cloud-native operating models where a set of clouds have a consistent security posture and work together with unified policy management, automation and control.

A modern data strategy can help you make the most of your infrastructure by ensuring data is easier to manage across its lifecycle through data pipelines that act as a control system to simplify, standardize and transform data as it moves from one system to another. In addition, a modern data strategy makes security intrinsic instead of an add-on service, providing stronger protection and more confidence. Adding innovative AI-powered technologies can also help you scale your data-driven decision-making by analyzing vast amounts of data to generate real-time insights.

Finally, a modern operating model can help you accelerate the data innovation maturity of your workforce. Consulting services, professional certifications and modern software development processes and platforms can all help you achieve the faster time-to-value that your organization requires to meet its changing needs.

[Learn how to drive more innovation.](#)



#### The keys to empowering data-driven innovation

- Modernize your infrastructure to meet data where it lives.
- Optimize the flow of data throughout your organization with modernized data pipelines.
- Create personalized digital experiences that will delight your customers.
- Ensure the security of data across the organization.

# Create a foundation for success

The right technology partner can deliver the multi-cloud flexibility, digital workplace productivity and data-driven innovation required to accelerate your path to digital transformation.

**When comparing partners, look for one who can deliver:**



## 1 **Multi-cloud expertise:**

Enable a consistent experience across private, public and edge clouds to select the right environment for your workloads using a common set of tools.



## 2 **Flexible consumption-based and as-a-Service delivery models:**

Adopt technology aligned with how you purchase and consume IT.



## 3 **Greater agility:**

Leverage an infrastructure optimized for your unique workloads, your business, your end-users and the needs of your IT operations.



## 4 **Personalized and productive workspaces:**

Delight employees with intelligent, secure PCs and best-in-class displays, peripherals and software that allows users to work, learn and collaborate the way they want.



## 5 **Comprehensive lifecycle solutions:**

Empower your workforce with solutions that automate, modernize and simplify deployment, security, management, support and user experience.



## 6 **Intrinsic security:**

Integrate security into the foundation of your IT—from design and engineering to supply chain and support—so that you aren't exposed to unexpected vulnerabilities.



## 7 **Enhanced services:**

Managed services, consulting, deployment and education services can advance your organization's workforce innovation maturity and enable your cloud strategy.



## Why Dell Technologies

To meet the needs of your digital transformation, you need a partner who can help increase business agility, empower your workforce and get the most from your data to drive innovation.

At Dell Technologies, we're your ally in your journey toward digital transformation. From hybrid cloud and high-performance computing solutions that deliver increased IT agility to digital end-user offerings that allow you to work or learn from anywhere, Dell Technologies provides the products and services that help you seize opportunities - all tailored to the way you need to acquire and consume them.

We stop at nothing to help you harness the transformative power of technology for the needs of your organization and the demands of our 24/7 digital economy.

**Learn more at [DellTechnologies.com/endtoendsolutions](https://www.delltechnologies.com/endtoendsolutions).**

# Sources

<sup>1</sup>Dell Technologies Digital Transformation Index, October 2020. Research conducted by Vanson Bourne surveying 4,300 business leaders across 18 countries. <https://www.delltechnologies.com/dtindex>.

<sup>2</sup>Based on a recent study commissioned by VMware and Dell, “The New Remote Work Era: Trends in the Distributed Workforce”, December 2020. Results based on a global survey of 5,700 IT, HR and business decision-makers, conducted by Vanson Bourne, between June and July of 2020. Actual Results will Vary. Full Report: <https://www.delltechnologies.com/resources/en-us/asset/analyst-reports/solutions/the-new-remote-work-era-trends-in-the-distributed-workforce.pdf>.

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