



# Six Digital Transformation Strategies for 2020 and Beyond

## Innovating for Agility and Automation in the Digital Economy

An IDC InfoBrief, sponsored by Hyland  
November 2019



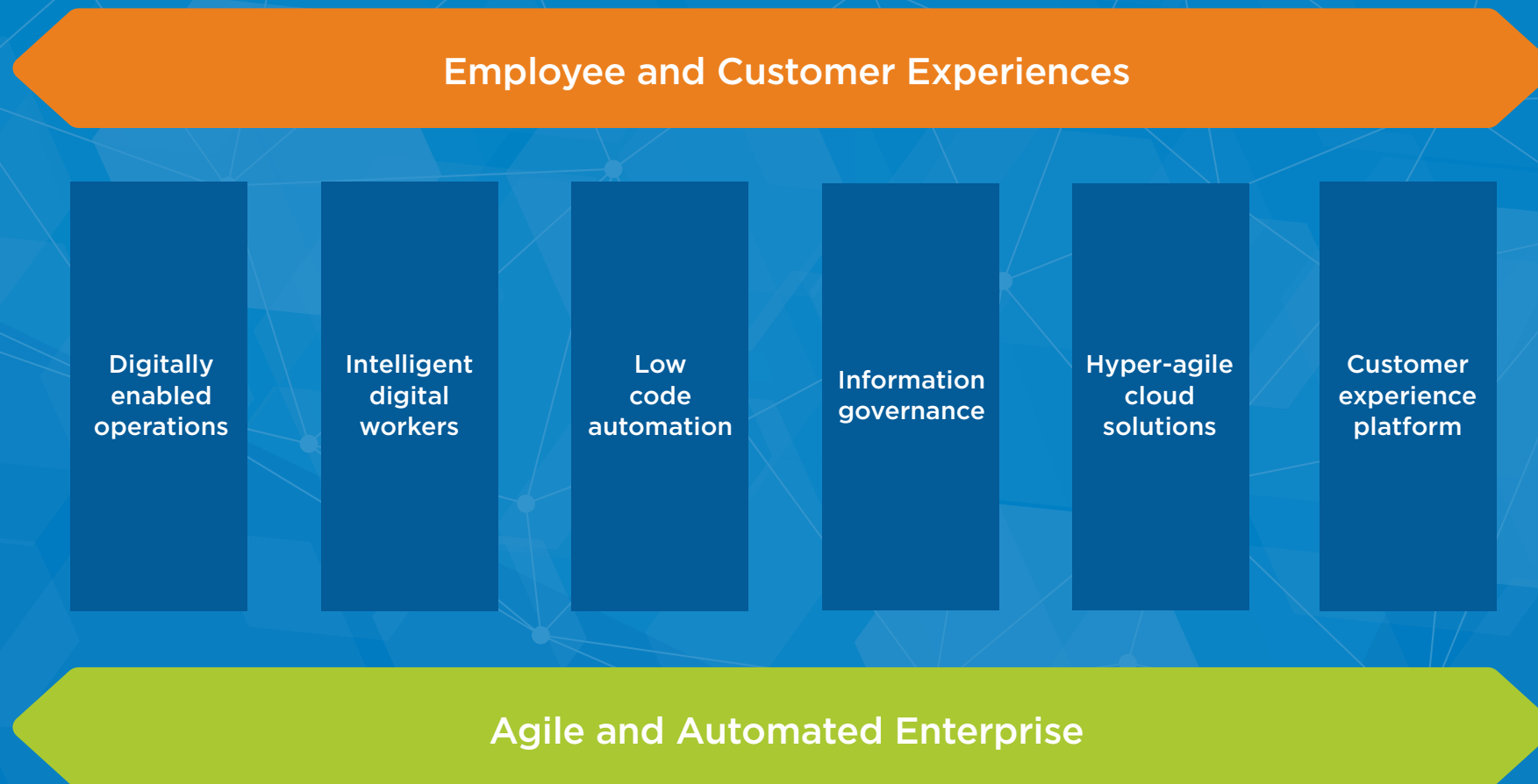
## The methodology:

- IDC analysts from six different practice areas were asked to present their views on key digital transformation technology and market trends that improve the employee and customer experience.
- Supporting their interviews are key statistics from IDC survey data and discussions with corporate leaders who were successful in digital transformation initiatives.

## What you will learn:

- Key trends that will influence digital transformation strategy and budget planning for the next 3 to 5 years.
- Factors that forward-thinking organizations embody to enhance the employee and customer experience.
- Recommendations to consider within your own organization to achieve successful digital transformation.

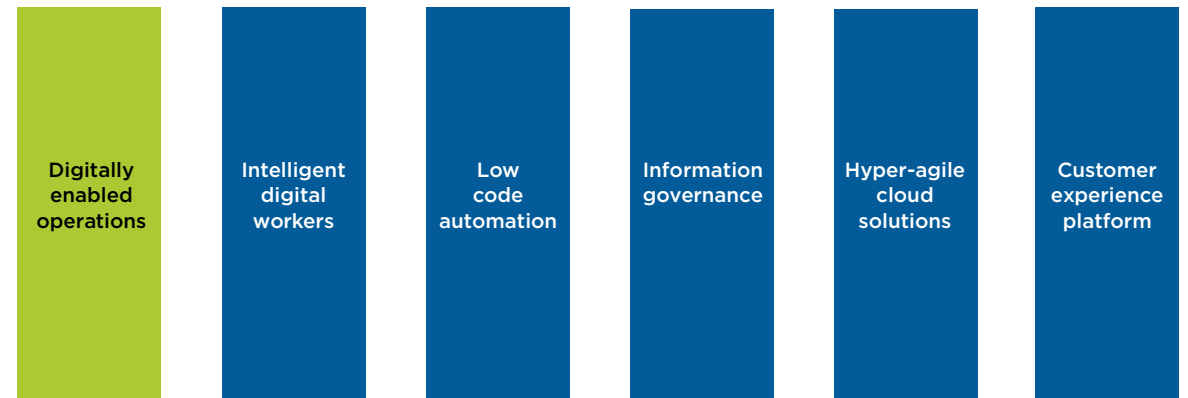




IDC defines **digital transformation (DX)** as the disruptive changes that organizations experience when they employ new sources of digital innovation and creativity to fundamentally improve the business. IDC believes that over the next 3 to 5 years, digitally progressive organizations will adopt automation technologies and agile content practices to improve the productivity of their knowledge workers and derive new revenue opportunities. To assist organizations in prioritizing their digital transformation plans and budgets, IDC offers insight and recommendations on six identified trends that present tremendous opportunity to improve the employee and customer experience in 2020 and beyond.

What should organizations consider related to **digital transformation** in 2020 and beyond for exceptional customer and employee experiences?

## Power your operations with digitally enabled information at scale



In 2020 and beyond, organizations will leverage data modality, access, and usage coupled with real-time actionable analytics to drive better products, services, and — ultimately — customer experiences. Technologies that help organizations manage large volumes of data and move beyond static, paper-based content will not only help them get work done faster but also provide a more complete view of customers.

# Capitalize on Data to Enhance Experiences

Digitally Determined organizations have the strategic, organizational, technology, and financial levers in place today to digitally transform their organization. Digitally Distressed organizations are battling to get digital transformation projects championed and funded.

## Data Capitalization

Organizations that monetize data and receive business returns



Digitally determined organizations are 19% better at monetizing data and business returns

## Digital Operations

Organizations that use data to transform and automate processes



Digitally determined organizations are 34% more focused on creating sustainable digital processes

Organizations that are successful in digitally enabling their information have found that doing so improves the productivity and efficacy of people and business capabilities across the organization.

IDC found that data-enabled processes can reduce work queues and wait times to increase worker productivity up to 70%, which has enormous economic benefits and upside, even before automation is applied.

Leading organizations also use data insights to fuel context-rich customer experiences.



# Recommendations for 2020 and Beyond

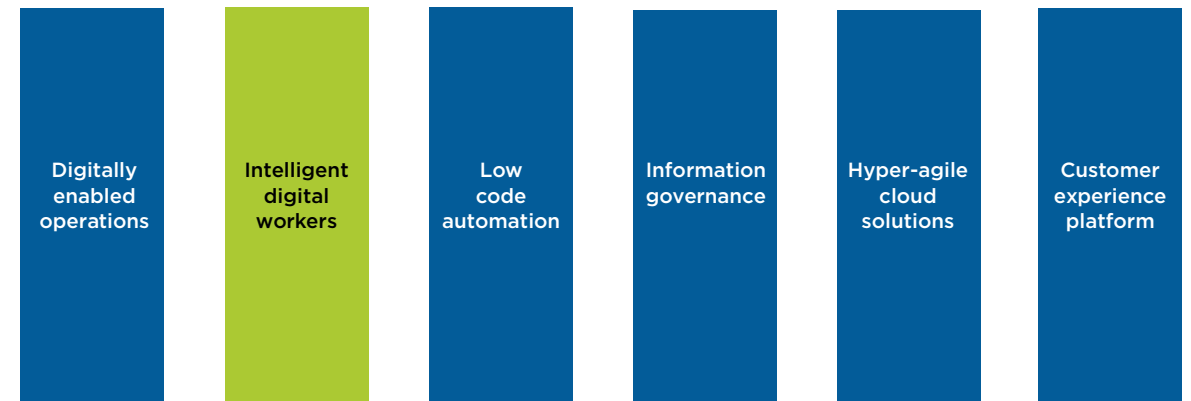
The value of work improves exponentially when technologies incorporate data at scale. An organization's return on data-related investments is dependent on its ability to transform and automate business processes while remaining agile.

## Forward-thinking organizations:

- Create a single business DX strategy that is both agile and connected.
- Devise a single implementation roadmap across multiple time horizons.
- Invest in digital capabilities that are built on and leverage a digital platform approach.
- Embody a strong resolve to create digitally enhanced products and services that leverage information at scale.

What should organizations consider related to **intelligent automation** in 2020 and beyond for exceptional customer and employee experiences?

Digital workers will maximize the value of information via intelligent automation

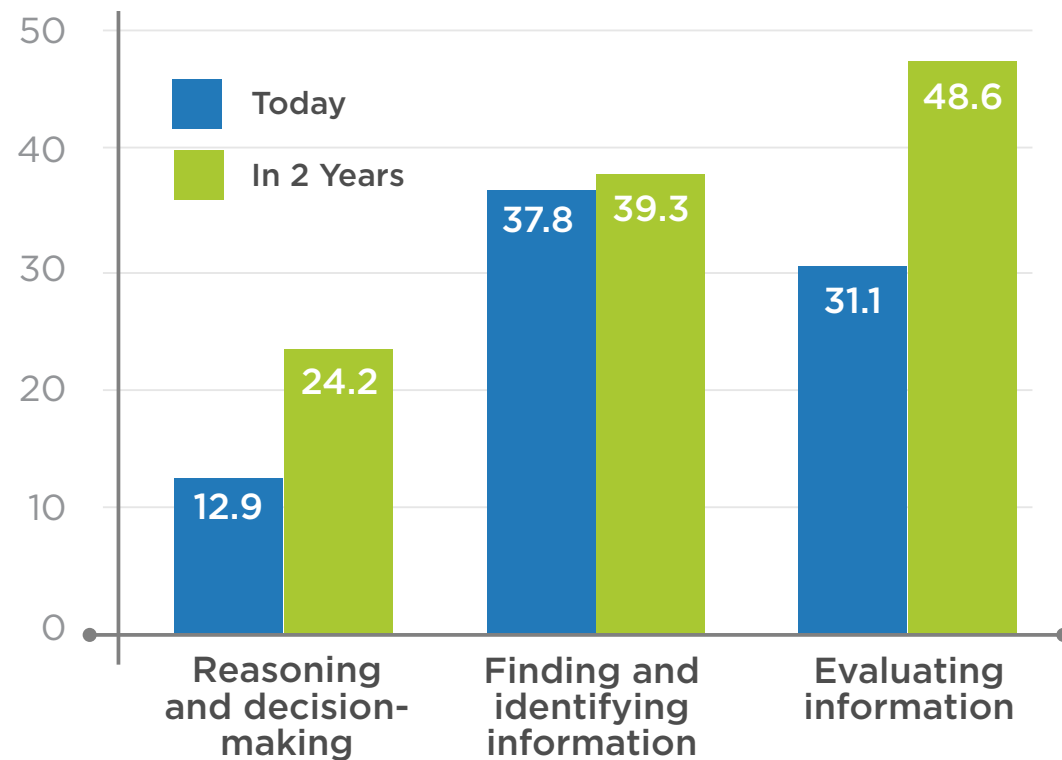


Digitally transformed organizations increasingly use intelligent automation capabilities, including intelligent capture, robotic process automation (RPA), and other “digital workers” in daily work. This maximizes the value of corporate information assets while augmenting the capabilities of human workers to deliver improved customer and employee experiences.

Holly Muscolino  
Research Vice President, Content and Process Strategies and the Future of Work, IDC

# Intelligent Automation Enhances Experiences

## % Accomplished by Digital Workers - Today Versus in Two Years



In 2020, new digital members of the workforce will augment the capabilities of human workers, driving productivity and increasing accuracy while helping to mitigate security and compliance risk.

Thirty-one percent of activities related to evaluating information today are accomplished by a digital worker. That value is expected to increase by over 56% in two years.

Since human workers can offload repetitive tasks to digital workers and focus on higher-value activities, employee experience is improved, which, in turn, may increase talent retention and even acquisition.

When it comes to key business benefits, intelligent automation can reduce rework and improve customer response times for overall better customer engagement.



# Recommendations for 2020 and Beyond

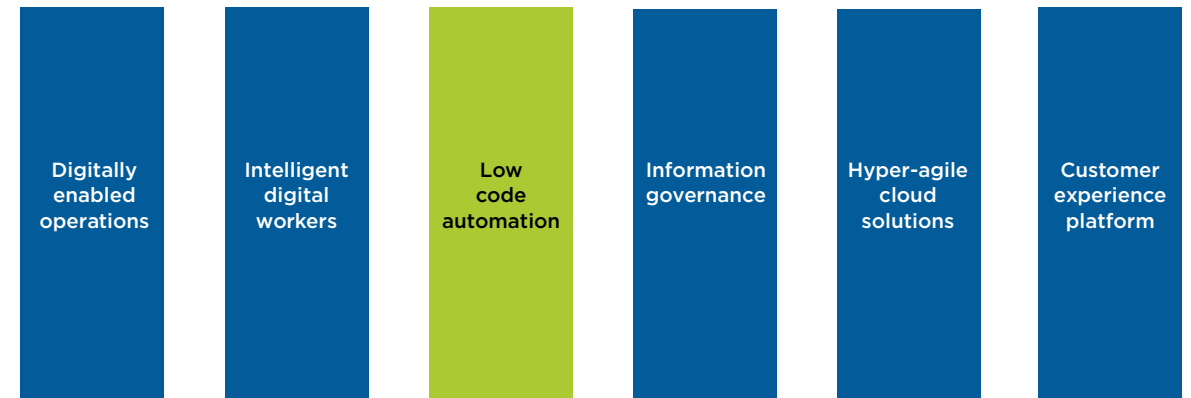
The breadth and pace of intelligent automation will continue to evolve, and the half-life of human skills will continue to decline, necessitating investment in an agile learning methodology.

## Forward-thinking organizations:

- Think humans AND machines. Automation is not about replacement: Consider how intelligent automation technology can further augment human activities.
- Develop programs to reskill human workers for higher-value roles and new job categories.
- Focus on creating an organization that is agile, embraces change, and fosters continuous learning.

What should organizations consider related to **low code software** in 2020 and beyond for exceptional customer and employee experiences?

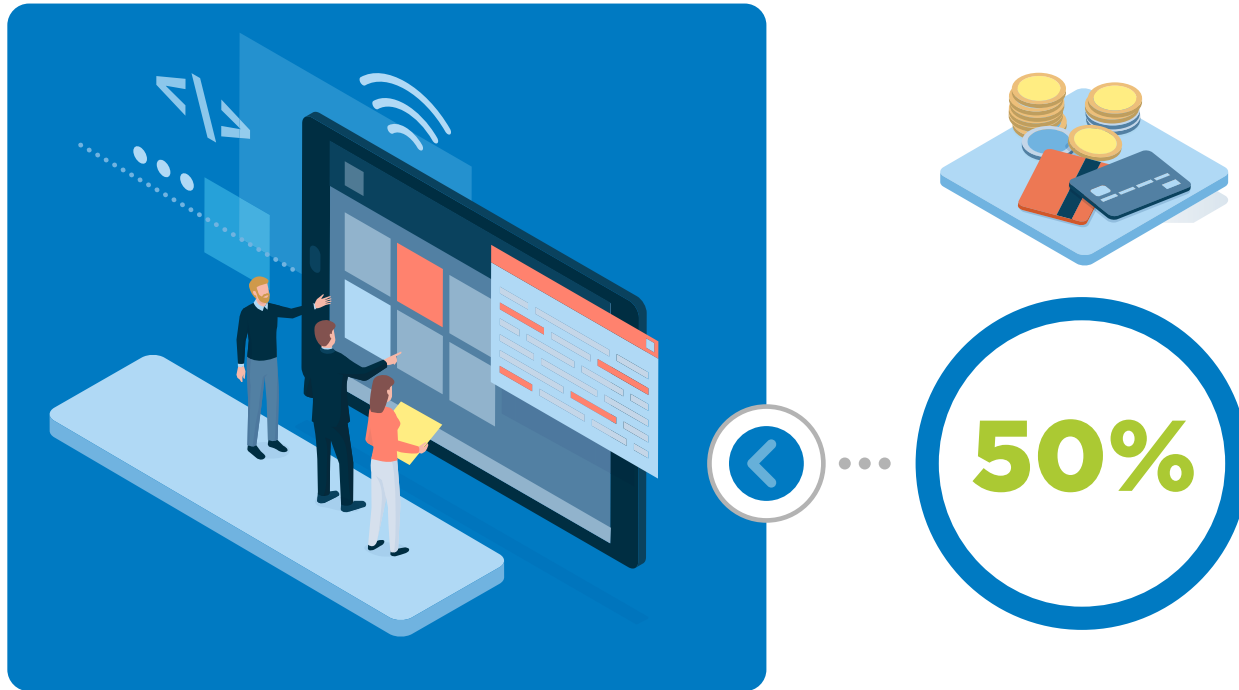
## Low code software for simplified development



Low code software is a key enabler of application creation – empowering organizations to simplify and speed their efforts to automate processes and manage information. Leveraging tools like visual development and point-and-click configuration, non-developers can design and build low- to mid-complexity solutions that improve worker efficiency and further digital transformation initiatives.

Maureen Fleming  
Program Vice President,  
Integration and Process Automation, IDC

# Low Code Software Aids Employee and Customer Experiences



Aside from speed of development, low code software will allow employees to use purpose-built applications tailored to their specific tasks, making them more productive.

Increasing the level of process standardization across an organization will decrease mistakes and costly rework while making it easier to train new employees.

According to IDC's Intelligent Process Automation 2018 market data, more than 50% of spending on software used to simplify and automate processes is delivered as low code software.

In terms of improving the customer experience, applications assembled with low code visual development will provide consistent, purposeful touchpoints with customers and partners.

# Recommendations for 2020 and Beyond

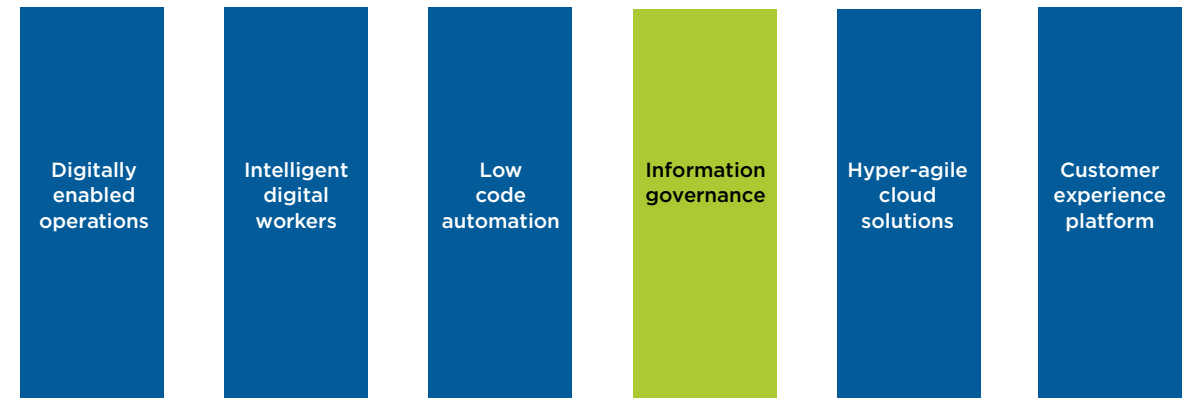
Next-generation low code tools will be adopted by non-developers to create a whole new class of automation.

## Forward-thinking organizations:

- Identify a group of non-developers to automate basic content-centric processes that accelerate transformation at a lower cost than hiring developers to do the work.
- Ensure that developers are fully utilized, working on more complex and strategic projects.
- Build their own training materials and leverage vendor resources and forums to learn how to use the software and collaborate on skill development.
- Measure the value of low code development against defined business outcomes throughout adoption.

What should organizations consider related to **information governance** in 2020 and beyond for exceptional customer and employee experiences?

## Defending the enterprise through data transparency

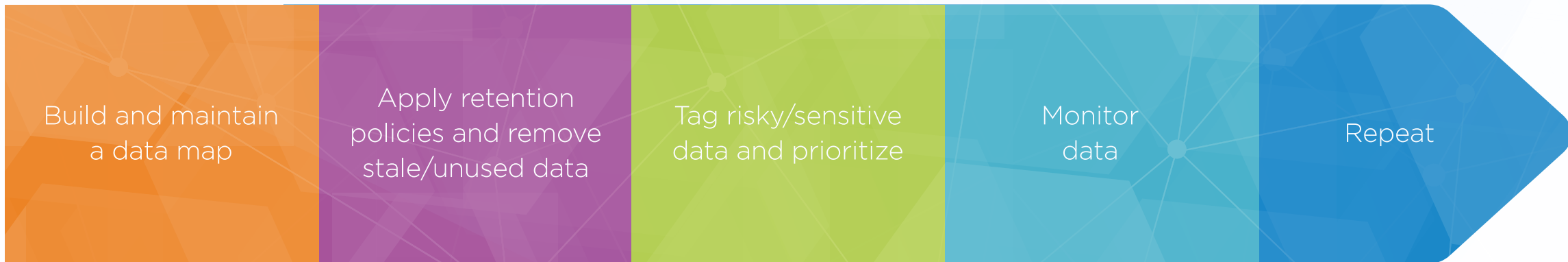


Risks associated with the growing volume of data will make the storage, security, and access of information key focus areas in 2020 and beyond. Equipping organizations with visibility and transparency into organized data is required to manage information governance and to mitigate risks. Enterprises must specifically address data discovery and data minimization to support expanding compliance requirements and data privacy regulations.



# Data Transparency Promotes Trusted Experiences

## Data Discovery and Minimization Workflow for Improved Data Hygiene



The two most important information governance processes are data discovery and data minimization:

- Data discovery leads to greater visibility, organization, and search of regulated content, which, in turn, streamlines compliance processes for employees and auditors.
- Data minimization removes unnecessary risk by deleting unused data from the content repository, thereby reducing the signal noise related to data proliferation.

Data discovery and data minimization will improve the employee and customer experience by enabling organizations to complete data access requests faster while ensuring customer data remains private and protected.

# Recommendations for 2020 and Beyond

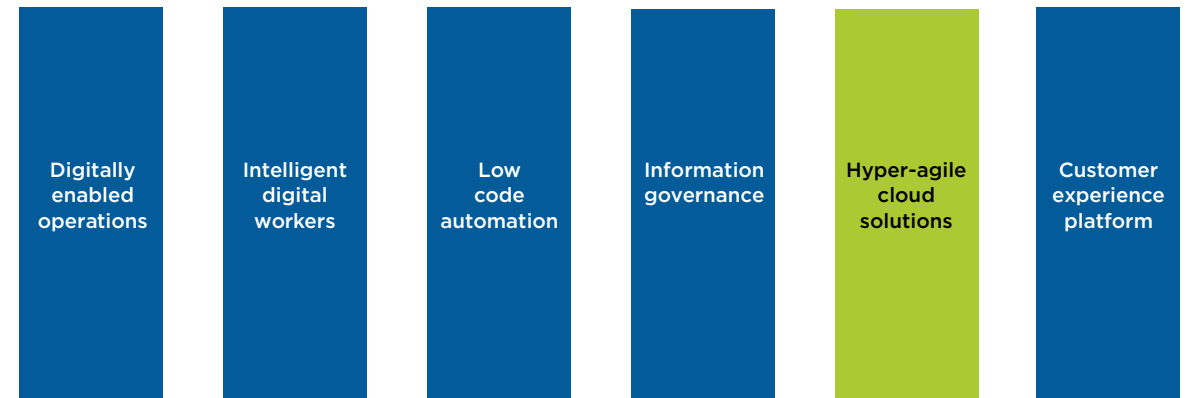
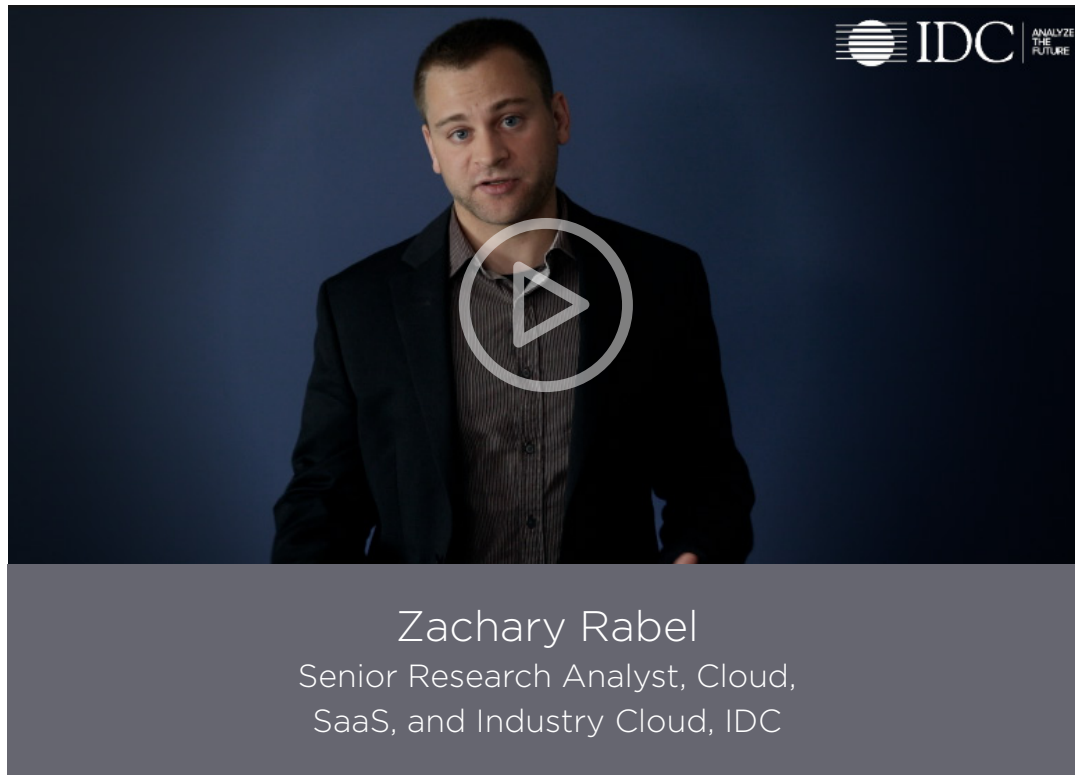
IDC expects the global datasphere to reach 102.6 zettabytes by 2023, creating new regulatory challenges for the automatic application of data privacy and protection to this growing digital content.

## Forward-thinking organizations:

- Include data discovery at the earliest stages of their DX projects to incorporate both governance technology and policy for redesigned business processes.
- Develop an agile data map and minimization plan that prioritizes data by risk, with continuous and automatic monitoring of content creation to prevent the introduction of unnecessary risk.
- Remove stale data diligently by using the data mapping process, applying retention policies, and constantly iterating the data mapping process.

What should organizations consider related to **cloud applications and migration** in 2020 and beyond for exceptional customer and employee experiences?

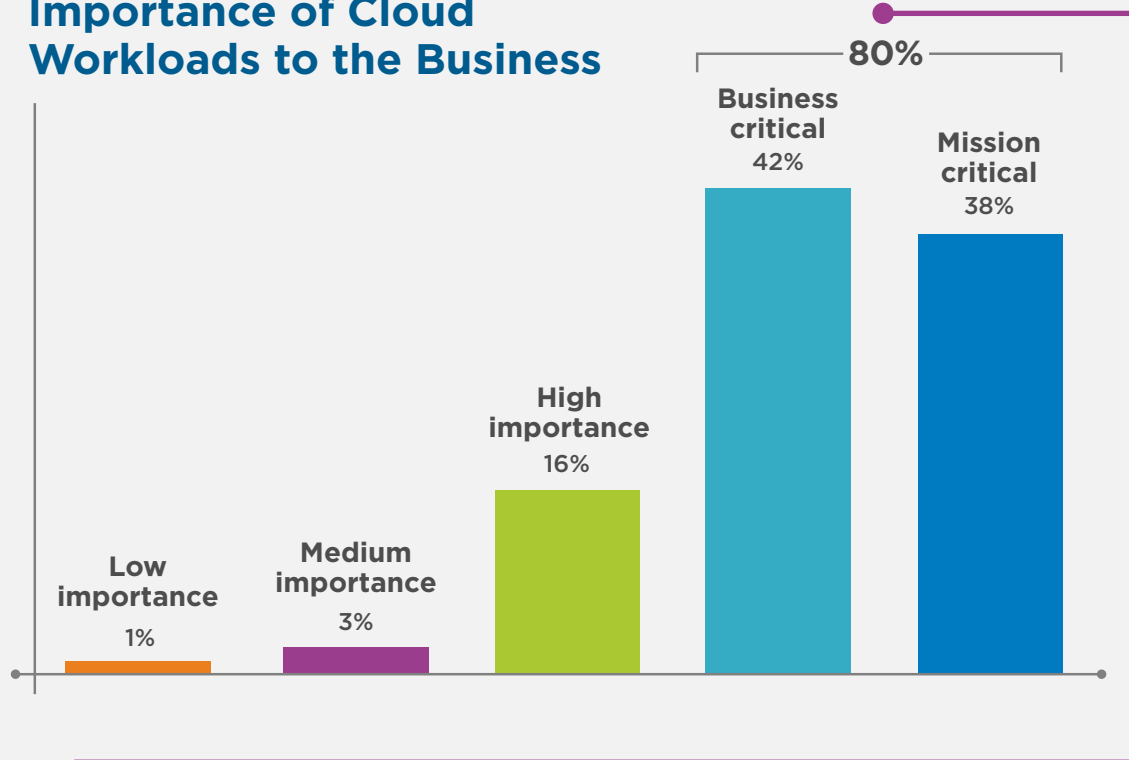
## Cloud innovation and transformation at scale



Organizations embarking on the journey to become a digital enterprise will continue to increase investments in SaaS and cloud applications for greater agility, operational efficiency, and customer experience. By turning to pure cloud or hybrid environments, companies can accelerate modernization efforts and replace slow, legacy applications with hyper-agile and user-centric cloud solutions.

# Cloud Apps Bring Agility and Scale to the Experience

## Importance of Cloud Workloads to the Business



**80%** of organizations currently run mission- and business-critical workloads in the cloud, and more than **60%** cite cloud computing as a consistent and systemic source of innovation.

By 2024, 90% of Global 1000 organizations will have a multicloud management strategy that includes interoperability across public and private clouds.

Successful cloud migrations assess where operational workloads should reside based on location, characteristics, usage pattern, governance, and data requirements. A cloud control plane\* enables a high degree of workload orchestration, streamlining processes across geographic regions for improved collaboration and transparency of work tasks.

The scale and agility of cloud applications empower frontline employees with readily available information to deliver value on demand at critical moments of truth for end customers.

\* A cloud control plane is a management tool that enables organizations to orchestrate workloads and applications across hybrid or multi-cloud environments.

# Recommendations for 2020 and Beyond

Businesses should invest in an agile cloud control plane to unify disparate automation processes across multiple cloud services.

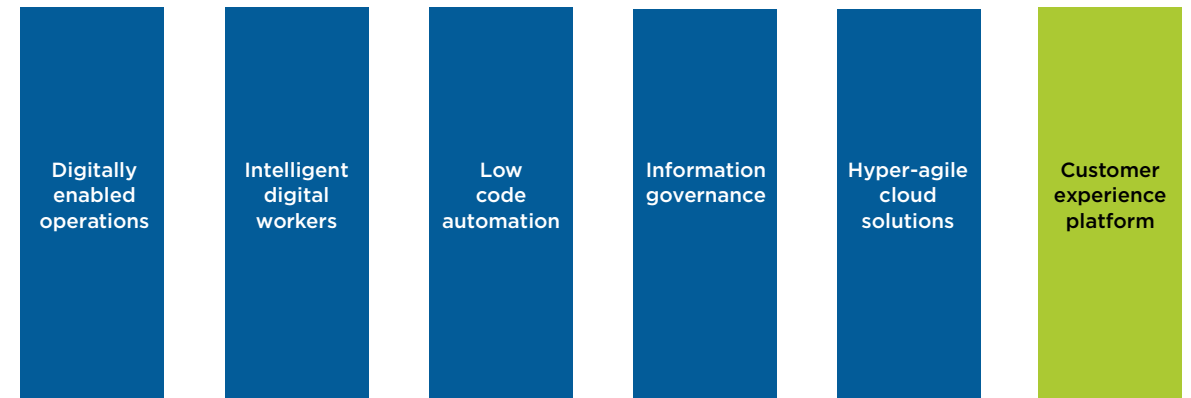
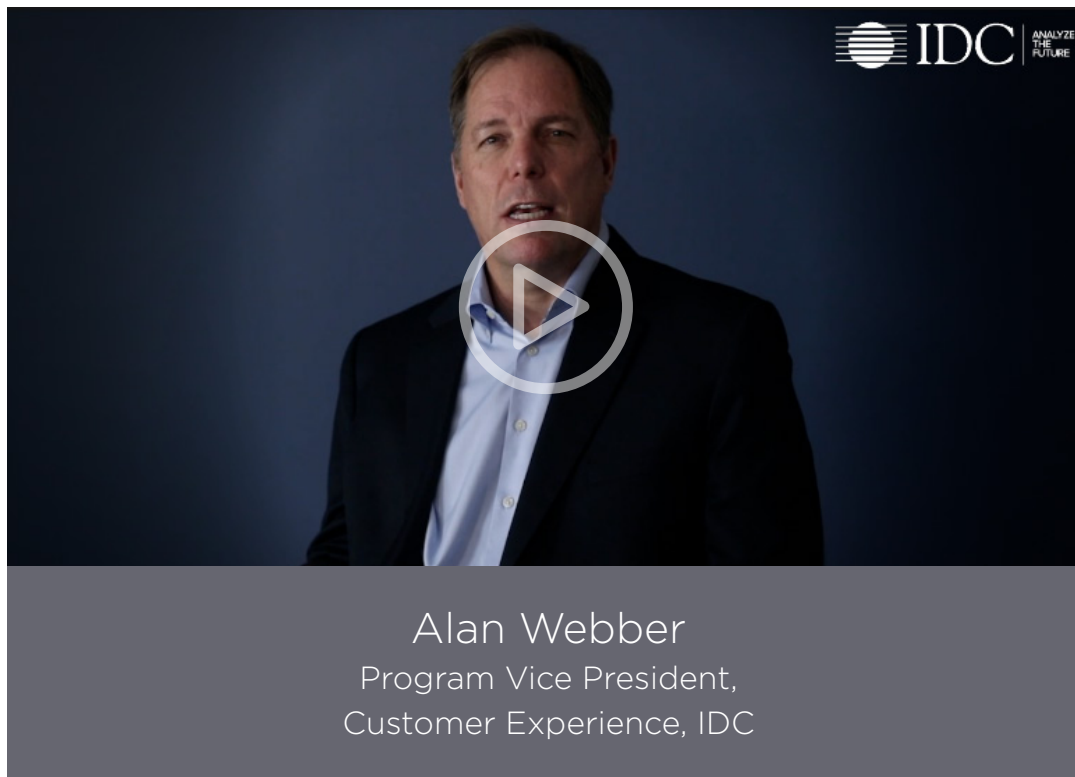
## Forward-thinking organizations:

- Understand where the workloads and data need to reside to meet performance requirements, corporate compliance, and regional data sovereignty regulations.
- Create an agile data strategy that identifies the location, volume, and type of data that must be unified in order to create exceptional customer and employee experiences.
- Identify and target the tasks and processes that automation at scale would most likely contribute to greater efficiency.
- Communicate early and often during cloud migration projects, highlighting early successes to illustrate smarter use of information.



What should organizations consider related to the overall **customer experience** in 2020 and beyond?

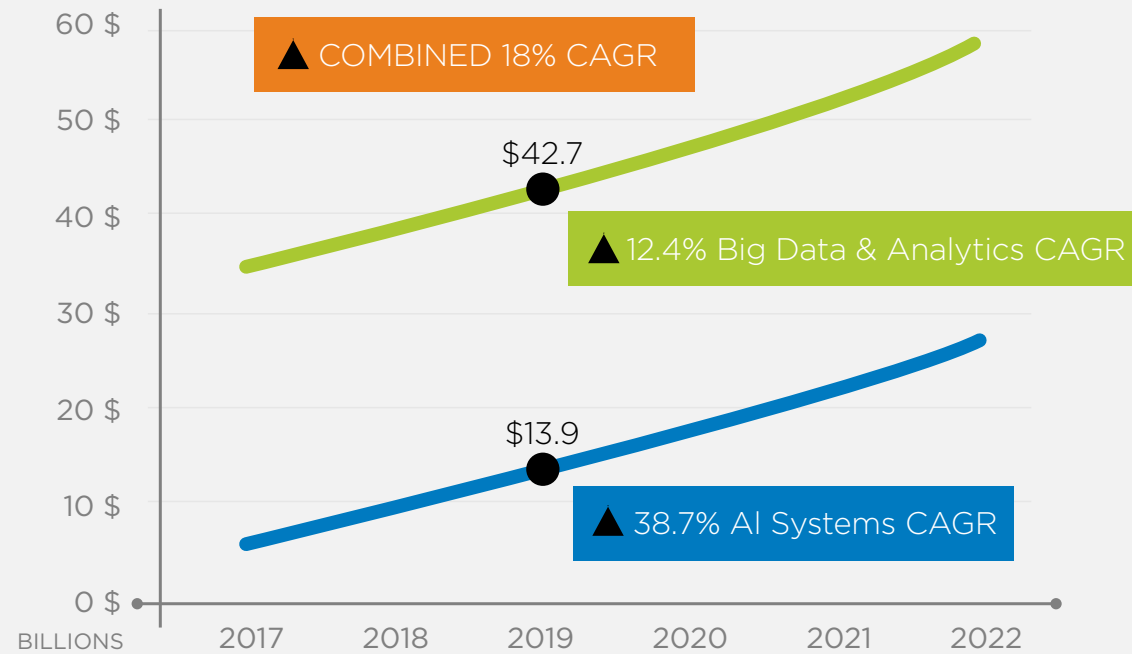
## Emergence of the intelligent customer experience management platform



With customer experience as a key driver of digital transformation initiatives, organizations will look to leverage customer data and intelligence capabilities to better understand key stakeholders and deliver personalized service. An omnichannel, AI-enabled **customer experience management (CXM)** platform that includes both data management and intelligence supports a customer-centric corporate strategy.

# Intelligent Decision-Making for Personalized Experiences

## Spending on Customer Experience Technologies



**\$13.9 BILLION**  
Investment worldwide in 2019  
on AI to influence CX

**\$42.7 BILLION**  
2019 investment worldwide on big  
data & analytics to influence CX

As customers adopt new technologies and expect better experiences, companies struggle to maintain parity.

Delivering differentiated experiences requires companies to implement a customer-centric strategy based on a real-time analysis of data. The result is a digital experience that is almost human-like – both personalized and empathetic.

A CXM platform built on deep customer information can provide a holistic view of customers in real time and automatically direct them to the best employee able to meet their needs at that moment, resulting in better and faster responses to end customers.

# Recommendations for 2020 and Beyond

Improving CX requires bringing data and intelligence together for companies to better understand their customers and deliver personalized, empathetic experiences at scale.

## Forward-thinking organizations:

- Focus on capturing, analyzing, and transforming physical and digital customer interactions.
- Understand that the customer experience happens at numerous points across the enterprise, requiring an agile technology platform to keep it consistent and differentiated.
- Adopt new and emerging AI technologies like digital assistants to engage customers in the medium they expect.
- Develop a complete 360° view of the customer throughout the customer journey to dynamically inform customer interactions.

**Many organizations want to get started on their DX journey but may not know the path to take. Partner with a solution provider that brings an agile workspace with automated content and process services to the forefront of your digital transformation initiatives.**

**Look for these key characteristics:**

- Years of industry expertise and best practices available worldwide
- A solution that can start small and scale with your success
- A feature roadmap that can deliver on today's needs and tomorrow's opportunities
- Interoperability and a user community that contributes to continuous innovation
- Efficient and scalable cloud delivery and support
- An innovative, exploratory culture that fosters differentiation

**Consider these metrics of success:**

- Improved employee experience with increased retention
- Improved customer experience with faster response times
- Reduced implementation time using industry expertise
- Better resource utilization
- Efficient and scalable cloud delivery times
- Reduced or reconfigured headcount
- Faster time to market
- Flexibility to adapt to unforeseen events

# Executive Summary

## An Agile and Automated Digital Enterprise Leads to Better Business Outcomes

Creating business value and thriving in today's dynamic digital economy requires a future work environment that is fluid and adopts an agile approach to:

- **Technology:** Replace outdated systems with **hyper-agile architectures**. Redesign information strategies to support innovation accelerators.
- **People:** Lead the change or be disrupted. Respond to **evolving employee and customer expectations** with data-driven decisions and insights.
- **Process:** Manage digital content with **automation and gain visibility** into usage and governance controls.





# Key Takeaways

Organizations that seek to improve the employee and customer experience in 2020 and beyond should plan to modernize, automate, and adapt their technology, processes, and people along the digital transformation recommendations summarized here:



## Modernize

- Foster collaboration between human and digital workers to augment the capabilities of human workers and refocus them on higher-value roles.
- Identify where cloud-based data workloads need to reside to meet performance requirements, corporate compliance, and regional data sovereignty regulations.



## Automate

- Empower non-developers to easily and quickly automate basic content-centric processes.
- Remove stale data using the data mapping process, applying retention policies, and constantly iterating.
- Deploy intelligent automation to reduce rework and improve customer response times for overall better customer engagement.



## Adapt

- Deliver new products and services based on data insights.
- Adopt emerging AI technologies to improve processes and personalize customer interactions.
- Create an agile enterprise data strategy that identifies the location, volume, and type of data that must be unified in order to create exceptional experiences.

## About Hyland

Hyland is a leading content services provider that enables thousands of organizations to deliver better experiences to the people they serve. With more than 3,000 employees and 22,000 lifetime customers around the world, Hyland is widely known as both a great company to work for and a great company to do business with.

Hyland provides a complete view of the right information to the right people, where and when they need it. We smartly surface content in context by connecting data and systems across the enterprise. By providing users with easy, secure access to complete information – anytime, anywhere, on any device – we enable organizations to digitally transform and facilitate more responsive, meaningful interactions. Find us at [Hyland.com](https://www.hyland.com).

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