

**wavex**

# **Digital Transformation** in the COVID-19 era





“

The next 5 years will be more disruptive than the last 15. This is NOT business as usual. A lot of technology that came in three years ago doesn't work anymore.

Saul Berman, IBM



# CONTENTS

<b>Today's challenges</b>	03
<b>Four Strategic Imperatives</b>	05
<b>Digital Transformation</b> are the rewards worth the effort?	06
<b>The Modern Digital Organisation</b> reap the rewards	07
<b>Start with your staff</b>	09
<b>The modern desktop</b> secure, accessible and efficient	10
<b>The modern IT function</b> within your grasp	11
<b>A phased approach</b> one step at a time	13
<b>The Wavex way</b> faster, better, cheaper	15
<b>Modern IT-as-a-Service</b>	15
<b>About Wavex</b>	18

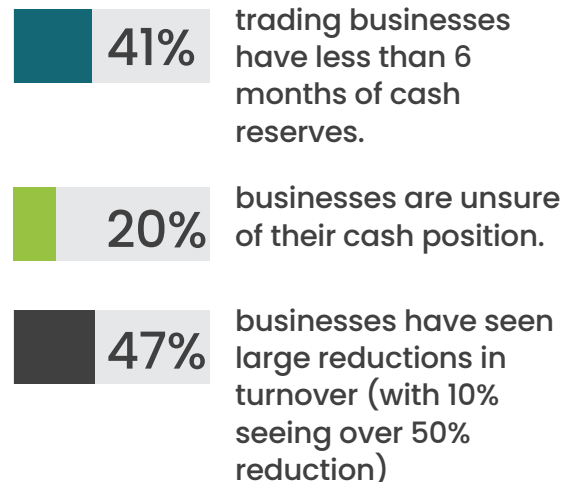
# Today's challenges

Most organisations have a number of unprecedented challenges to tackle. Still in the midst of planning for Brexit, the COVID-19 global pandemic has wreaked havoc around the world.

The current market is shaped by economic uncertainty, a highly distributed workforce and reduced revenues leading many businesses – especially those in the leisure sector – to temporarily, or in some cases permanently, shut down. As it happens, the companies which contribute to the happiness and wellbeing of our staff – pubs, restaurants, cinemas, gyms and travel agencies – have been significantly affected, adding a wave of mental health issues to the crisis.

**The world as we know it has changed forever. The question is – can you catch-up?**

Reviewing the UK economy and social statistics from the UK Government Office for National Statistics makes sombre reading:



The following challenges for an organisation, its staff, and its IT function are now commonplace:

## Organisation



### Workforce

Distributed workforce creating management challenges (COVID)



### Information Security

With staff working remotely corporate data needs to be protected



### Costs

Cost pressures – due to reduced revenues and proportionally higher operating costs



### Uncertainty

Difficulty planning due to economic uncertainties (COVID, Brexit)



### Innovation

Pressure to innovate to find alternative revenue streams



## Staff



### Modern Workplace

With growing pressures on their time and with experience of using modern consumer applications, staff demands tools that improve productivity



### Collaboration

Working remotely staff needs to easily collaborate with colleagues and clients



### Unified Communications

Staff needs to be able to participate in virtual meetings with ease



### Security

Working remotely raises the risk of cyber-crime and GDPR breaches



### Web Apps

Staff access to 3rd party websites is often unmanaged



### Wellbeing

Staff is experiencing a range of mental health issues due to extended remote working

Call us on **020 7030 3210** for a free consultation to discuss your specific organisational requirements today

Jon,  
Wavex Architect



## IT Department



### Management

Challenges issuing new devices, deploying applications to workforce in a controlled manner



### 24/7

Staff no longer work 9-5 so IT functions must now be available outside normal working hours



### Security

Growing cyber-crime sophistication requires more investment and expertise in preventative technologies



### Budgets

IT is expected to do more with less



### Skills

Often little investment in training around modern technologies



### Strategy

Focus on keeping the lights- instead of a strategic focus on future planning and innovations

# Four Strategic Imperatives

Despite the number of challenges an organisation experiences it cannot attempt tackling everything at once and must prioritise its efforts to address these. Business leaders are therefore adopting, in various guises, the following four strategic imperatives.



## Cost

Strategies focusing on managing costs while maintaining core services.



## Innovation

Strategies looking for alternative revenue streams or improving efficiencies.



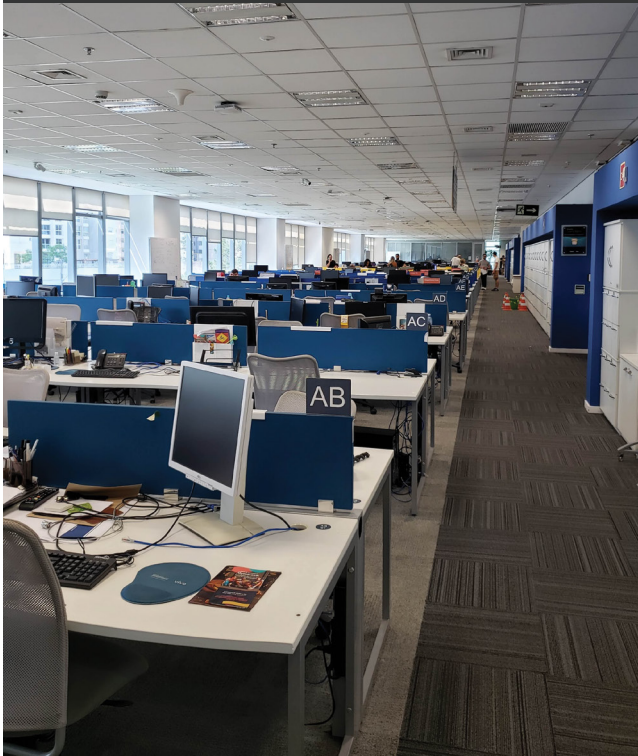
## Security

Security remains a core focus, as remote working brings a range of security and GDPR challenges.



## Flexibility

Whenever there is a high degree of uncertainty organisations seek flexibility to enable them to rapidly adjust to an unknown future.



At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies.

John Chambers,  
Cisco Systems

Considering the circumstances, none of these are a surprise. However, the ideal strategy is one that does not simply address the imminent issues but provides the organisation with a long-term strategic advantage yielding a far greater return-on-investment.

**Digital Transformation can help organisations meet their short-term needs while providing the foundations upon which the organisation can thrive in the near and long-term.**



# Digital Transformation

## are the rewards worth the effort?

As is often the case of business buzz-words, the term “Digital Transformation” has been used to describe a range of initiatives. And this liberal use has simply confused the term leading to many being unclear about its value.



The last ten years of IT have been about changing the way people work. The next ten years of IT will be about transforming your business.

**Aaron Levie, BOX**

Above all, the focus of digital transformation is to ensure an organisation is capitalising on modern technology. However, done properly this is more complex than simply deploying the newest version of a software product which is simply continuing down the same path as before.

True transformation comes from creative thinking.

Asking the question “why”. We are all victims of routine, performing repetitive actions without questioning their relevance, or their cost. By asking “why” we come to realise there are far better ways of achieving our goals.

For instance:

IT departments have become accustomed to managing servers and applications – why? – Are these necessary?

Staff are used to working on corporate devices – why? – Is this the best way?



The biggest part of our digital transformation is changing the way we think.

**Simeon Preston,  
BUPA Managing Director/COO**

In fact, once the IT requirements for an organisation are distilled down to their essence, the actual technology needed to deliver this is often far simpler than the legacy solutions in place today.

# The Modern Digital Organisation reap the rewards

It is no surprise that those organisations that have embraced digital transformation have seen corresponding growth in profits.

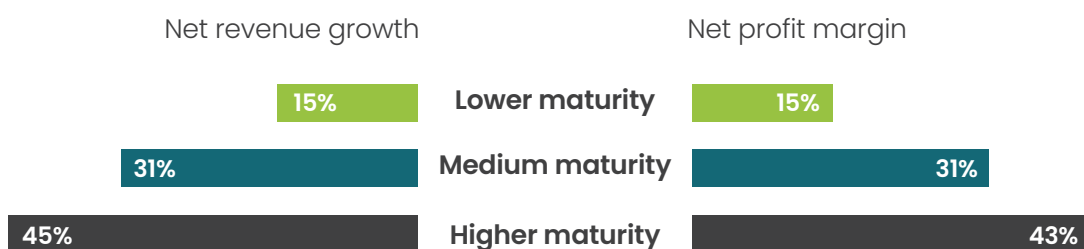


Staff use modern consumer apps daily and expect their workplace to provide a similar experience.

Deloitte's 2020 Digital Transformation survey stated a 30% revenue growth and 28% increase in net profit for those businesses leveraging technology.

## Higher maturity companies reported industry-leading revenue growth and profit margins

Percentage of respondents reporting metrics significantly above industry average, by level of digital maturity



Note: Comparisons to industry averages were self-reported by the respondents.  
Source: Deloitte analysis.



In addition to profits, several other benefits can be achieved:



### Improved productivity

Staff productivity increases by providing them appropriate tools to achieve their goals.



### Enhanced user-experience and satisfaction

Staff satisfaction is partly related to the ease in which they can perform their role. When IT works without friction there is a notable increase in staff satisfaction. A 2019 Forrester Study demonstrated 80% of businesses that focus on the user-experience generated greater revenues.



### Improved profits

With improved staff productivity and less low-level activity required within the IT function, many organisations are able to better use their existing IT teams and increase their profits.



### Streamlined internal processes

Organisations can deploy robust processes across a distributed workforce which reduces risks and improves efficiencies.



### Actional intelligence

Organisations with silos of data are unaware of the potential confined within these datasets. Transformation can assist in making data available to inform future decision making.



### Innovation

Innovation can be an expensive process of trial and error. Although failure is a part of any innovative pursuit, the ability to “fail fast” (Facebook strategy) can reduce costs, improve timelines and can be achieved with the right technology platform.



### Proactive security

Security can be a bottomless pit for investments. However, there are some core technologies that can turn the legacy security approach (normally involving virus scanners, anti-spam solutions and a firewall) into proactive risk management and in turn dramatically reduce the cost of security and the risk of cyber-crime.

But where does an organisation start?

Call us on **020 7030 3210** for a free consultation to discuss your specific organisational requirements today

Jon,  
Wavex Architect



# Start with your staff

The power behind the vast majority of organisations is their staff. And the larger the staff numbers the greater the compound effect of improving their productivity.

## Evolution of the workplace and IT service desk

### Workplace

- A classic bureau
- Personal tables
- Formal communications
- Restricted server folders
- Majority workers on corporate network

### Open Space

- Dynamic work-area & shared desks
- Data shared across departments
- Familiar communications
- Work-groups and communities
- Daily stand-ups

### Experience workplace

- High comfort work & social areas
- Focus on mobile computing and Internet
- File & folder permissions across teams and workgroups
- Boundaries between home working & office worked blurred
- More distributed teams



### IT support

- Rooms filled with boxes, cables, connectors.
- Devices with password written on post-its.

### Help Desk

- Help desk phone number
- Service level targets
- Remotely delivered IT support

### Service Desk

- IT Policies & Procedures
- Governance and compliance IT context
- Chat bots
- Automation
- Distributed management of devices

### What millennials want:

- Workplace as a personalised application suite.
- Mobile device applications for seamless communication within the organisation and with customers (anytime, anywhere).
- Meetings with leadership teams, global leaders, and industry professionals on a regular basis via interactive webcasts, video conferences, and live chats.
- Global community engagement into crowdsourcing of ideas for improvements and top-value projects.
- Communication via chatbots (the social-first approach) and use of gamification technologies to tackle challenging scenarios.
- Amazon-like IT services – We choose the item, check details, place the order and track it online. How simple would it be if our IT queries were solved in a similar fashion?

With staff working remotely their main tool is their computing device whether that be a desktop, laptop, tablet, or phone. Ensuring the staff can work anywhere securely across any device (depending on their specific use-case) is therefore vital.



# The modern desktop

## secure, accessible, and efficient

The modern desktop should provide access to a range of familiar productivity tools (normally Microsoft or Google based). These tools should also provide secure and easy collaboration with both internal and external people.

The IT function should be “a click away” – with a range of channels available to engage with IT services. IT should be easy to access and, if possible, not require additional username/passwords to access. The core support services should provide:



### Chat

Ability to ask IT questions and simple requests



### Phone

Responsive service-desk to quickly address issues



### Email

Providing staff that may be off-line the ability to raise support requests



### Self-Help

Resources to help staff help themselves



### Automation

To empower staff and provide 24/7 rapid resolution, not to mention keeping IT provision cost-effective, tools to enable staff to carry out a number of requests themselves

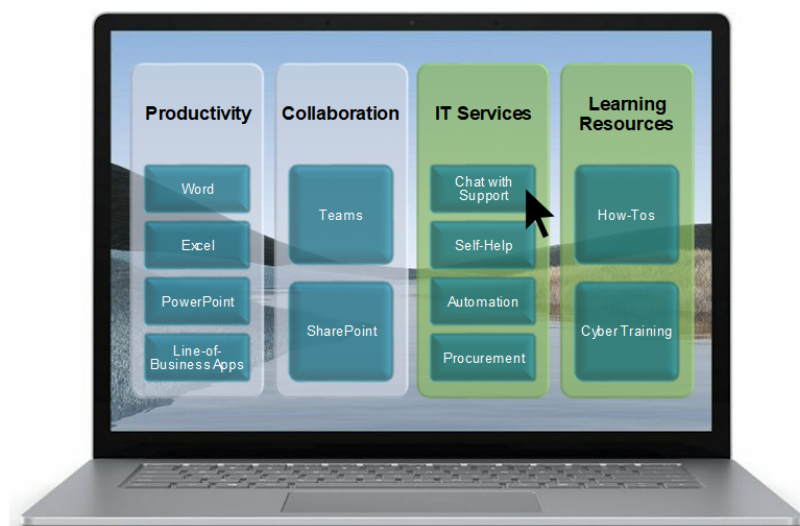


### Procurement

A simple way of requests equipment which follows a suitable approval process

There should also be a range of learning resources available for staff. These should be focused on their role but also on cyber-security.

And these resources should be securely accessible at any time, from anywhere using any device.



# The modern IT function within your grasp



Despite the utopian image of IT services it still requires support and management. Along with new advanced capabilities comes the need for new skillsets and processes.

However, this also means less low-value activity so IT staff can focus on projects that underpin the organisational goals.

The strategic change is the move away from reactive support services to one of proactivity and greater IT governance.

Many IT departments have historically scaled based on user demand – more incident and request tickets have driven the need for more IT staff.

And as internal IT systems evolve they get more complex. With the arrival of virtualisation some years ago, many in-house IT departments adopted “best practise” and provisioned a server for every application, along with the associated backup and disaster recovery infrastructure needed. Nowadays these organisations have extensive IT infrastructure of legacy applications requiring large teams to maintain which can make “transformation” a daunting prospect.



The future IT department “is” a perennial topic for sure, but it usually focuses on how well aligned IT operations are to the business, or changes in skills, delivery methods, outsourcing, and so on. In short, all evolutions of running the IT model as we know it today and not dealing with the real question: how should the role of technology be managed within the enterprise?

Andy Mulholland,  
CTO, Capgemini (formerly)



The modern IT function should be staff-centric, providing a range of capabilities focused on staff productivity.



### Mobile device management (MDM)

All devices are fully managed



### Automation

A modern IT department is continually automating repetitive tasks to reduce risk, improve efficiency (tasks completed in seconds), and manage their operating costs



### Provisioning

New devices can be remotely provisioned without the need for staff to bring devices into the office



### Application management

Applications can be added, upgraded, or removed



### Proactive security

Staff behaviours are assessed as possible cyber-attacks, and vulnerabilities are measured to help prioritise pre-emptive security remediation



### Security operations centre (SoC)

Many IT functions now need to perform SoC services, continually reviewing logs and audit trails for suspicious entries. However, few SoCs can respond to all entries without input from staff (i.e. "Did you login from Russia" or "Did you mean to forward your emails to a Hotmail account")



### IT Service Management (ITSM)

IT functions need to use tools to help them manage the range of IT activities coming from staff and internal IT processes; like the ITSM leader ServiceNow™



### IT Strategy

All IT functions need robust IT plans that support the organisation's strategy, carefully balancing cost, timescales, and quality



### Transparency

In the age of continuous change having accurate records is vital in defining future IT strategy, understanding staff, and demonstrating the return-on-investment to the board

However, transformation should rarely be done in an instant. A phased approach is generally more productive.

Some organisations leverage outsourcing solutions to bring in the technology or resources needed to affect a low risk transition. Other organisations perform this internally however, some caution should be taken here, since the skillsets within internal teams are weighted towards their current infrastructure, additional skills and experience are needed around the target technology to minimise risks and delays.



## A phased approach one step at a time

The old adage “fail to prepare is preparing to fail” has never been so apt when it comes to planning transformation projects. It is wise to use a phased approach to digital transformation as this will help manage change over time.

In effect, it is unlikely that one single solution will address all of an organisation’s challenges. Many will have some legacy applications for which modern versions simply don’t exist. However, this does not entail that digital transformation cannot be accomplished. Not all technologies can be transformed but a wide array still can.

The most obvious candidates are Microsoft technologies. In recent years, Microsoft has shifted



Winners and losers in the digital world get separated at the data level.

**Malcolm Frank,**  
Chief Strategy Officer, Cognizant





its investment into software-as-a-service (SaaS). Almost all Microsoft server technologies like SQL, Exchange, AD, File Servers, SharePoint, Project, System Center, operating systems, associated disaster recovery/high-availability, and backup – now have Cloud counterparts often with better functionality.

For Microsoft server technology, no longer is “support” needed in its traditional sense. But the requirement shifts away from support, to one of “administration” and “innovation”. There are no

longer servers, operating systems, and applications to support and maintain. You only have the application administration.

Microsoft also provides a wealth of additional functions within both Microsoft 365 & Azure that can be used to replace internal turn-key solutions.

In addition to Microsoft, most software vendors have embraced SaaS and are providing applications accessible via the browser to replace legacy client/server desktop applications.

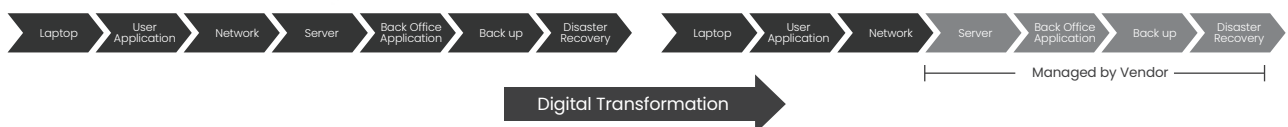
## Legacy

- Expansive and labour intensive to manage
- Expensive to scale
- Unable to downscale costs
- Older technology
- Poor user experience (especially for remote works)
- Less device choice (normally laptop or desktop)



## Modern (SaaS)

- Easier to manage
- Often, significantly cheaper
- Scale up or down (costs scale too)
- Modern technology
- Good user experience (use any device, and work from anywhere)
- Highly Secure



Through analysing each server application and who consumes this, an organisation can start to model its current state and possible future state for each.

There are a number of frameworks that organisations can use to help add structure to their plans – some simple, some far more complex, and each designed for a different audience.



# The Wavex way

## faster, better, cheaper



“

90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy

MIT Sloan and Capgemini

The easiest solution for most small-medium sized businesses (those less than 1,000 staff) is to “partly” or “fully” outsource their IT function.

### Modern-IT-as-a-Service – the fastest path to results

The key components are (a) technology, (b) managed services and (c) projects & professional services. An organisation may outsource the transformation project to utilise external skills to plan the migration yet use in-house teams to execute the strategy.

## Modern IT-as-a-Service

Another way is to outsource to a firm which has already built much of the “modern IT” infrastructure which can be quickly delivered pre-built “as a service”. A “Modern IT-as-a-service” if you like. This means an organisation can rapidly leverage leading tried-and-tested technology to reduce the risk of implementation, reduce cost while improving the end-user experience and speed of deployment.

Wavex can rapidly provide any or all of the following IT services to assist organisations on their way to providing a truly modern IT experience:

### Service-desk

To either complement an in-house IT function or provide all support services. The incident and request resolution processes can be quickly adopted to cover all IT resources whether these are internal, Wavex or other 3rd party resolver groups.

### Staff IT Portal

Providing the “Amazon” of IT services to staff including support, procurement, self-help, automation, and training.

## Contractual Service Levels

Contractual guarantees to meet the required service-levels.

## Tiered support

For organisations with different types of users having an IT service designed around their specific needs will keep costs down.

## User Experience (UX) Management

The MonX™ platform which continually assesses the user-experience of deployed devices, enables IT functions to proactively manage the IT estate against a UX-baseline instead of “fixing issues” as they occur.

## Support Channels

A range of innovative methods for end-users to easily and quickly engage with IT services (engineer chat hotkeys, portals, phone, email, app, browser).

## Cost Management

In the modern era of OPEX and consumption-based models it is easy for variable charges to create frustrations for those managing IT budgets. Wavex provide all IT costs within the APEX® commercial dashboard so that clients can analyse trends and drill-down to individual invoice line items.



There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves – those that don't adapt, will fail.

**Jeff Bezos,**  
CEO, Amazon





## Automation

Our APEX®ANA (autonomous network administrator) platform is designed to automate end-user requests providing staff an almost immediate resolution while following pre-existing approval processes.

## Professional Services

Wavex's project team are all Azure / MS 365 accredited to assist businesses in transforming their legacy infrastructure. Wavex's project delivery team often work alongside existing in-house teams.

## ServiceNow ITSM (called APEX®)

And for those clients without an IT service management platform, Wavex provides them their own instance of ServiceNow which is pre-configured to meet their requirements and includes a range of Wavex innovations around automation, dashboards, IT processes, governance. For those organisations with existing in-house teams, the use of ServiceNow provides seamless collaboration between all IT functions – in-house and Wavex and other 3rd parties.

## Security

Wavex offers a combination of off-the-shelf and in-house developed advanced security services to help organisations get a daily view of their IT vulnerabilities (APEX®Secure), and offers hybrid Security Operations Centre (SOC) capabilities to assess user behaviours for possible cyber-crime (APEX®ATD).

## IT Strategy

Wavex has a number of frameworks it uses to manage the IT strategy with all day-to-day information available via the online IT Director's Dashboard.

All these services can be either provided to in-house teams or can be fully outsourced with average deployments taking 4-8 weeks.



## About Wavex

Founded in 1998, Wavex offers industry leading managed IT services, professional IT project delivery and expert IT advice to London-based SMEs.

Wavex helps clients improve organisational and individual performance by leveraging well-managed IT infrastructure, backed up by expert IT support and advice. As a Microsoft Gold partner, we utilise the best of Microsoft, complemented by our IT managed services and a range of unique systems we have built in-house which all seamlessly come together to significantly enhance the overall quality of our IT service offering. The professionalism of our people, combined with the unique functionality of the Wavex platform,

ensures that we deliver a fast, exceptionally reliable and unusually accountable service to our clients.

Ours is a flexible approach. We can act as a client's IT department or supplement an in-house IT function. In both cases, we aim to create long-term partnerships that add value through a combination of high-quality day-to-day support, expert project delivery and well considered strategic advice.

Our focus is on providing businesses with the tools to improve efficiency while minimising risks and underpinning growth. We pride ourselves on enhancing user experience which is the driving force in all of our developments.

## Multiple Awards



## Affiliations & Certifications



Call us on **020 7030 3210** for a free consultation to discuss your specific organisational requirements today

Jon,  
Wavex Architect





Wavex Technology Limited



[www.wavex.co.uk](http://www.wavex.co.uk)



020 7030 3210



[tellmemore@wavex.co.uk](mailto:tellmemore@wavex.co.uk)