

# Do What Matters with Digital

A new digital maturity is needed

In a world of continual change, digital maturity cannot be achieved through a long transformation program with a singular end point.

However, organizations that are too short-sighted risk being blindsided by the next disruption. Organizations need to transition from doing digital to *being* digital.

Avanade's digital enterprise advisory experts help leaders make sense of data and industry trends, deliver engaging experiences and diversify revenue streams across ecosystems to evolve. Our agile approach enables leaders to use digital to understand, plan and deliver on practical actions that realize business value within weeks.

To transition from doing digital to being digital, you need to redefine organizational agility, people-first experiences and business resiliency.

## 1. Organizational Agility

There is no rulebook for the world we now live in. Experience still matters, but leaders need to quickly make sense of the data that is all around us to solve problems never faced before. Using [Agile methods](#) to facilitate rapid learning from digital experiments and maximize returns on technology investments is also necessary to maintain organizational agility through continual change.

Nearly five times the digital budget is spent on current business models rather than new ones, according to [Gartner](#).

**How can I break through legacy constraints and get better at using digital to rapidly learn and adapt at speed?**

With our cross-industry insights and privileged access to Microsoft, we help leaders use digital to generate actionable insights and take advantage of technologies like the internet of things (IoT) and Digital Twins to sense and respond to changes in the market.

**Read how** optimizing analytics, AI and data visualization capabilities on Microsoft Azure enables [SSE Renewables](#) to generate actionable insights from diverse data sets to be more cost effective and increase the reliability and life of its renewable generation assets.



Redefine to evolve

## 2. People First Experiences

As interactions become more mobile, virtual and distributed in our hybrid world, human-centered digital experiences will separate the winners from the losers. According to Gartner, organizations must now deliver a total experience (TX) strategy that engages employees, customers, partners and other stakeholders. Additionally, digitally mature organizations differentiate by using digital to maximize the capabilities and emotions that uniquely make us human, such as creativity and innovation.

Gartner expects organizations with a TX strategy to outperform competitors across key satisfaction metrics over the next three years.

### How can I deliver experiences and maximize human ingenuity to inspire, engage and differentiate in our hybrid world?

Our digital enterprise advisory experts help leaders assess the market, understand evolving stakeholder expectations and make wise digital investment to design and deliver experiences that differentiate and open new revenue streams.

**Read how** within weeks, US-based retailer WB Mason was able to expand from only selling to businesses to also sell directly to customers, thanks to adaptable digital marketing and e-commerce capabilities.

## 3. Business Resiliency

A digital maturity gap exists between leadership and operations, and most top management teams lack the savviness to be bold with digital. Leaders need to bridge this gap to meet the pressing need to diversify revenue streams across ecosystems and industries, so their organizations remain resilient through regular disruptions. Advances in digital now also mean that making a positive impact on people and the planet will yield benefits for organizational profitability.

Less than 10% of top management teams in large global companies are digitally savvy, according to MIT Sloan Center for Information Systems Research.

### How do I redefine digital leadership to enable my organization to repeatedly evolve, while becoming more inclusive, responsible and sustainable?

Our agile approach aggregates the expertise and data-driven insights leaders need to understand, plan and deliver on practical actions that realize business value within weeks.

**A large health insurance organization** needed to develop a digital strategy, then rapidly scale its digital capabilities to transform its operating model and launch new products to prepare for continual change.

## Evolve at the speed of continual change

More than ever, our future is unknown. The pace of change has accelerated exponentially. You can no longer wait to get results from digital in five years – three years – or even one year. Business value must be delivered in weeks.

Yet, uncertainty creates opportunities to grow faster than competitors if leaders and their organizations build the digital maturity to repeatedly evolve. We will regularly face environmental, social, political, and technological disruptions, so the time to act is now.

Our digital enterprise advisory experts specialize in helping organizations transition from doing digital to being digital. Our cross-industry insights and privileged access to Microsoft enable leaders to take advantage of digital to make sense of data and industry trends, deliver engaging experiences and diversify revenue streams across ecosystems, so their organizations can repeatedly evolve.

Our team will help you build and maintain the digital maturity to keep your organization and people resilient through continual change. We will be with you every step of the way. To get started, [contact us](#).

Visit [www.avanade.com/AvanadeAdvisory](http://www.avanade.com/AvanadeAdvisory).



#### About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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