



Building the Best Business Case for Your Digital Transformation

Data and insight to help
you make the right change
for your organisation

New technologies have presented organisations with many challenges and opportunities that are driving change – and not just small change – big change. Change so profound we have come to call it “digital transformation.” Some of the drivers of this change include the need to break down data silos across departments and regions, how to best leverage the expanding cloud computing opportunities, how to play in a more connected world via the internet of things, and the continuing effort to get mobility right in each organisation, to name just a few.

Through our work at CIC, with hundreds of clients in technology, we have seen how informed change, supported by access to data and insight, results in better outcomes. Through our past and ongoing research we have compiled a significant and valuable collection of data.

And now, CIC has developed a novel approach to data and insights in an effort to assist the smaller market players (SMEs) begin their digital transformation journey on solid footing, without breaking the bank.





Organisations use market intelligence for a variety of reasons. We see the following as being the highest use cases for Discovered Insights by small and medium size enterprises launching a digital transformation effort throughout their IT infrastructure:

- **Strategy planning for Digital Transformation**
- **Shaping IT and business strategy**
- **Future IT decision making**
- **Technology procurement choices**
- **Benchmarking against the market and competition**
- **Sales insights**

Discovered Insights is unique, in that it provides easy to use data, insight and a customised enquiry service that allows customers to go deeper into specific areas of import to their teams.

Through the Discovered Insights portal, subscribers are able to access 53 datasets, organised into 11 topic areas. Functions available via the portal allow users to manipulate and interpret that data in ways that are specific to their needs. The charts and tables developed can be downloaded for use in presentations and other documents to build internal business cases.

In creating the Discovered Insights portal, great care has been taken to ensure a user interface that allows the data to take on meaning easily and intuitively, for those not necessarily accustomed to working with data.

This data and insight has been used by CIC to deliver high value services to clients, including global software vendors. It has been used to shape business, product, and sales strategies, and has delivered significant value to our clients. And now, through Discovered Insights, SMEs can benefit from the breadth of this data as it relates to their specific needs, through a delivery format that fits with, not only their busy schedules, but their budgets as well.

A companion research report, "Understanding Digital Transformation" is also included, to assist in interpreting the data and is organised, as is the data, around 11 topic areas and questions we know SMEs are struggling with.





1 Digital transformation: What do organisations see as the key attributes and core considerations of their Digital Transformation strategy? Who has ownership of that strategy? What are primary business and technical barriers to delivering change?

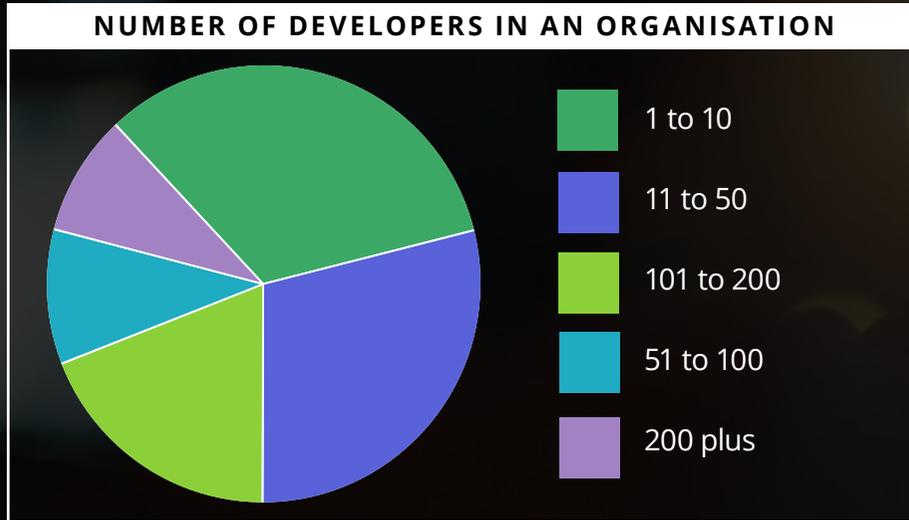
2 Development strategy: What are the key considerations to a development strategy? What are the challenges that organisations face? Who are the primary roles involved in delivering on the strategy?

3 Technology and methodology: In this topic, we address questions such as: What technologies are organisations using? What types of tools support Digital Transformation? Who are the owners and influencers with respect to technology choices? What methodologies are being adopted?

4 Development languages: What are the key attributes and considerations of a programming language? What languages are organisations using? What languages are used to support different delivery platforms?

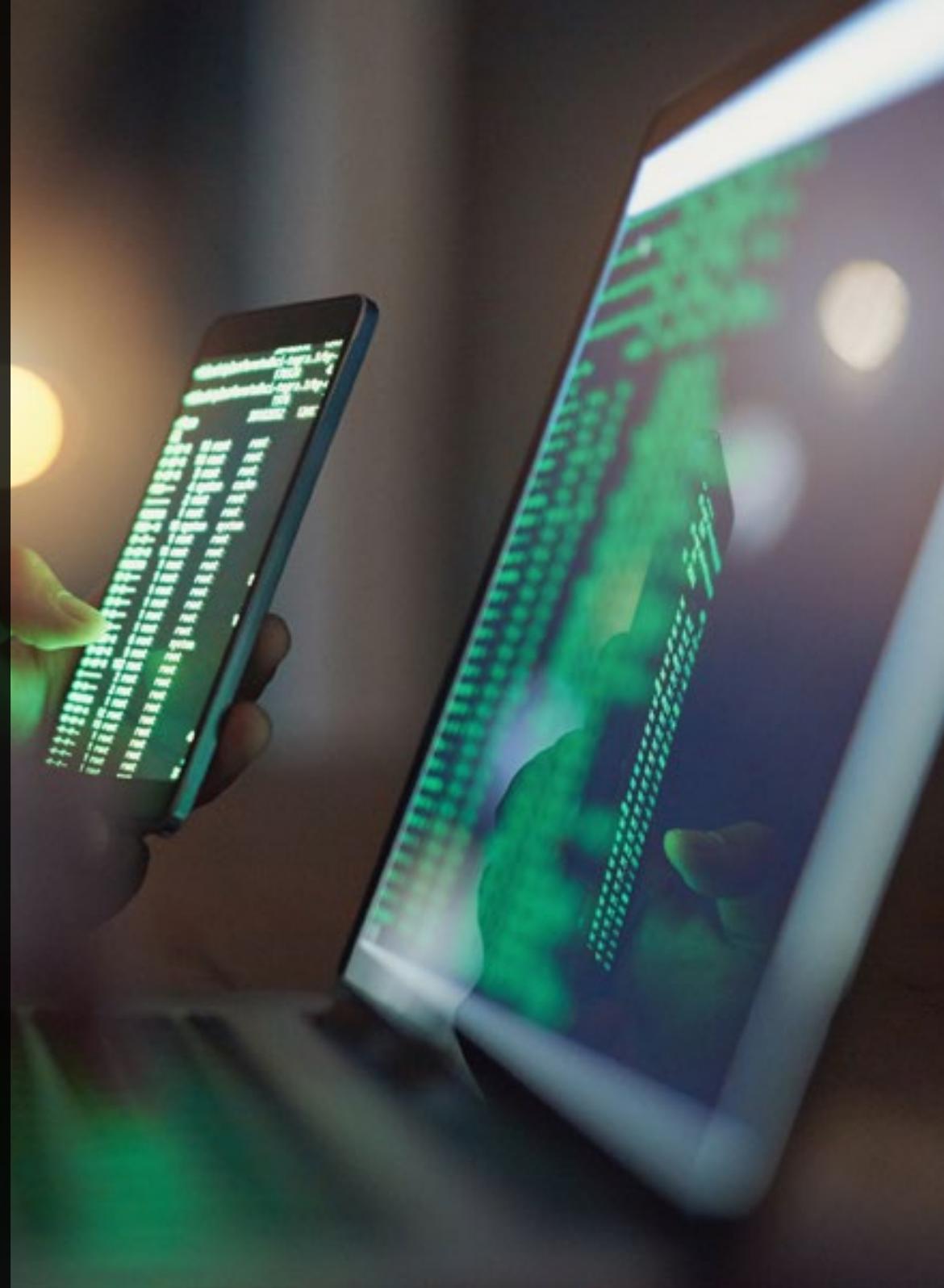
5 Professional developers: How many developers are organisations employing? What typical previous technology experiences do developers have? How long have developers typically been working for?

6 Non-professional developers: What is the level of interest in empowering non-professional developers? What benefits can non-professional developers bring to an organisation? What are the benefits and challenges of tools aimed at non-professional developers?



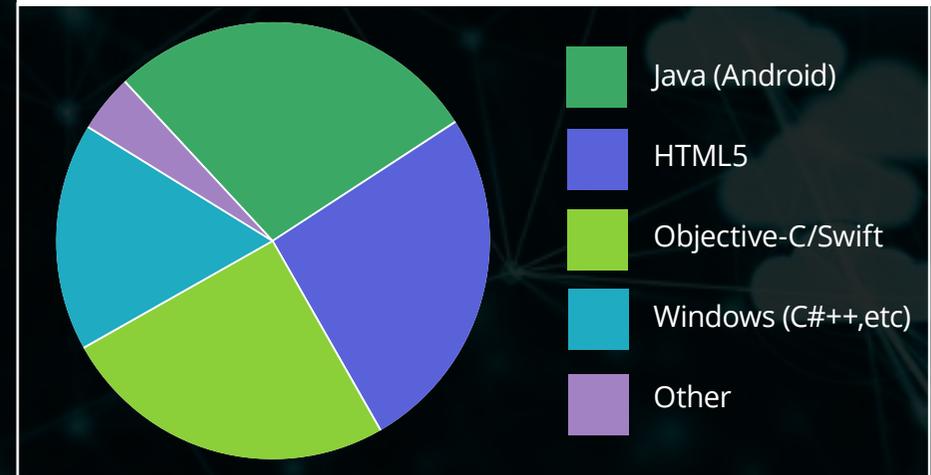
7 Mobile development strategy: What are the key considerations to a mobile development strategy? What roles have ownership of mobile development? What about future development for devices such as wearables?

8 Mobile app strategy: What business functions are apps being built for? How many apps are organisations building for internal vs external use? What are the barriers to a mobile app strategy? What plans do organisations have for future mobile apps?



9 Mobile technology strategy: What technologies are organisations using to support mobile development? What mobile platforms are organisations supporting? What plans do organisations have for mobile technology in the future?

TECHNOLOGY USED TO SUPPORT MOBILE APP DEVELOPMENT



10 Cloud: What Clouds are organisations using and in what capacity? What are the key attributes of a Cloud vendor? How is Cloud being used to support mobile app development?

11 Application strategy: What types of applications are organisations developing and where in the business are they being deployed? What is key to building applications that support Digital Transformation? What are the key drivers for an API strategy?

These are just a few examples of the depth of information available through the Discovered Insights Portal. The data can be filtered by organisation size, geography and vertical industry and each dataset provides one or more charts and a data table (all figures in %) that can be downloaded for use in documents or presentations. And, each topic in the report is also available in podcast format and easily downloadable to your preferred device.

Additional Insight/Counsel Available

Customers, who require a more granular assessment, can use the Discovered Insights enquiry request form. For example, a subscriber might select from among the 11 topic areas, "Mobile Technology Strategy." Then further specify region of interest, company size, and vertical industry. More detailed insight is then provided via email within 5 working days (minimum 500 words) by a CIC analyst who covers that particular market area. If more counsel is required, subscribers can access CIC services at a special rate.

Summary

As the world and all things business become ever more "data driven," SMEs are seeking an affordable resource to help them determine what information is the most important to understand, and then how to execute on what is learned. The Discovered Insights portal delivers the research data, the companion research reports adds context, and 1:1 enquiry time helps provide more specific guidance to smooth the execution of next steps identified as key to success for each organisation's individual digital transformation journey.

Links to additional reports are available on the Creative Intellect Consulting website (www.creativeintellectuk.com) - many of which are available for free.





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ABOUT CREATIVE INTELLECT CONSULTING (CIC)

CIC is an established boutique industry analyst market research and advisory firm, providing expert guidance on Software and Systems Delivery in an increasingly connected world. It is UK based with global clients and an ecosystem that we call on to gain valuable insights that help form the basis of our informed recommendations.

Our data was collected through conversations with over 1,100 individuals of varying roles, organisation sizes, geographies and industries. Research data criteria were expertly crafted by professional, experienced industry analysts and conducted by market research experts. In addition, insight was built around the quantitative data through further research. The cost of collecting this data exceeds £200,000.

