



DIGITAL AT THE CORE

Business leaders across the globe are seeing how digital is transforming everything - from customer expectations to distribution channels and production models. 22% of CEOs are taking “digital to the core” where products and services change with new digital capabilities. A few years ago, digital transformation was defined as consumer-facing mobile apps, adaptive responsive websites, in-store or point of presence experiences that were customer focused. Today, these are table stakes and digital is the confluence of Big Data, Analytics, AI, and Machine Learning. We are heading to a future where every business is a digital workplace, and every CX has a component of digital.



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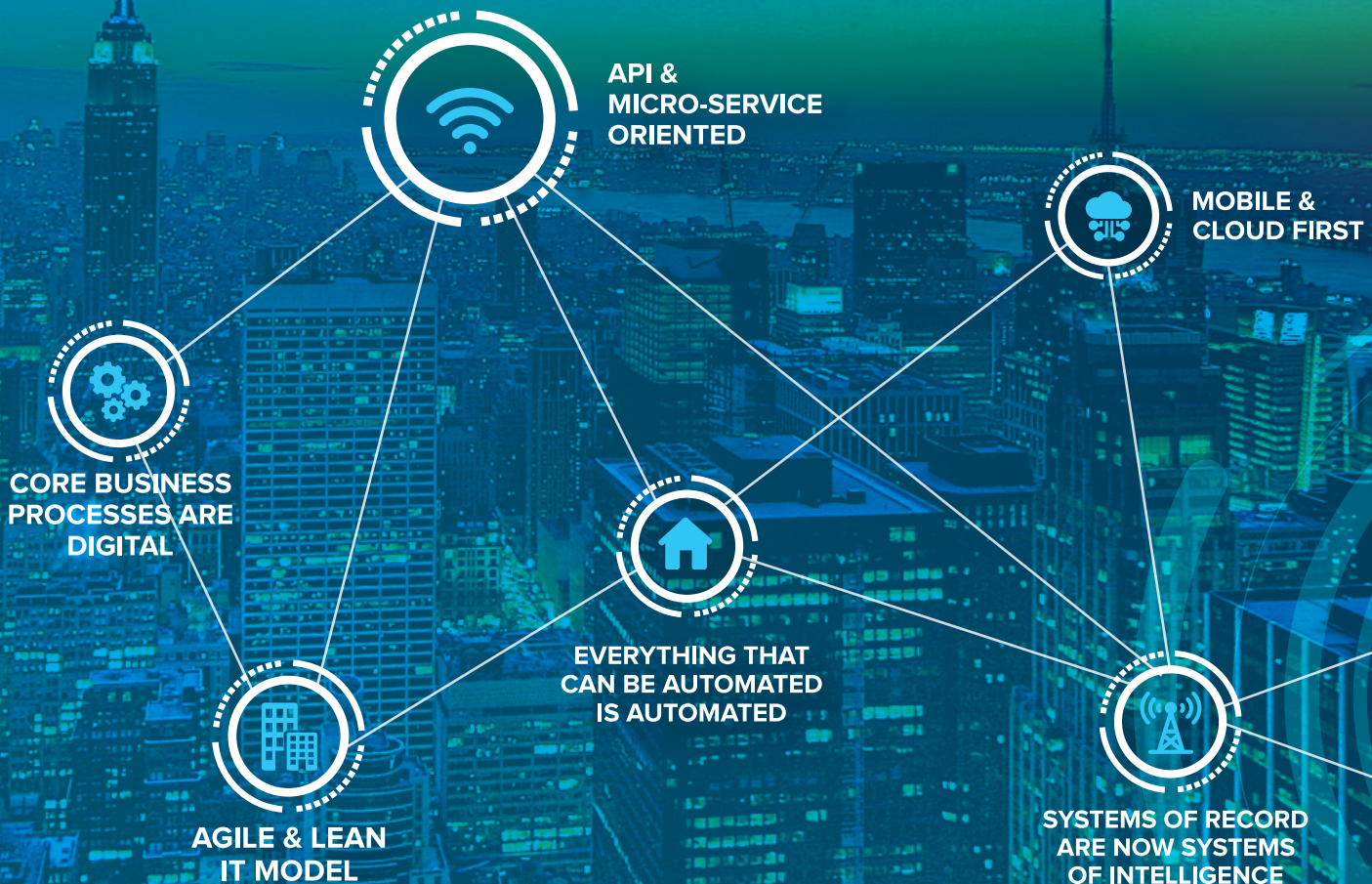
A woman with dark hair is looking down at a smartphone in her hands. The background is a blurred city street at night with warm lights. The entire image has a blue color overlay.

DIGITAL TRANSFORMATION IS INEVITABLE

Digital is not a separate channel. Becoming a digitally transformed enterprise is leveraging digital at the core of business processes in order to operate at a faster speed. This provides the organization with the ability to implement rapid changes to business models in order to satisfy new ways of achieving business and meet new customer expectations on how they are engaged and serviced. Being a digitally transformed enterprise is about knowing how to take advantages of the latest technologies to stay relevant and deliver service to customers in ways they expect. Digital technologies have an influence on every critical process, from an impact on CX to improved productivity in operations. Digital supports businesses to define and execute new construct of capabilities. The digital core turns systems of record into systems of intelligence, enriching digital channels with data to accelerate the business pace in real-time. In a digitally transformed enterprise, the systems of intelligence layer is the largest area of investment for a future which uses machine learning and AI-powered algorithms to unlock the value of data. With effective cognitive technologies the focus now shifts to how new intelligence tools can change business processes.

With renewed digital realities, businesses across verticals are compelled to increase the agility and flexibility of current infrastructure to ensure it can interface with an increasing number of operating models and applications that will originate and operate on the cloud. A business strategy based on APIs and Microservices coupled with cloud infrastructure, gives businesses the ability to move at the accelerated speed of digital. Cloud has fast become a key differentiator for companies by digitizing the core legacy layer enabling companies to operate leaner with less on-prem hardware to support and transform legacy applications into the cloud to move at digital speeds - accessed on mobile platforms.

Digitally transforming the Enterprise



Digital presence today is the confluence of three layers

- *Personalized digital experiences on the front end*
- *APIs and Microservices in the middle tier*
- *Data aware and intelligence powering these digital experiences in the back end*

Automate and Simplify: The advancements in Machine Learning, Big Data analytics, and AI trigger a new wave of automation possibilities. Everything that can be automated needs to be automated in order to become a digitally transformed enterprise. At Photon, we encourage our clients to develop intelligent automation platforms that incorporate human+machine interactions to release new capabilities into the market.

Digital Transformation Journey

2007 - 2010

An era when
“Digital meant
consumer
touchpoints”

2010 - 2013

Two-speed IT
was the
unquestionable
norm

2013 - 2017

Enterprise
transformation
begins

2018 & beyond

The risk of
digital disrupting
your business
is serious

FUTURE OF DIGITAL TRANSFORMATION

Most of the businesses are looking to the digital future and the continuing changes it brings to their respective industries. As we embark on 2018, these key trends in digital transformation need to be prioritized

- Mobile and cloud-first, internet of things, AI foundation, conversational platforms leveraging voice or chat, immersive highly personalized experiences, automation, will create a need for continuous security, new governance and compliance.
- With the continued propagation of devices, the Internet of Things will push for increased digital spend. By 2021, the global IoT spending is expected to total nearly \$1.4 billion. More devices will contain IoT features and components. Making many traditional devices - smart. Getting an IoT strategy right and what is relevant to your customer and your operations will be critical.
- Enterprise systems of records have now become systems of intelligence in order to make the legacy IT layer as nimble and agile as your front-end digital channels.





DIGITAL IS THE REALITY, SPEED UP

Companies need to carefully tread the path towards digital transformation with a concrete strategy to harness its strengths and mitigate its challenges. Across the three dimensions of digital transformation - technology, process and skills - businesses are making strides to move digital to the core of their business processes. Those enterprises that cannot will keep losing business to competitors that respond and re-invent rapidly. It is therefore crucial, to develop a digital roadmap and begin the new journey of digital transformation sooner rather than later.

When a company has to transform the core of its business process - whether it is a retailer struggling to embrace digital, a CPG manufacturer dealing with the reality of personalized customer experiences or financial bank leveraging digital to power trusted customer experiences - this calls for a transformational change in the mindset of the organization along with people skills to meet these ever-changing realities. It is in this context that delivering new standards of digital experiences become a prerequisite to powering your digital transformation journey.

At Photon, we serve as our customers' digital transformation partner by staying at the forefront of ever-changing consumer behaviours and combined with digital expertise only gained from working with world-class Fortune 500 global leaders. We take deep pride in bringing unique insights into existing and emerging technologies to develop a range of transformative solutions for the Retail, Financial services, CPG Manufacturers, Automotive, and Restaurant industries. Today Photon serves 37 of Fortune 100 companies and deliver compelling digital experiences with synergy of creative front-end, lean development practices and enterprise architecture on the backend.

Connect with us to accelerate your digital transformation journey.

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CTO & Co-Founder at Photon



Talk to Our Omnichannel Experts

To learn how we can support your digital initiatives, kindly contact:

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About Photon - www.photon.in

Photon is the largest and fastest-growing provider of Mobile-First Omnichannel Experiences. We work with 37 of the Fortune 100 companies including many with award-winning presences like Walgreens (Best Retail app of the year at SXSW, Webby award winner), JPMorgan Chase (winner of multiple Webby awards), Western Union, MasterCard, State Street Bank, L'Oréal, Best Buy, American Eagle Outfitters, Neiman Marcus, HSN, Cisco, Horizon Health Care, Johnson & Johnson, and others.

Our omnichannel presences touch over 250+ million consumers every day, and we have the largest pool of omnichannel engineers with over 3,800 engineers across offices in the US, Canada, Europe, Mauritius, India, Shanghai and Indonesia.

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