



Defining Digital Transformation

Digital transformation is subjective since it is a customizable practice that looks different for each organization. It is a complete rethinking of how businesses use their people, the processes they have in place, the initiatives they launch, the strategies employed, and the technology they use to manage their business model and go-to-market that defines them.

The latest in a long line of technological shifts is digital transformation. It is evolving how businesses interact with their customers and how they conduct business processes. Its goal is to efficiently advance a company's operations while providing value to its customers. To be a digitally transformed business, it must have integrated digital technologies in all aspects of its operations. Digital technologies encompass everything from your website or mobile phone to complex applications that execute tasks.

Digital transformation in the organization entails more than just technological advancement. This process can relieve employees of repetitive, mundane tasks, allowing them to focus on the work that only they can do. They will have the impression that they are part of a team rather than just individuals within a company. Given that digital transformation is essentially the process of equipping the right tools to integrate technology and strategy, focusing on the tools can help a company succeed in one.

Artificial Intelligence (AI) is a technology that is becoming increasingly important in all aspects of business. Process automation is one of the tools covered by AI. Process Automation allows them to automate any facet of their business. Applications, in particular, use software bots to complete tasks that humans would otherwise have to enter manually. Furthermore, Customer Relationship Management (CRM) enables businesses to engage with current and potential customers while providing a platform for effective, transparent communication among employees.

CRM into business results in beyond productivity, ultimately assisting them in retaining customers and achieving their goals, proving it to be adaptable, easy-to-integrate software that works wherever they go. Every business is already aware of applications. When traveling or working remotely, phones and tablets are frequently more convenient than computers. When attempting to work across multiple technological platforms, apps are functional. Having programs available on the go allows them to work while traveling or send a time-sensitive response.

To become a truly connected business, people, customers, and partners must have access to accurate information, enabling them to make decisions quickly and provide a personalized experience to anyone with access to the systems. For years, sales teams have been finding leads, nurturing them, and closing deals manually, the same actions now performed by intelligent tools that create customized processes for the sales team. People no longer work in silos due to technological advancements; they initiate, communicate, and collaborate in an office suite and web conferencing tools.

As businesses scale, these systems need to be extendable and allow for custom applications that meet specific needs. Businesses must become digitally resilient and communicate with other systems, equipment, resources, and software. They must become more customer-focused, agile, adaptable to new opportunities, and efficient in response to these shifts to remain competitive. The cloud is the key to a successful digital transformation.

Infosoft Consulting Corporation (ICC) is a proud gold-certified partner of Acumatica, the cloud ERP solution. ICC provides event-driven business logic and system-wide web services to support system integration and performance in the bottom line supporting digital transformation in many ways. The interplay of the Acumatica platform plays an enormous role with many other business systems to generate value, optimize return on investment and provide a competitive advantage. With vertical solutions, businesses can address specific challenges and are ready to transform with a born-in-the-cloud platform designed to combine how they work with technology that connects them across time and distance achieving digital transformation faster.

Digital transformation has modified areas such as sales, marketing, finance, operations, and IT making a significant difference in the company's efficiency and effectiveness, expanding market share, and revenue growth. The same component is critical to customer success, beginning with understanding the role of customer success and what it can and should achieve. It necessitates a record-keeping system capturing customer data and activities and encapsulating critical information, distributing it, and making it actionable.

To achieve what it is meant to accomplish, digital transformation means everything to the health and future of a company, extending to customer success. It is as simple as designing your business around technology and the customer. A digital transformation provides you with the tools to advance your company and a malleable experience that can continuously shape to move you ahead of your competition in the future.