

# DIGITAL TRANSFORMATION

## *Simplified*

Companies of all sizes are seeing enviable business outcomes from digital transformation efforts, such as product and service improvement and innovation, operational efficiency, and increased agility across the value chain. But the path to value starts with defining a strategy for your specific business needs and desired outcomes.

A digital transformation strategy is a detailed plan for how your business will address key challenges created by the convergence of the physical, digital, and human worlds. Digital transformation is, in and of itself, a broad business strategy. Developing a roadmap for short- and long-term digital transformation is key.

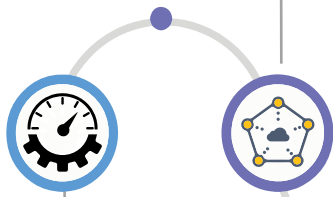
### LET US WALK WITH YOU DOWN THE PATH TO DIGITAL TRANSFORMATION.

**Objective:** Enable Network Agility to Support Emerging Technologies

**Strategy:** Tailor Network Balance Towards Hybrid and Premise Traffic

**Benefits:** Smarter Network supports Digital Transformation

#### Edge Computing Strategy



#### Network Optimization

**Objective:** Optimize Network Segments

**Strategy:** Shorten the distance between users and services

**Benefits:** Cost reduction, latency reduction, increase in bandwidth

**Objective:** Enable the creation of engineering customer experiences

**Strategy:** Take advantage of Cloud CCaaS to provide competitive advantages

**Benefits:** Better customer interactions & omnichannel enabled engagements

#### Customer Experience Design



#### Cloud Strategy

**Objective:** Connect public & private clouds

**Strategy:** Connect multiple clouds & segment traffic to the appropriate targets

**Benefits:** Cost reduction for cloud connectivity, greater connectivity choice and reduced complexity

**Objective:** Support more visible customer engagement benefits

**Strategy:** Transform through digitization, worker enablement & performance management

**Benefits:** Redefining interactions and changing functionality of business processes

#### Operational Optimization



#### Application Optimization

**Objective:** Engage in cloud application ecosystems that support SaaS

**Strategy:** Balance performance & functionality of SaaS applications

**Benefits:** Better software performance, maximizing impact & reducing cost



#### Distributed Security

**Objective:** Adjacently deploy security along side cloud solutions & tech

**Strategy:** Deploy security controls utilizing cloud-based solutions

**Benefits:** Real-time control over access and data with a reduction in audit costs & overall exposure