

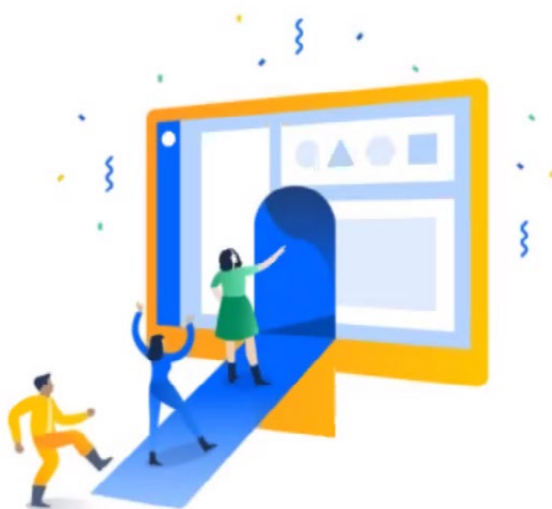
Executive Briefing Digital Transformation, Agile Working & Productivity



What does your organisation need
to improve productivity?

How would your employees rate the state of
your digital tooling set-up from 1 to 10?

How many improvements are you making
each month to your digital environment
to boost productivity? 10, 100?



Overview

In 2019, [G2s State of Software Happiness Report](#) revealed that **95% of employees agreed or strongly agreed that software makes them more productive at work, yet 62% felt that a software 'mismatch' hindered them from reaching their productivity potential.**


Now, more than ever before, being productive, and therefore competitive, in a rapidly changing economy is dependent on our ability to:

- **equip our teams with the right digital tools (software)**
that allow them to work quickly, flexibly, and collaboratively, unimpeded by manual tasks and cumbersome processes
- **adopt a way of working that allows our organisations to respond quickly**
to trends and market changes while providing a seamless customer journey
- **think of digital transformation as a continual process**
to our digital tools and reimagine our processes as conditions change

This executive briefing will equip you with an overview of several digital transformation trends that impact our productivity, the role that Agile working plays in productivity, and how implementing and optimising agile-based enterprise productivity platforms like Atlassian offers your team both tools and processes they need to take your organisation forward.

Digital Transformation Trends

Since it began over two decades ago, the concept of digital transformation – the adoption of new technology to automate manual processes and improve how we work – has had, and will continue to have, a profound impact on every organisation's people, profitability, and budget.



The IDC estimated that in 2019, **digital transformation made up 40% of all technology spending (over \$2 trillion)**. When done correctly, digital transformation brings significant rewards: a 2017 Gartner survey revealed that **56% of CEOs believe digital improvements have led to increased profits**.

Research undertaken by [McKinsey](#) established five categories of factors that improve an organisation's chances of a successful digital transformation:

- having digital-savvy leaders
- setting the foundations for the workforce of the future
- encouraging people to work in new ways
- upgrading day-to-day digital tools
- communicating regularly through traditional and digital methods

Conversely, those organisations who have taken, and continue to take, an ad-hoc approach to digital transformation struggle with a patchwork quilt of barely connected, poorly configured and sometimes duplicated, platforms and applications that hinder productivity and trap teams and information in silos. As a result, their capacity to weather the unexpected is worryingly insufficient.

Recent world events have forced many organisations to undergo rapid digital transformation to capitalise on several 'sub-trends' that allow them to be productive and sustainable in unpredictable economic and social conditions. Specifically, Gartner's recent reports on the [digital workplace](#) and [strategic technology trends](#) highlighted:

- **Hybrid home-office working models**

which have seen rapid digitisation of processes, migration to cloud software and virtual collaboration tools to mitigate drops in productivity.

- **The 'anywhere operations' business model**

which removes the barriers of premise-based operations through a "digital first, remote first" approach. This allows remote staff to serve customers wherever they are.

- **On-demand workforces**

where teams of remote workers with specific skills are assembled quickly to manage new projects, products and services to meet immediate customer demand.

- **Hyperautomation**

which mandates that any process that can be automated should be, from recruitment and task delegation to collecting feedback and managing performance.

- **Intelligent composable businesses**

which adapt and rearrange themselves to meet the opportunities presented by a current situation using Agile working, accelerated decision-making and high-quality data.

- **The new work nucleus**

where SaaS-based personal productivity, collaboration, and communication tools combine into one cloud product that is the cornerstone of the organisation's technological infrastructure.

A digital transformation to capitalise on these trends requires

- a) a re-think of a business's core technology, recruitment, customer service, and product or service development strategies and
- b) a new way of working across the entire organisation to allow for greater flexibility and communication. Fortunately, the answer lies in using an Agile methodology and Agile-focussed enterprise productivity software.

The Rise of Agile Working

Business leaders speak of it, and software developers have been using it for over twenty years. Still, it's only recently that organisations are adopting this new way of working as a broader operational methodology.

— Benefits of Agile

In the simplest terms, Agile is a project management methodology that uses an iterative approach to allow teams to deliver value to customers (internal and external) more quickly and more accurately. Rather than using a waterfall-style of project management where teams develop intricate plans upfront, follow them precisely and aim for a strict launch date for the entire project, Agile allows teams to deliver the project in small, usable increments and release them to users for feedback. Users can modify the project's requirements and specifications as feedback is received, respond to changes quickly, and speed up the time-to-market for products and services. A PwC whitepaper revealed that **Agile projects are 28% more successful than those delivered using a traditional approach.**

Using this approach for broader business operations offers numerous benefits. It improves customer engagement via faster response times and better solutions to queries; breaks down information silos; and gives management greater visibility and control over the achievement of project and business-wide strategic objectives.

— Agile-focussed productivity platforms

In reality, the transformation to an Agile organisation is rarely straightforward and necessitates a reorganisation of processes, adequate training and software tooling changes in the form of an Agile-focussed enterprise productivity platform. Success is best achieved by bringing all teams and functions – HR, finance, marketing, procurement, operations – into the one environment (a platform) with all the digital tools (applications) they need to organise their work effectively.

Make Productivity a Priority

Why act now to optimise your productivity using Agile-focussed digital tools?

The pandemic has shown us how important remaining flexible and productive is for business sustainability. While it may seem counterintuitive to undertake a digital transformation in such uncertain economic conditions, delaying action may leave you unprepared to handle future changes.

Implementing or optimising a productivity platform now:

— Strengthens your ability to deliver on your business strategy

Enterprise-level productivity platforms like Atlassian with its growing ecosystem of tools (such as Jira) and over 5000 plugins allow you to create workflows and solutions for every team and align the outcomes with your strategic objectives. These workflows make it easy to communicate business priorities to every organisation member in a clear, actionable way.

Enterprise-level productivity platforms like Atlassian and its Jira product allow you to review workflows and processes that hold your business back from operating in a sustainable way that leaves room to take advantage of opportunities as they arise.

The detailed reports and visibility of workflows, team capacity and milestones that these platforms provide give you greater control over the delivery of strategic objectives. Furthermore, because you are using an Agile way of working, it is easy to correct course if your activities are not meeting your targets.

More specifically, using an Agile-focussed productivity platform can help you achieve your strategic objectives relating to digital transformation. The benefits of using these critical platforms are two-fold:

- 1) your transformation efforts will be faster and more effective using better collaboration and tight processes,
- 2) you will have the tools, processes and methodology needed to adopt the Agile-aligned digital trends noted earlier.

— Is an investment in your team

Your team need the right tools to be productive, deliver value to your customers and grow revenue. When sitting together in a meeting room isn't possible; their ability to collaborate and share information quickly within and outside their team is dependent on having the right online platform.

It is even more crucial to make this investment when entering a phase of digital transformation. The research uncovered in [McKinsey's Unlocking success in digital transformations report](#) revealed that when certain key factors are in place - specifically, ensuring collaboration between units on transformation initiatives and using digital tools to make information more accessible - digital transformations were three times more likely to be successful.

Correctly configuring and optimising a productivity platform delivers incredible ROI above via increases in innovation, improved employee engagement and customer satisfaction; faster project delivery; and the ability to make regular digital improvements.

— Decreases your business risk

Connecting databases using a productivity platform provides you with a single source of truth for information. This improves the accuracy of decision making and planning, facilitates faster response times, and aids in crisis management when quickly accessing the correct data is critical.

Productivity platforms also safeguard data integrity, the lack of which poses serious business risks such as process failure, poor compliance, lost productivity and dissatisfied customers - all of which affect your bottom line. One of the most significant opportunities lies in using the tooling to encourage process compliance and data integrity by using workflows. These workflows can be easily communicated to and understood by employees and are configurable to prevent input mistakes.

— Protects your brand

In a period of continual economic and social change, brand perception and customer loyalty are crucial to business sustainability. Product quality aside, your customer's perception of your brand is, in large part, determined by the experience they have dealing with your processes and staff when they are online, in-person and on the phone.

Firstly, having your entire organisation on the same productivity platform provides staff with access to information from various business units in one place. This helps them respond to all of a customer's needs at once without sending customers to different departments.

Secondly, productivity platforms help you consider the processes required across the entire customer lifecycle. By improving these processes, and the transitions between them, you can deliver a smooth customer experience that addresses customer's challenges at each stage of their journey.

For a more in-depth analysis of digital transformation, Agile working and productivity platforms, request a copy of our whitepaper:

Your Guide to Understanding Digital Transformation, Agile & Enterprise Productivity Platforms.



How Design Industries can help

Purchasing and installing a new platform, and choosing the correct apps will only take you some way towards the productivity gains and competitive advantage you seek. Success lies in understanding your current IT environment, correctly configuring your platform, effectively managing the change to Agile working, and providing staff with adequate training.

Engaging a group of technology industry experts as an external team, or partner is a cost-effective way to access the depth and breadth of skills and knowledge you need for a successful digital project. If transforming your technology infrastructure isn't core to your business, your time and money are better spent bringing in people with the right expertise rather than recruiting permanent staff.

This partnership model is proven to improve business outcomes: [according to the McKinsey Global Survey on business technology in 2016](#), businesses who view IT as a partner and collaborate with them to shape a strategy that leverages technology tend to perform better across several including the delivery of core services and organisational culture.

Design Industries (DI) are experts in Atlassian productivity software and work with organisations of all sizes, geographies and industries to improve their productivity. DI work as partners with our clients to configure platforms and workflows for the best possible productivity outcomes and continue to improve them as their business grows.

We also know that effective information management and team collaboration are the lifeblood of successful organisations. Even with a productivity platform like Atlassian in place, there are always opportunities to improve these critical functions, so DI partners with clients to uncover where they are and how to take advantage of them.

Our years of experience, accredited staff and processes that focus on quality and productivity give us what it takes to help businesses like yours run their Atlassian environment to the best of its potential.

Enterprise Productivity Platforms are what we do.

We've shifted companies from **monthly to daily code releases** and **scaled multinationals from 100 to several thousand users**.

One client reported that for teams who took on the software and our solutions, at a minimum, it **doubled their efficiency**.

Ready to take control of your environment?

Talk to Design Industries today to develop your
Atlassian roadmap to improved productivity.

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