





The world has firmly migrated to a digital world. Whether that represents the continually expanding ecosystems of customerfacing applications to promote enhanced experiences, to the backend systems and cloud architectures that deliver invaluable business agility and business intelligence—digital is here to stay.

Done right, digital product automation and digital product transformation present countless opportunities and promise for today's modern business. However, achieving this level of success is another thing—especially in the face of challenges such as managing aging and legacy systems, bandwidth, integration complexities and more. It's these seemingly ever-present scenarios that trap many IT departments in a vicious cycle: one that involves battling technical debt, while simultaneously struggling with the human factors of team capacity paired with limitations in highly verticalized expertise.



The Struggle is Real.

Thriving in today's digital world is no easy feat for IT. Even having a comprehensive digital strategy in place can be challenging: in fact, a 2018 Tech Pro Research survey said only **22%** of companies had one—and while **49%** said they were working on a strategy, **21%** had none at all.¹

Moreover, McKinsey states that less than one-third of technology transformations are successful; and only 16% of digital transformations have successfully and sustainably improved organizational performance.² This challenge is hitting not only traditional industries, but also more digitally savvy industries.

In other words, the struggle is real for just about every IT department—regardless of the products or services they provide, or the audiences they cater to.



The 5 Most Common Struggles of IT





Managing Aging and Legacy Architecture Limitations

As global digital transformation goals including micro-services, containerization and cloud enablement continue to evolve at an exponentially rapid pace, IT departments are left struggling to integrate and operationalize—battling outdated, legacy architectures that no longer meet business goals.

More so, these outdated legacy architectures and technical stacks are also leading to a massive cycle of technical debt that is incredibly difficult to address. Far too often, IT departments are shackled by this aging technology, putting so much focus on keeping the infrastructure running that they are unable to move forward with new initiatives. Meanwhile, they are also unable to allocate new budget—and hesitant to spend more money to migrate to new technology due to current perceived investments.



The Solution:

Engaging with external experts, organizations can quickly identify the root of technical debt problems by evaluating current architectures and hybrid infrastructure requirements, and planning and executing the adoption of modern technologies and goals—all while alleviating financial constraints, as well as reallocating budgets for improved outcomes. More so, by then launching new technologies that fix the aforementioned challenges, IT departments begin seeing ROI much more quickly than anticipated.





Lack of Bandwidth and Highly Verticalized Specialization

If there is one constant in business, it's that—due to ever-evolving demands—IT seldom has the bandwidth to meet every business objective. In fact, business demands often exceed the team's ability to deliver. One challenge is simply not having enough team members. Or, more commonly, there is a limitation as it relates to highly verticalized expertise that is simply not an in-house capability—such as in Al and machine learning, Internet of Things (IoT), Augmented Reality, and more. All of this, combined, places too many unfair burdens on IT.



The Solution:

Embrace external experts to alleviate the burden. A dedicated, partnered approach provides the flexibility, stability, and the predictive turn-key expertise required to solve larger challenges in a far more expedited manner. As-a-Service providers will have the right expertise at the right time during the digital transition and development process.



Addressing Complexity of Digital Systems Integrations

As new digital initiatives continue to evolve rapidly, IT departments struggle with integrating large legacy, disparate platforms with new and more modern applications to meet newly emerging business goals. This of course leads to environments where new products and solutions simply won't fit or can't fit due to the budget required for external, custom integrations.



The Solution:

Integrations are a fickle thing—from interoperability to security and more, ensuring the right talent is present is paramount to success on all fronts. A proper integration partner with years of multi-industry experience in all aspects of interoperability and security, cloud, DevOps, containerization and more will vastly decrease the time to success.





The Struggle to Migrate to Cloud Initiatives

The reality of tackling new digital initiatives—including cloud solution integrations, developing new software-based products that result in market acquisition and enhanced customer experiences, and analytics that drive better business decisions and direction—all cross multiple IT silos, resulting in monumental challenges for almost every IT department.

With systems rarely able—if ever—to natively integrate with one another, it's often difficult to know where to even start. Often, these types of projects are also associated with the enormity of the digital landscape—so overwhelming that even the starting point becomes difficult to define.



The Solution:

Like all newly emerging technologies, certifications in the major cloud platforms are a must to ensure a smooth transition, a future-proofing investment, and to remain on course as it pertains to product roadmaps and new endeavors. Finding a partner that is AWS Certified will provide the versatile infrastructure resources and tooling to implement a modernized DevOps model—enabling a rapid and reliable delivery of new applications and features. This will also result in immediate cost reductions and increased productivity, enabling teams to spend more time and energy on developing great customer experiences and products.





Demand for Actionable Data & Analytics

With so many disparate systems residing in modern IT infrastructure, IT continually struggles to consolidate and manage data to make it actionable and insightful to key business stakeholders. Whether it be a lack of operational visibility to specific data types, to dash-boarding and reporting, or leveraging data to action key customer-driven insights—the data must be transformed into a cohesive and more intuitive model to enhance business intelligence.



The Solution:

By engaging true data and analytics professionals using the latest data science technology, these experts will help define mission-critical metrics, prototype data visualizations and develop comprehensive dashboards—introducing a whole new world of business intelligence. This of course results in access to in-depth, real-time data analytics about customers, products, processes and so much more—in turn leading to smart, proactive, highly informed decision-making that is critical to gaining that competitive advantage.



