

OUTSOURCING AS AN ENABLER FOR DIGITAL TRANSFORMATION

DIGITAL TRANSFORMATION STUDY*

The COVID-19 pandemic accelerated numerous trends surrounding digital transformation, putting tremendous pressure on businesses to adapt remote work infrastructures and digitise their workflows.

This overnight transformation has caused its share of pain points, especially among microbusinesses and SMBs that were not used to a remote infrastructure and already strapped for resources and budget.

Insurmountable obstacles? The biggest challenges of the digital transformation

Top three external challenges



Top four internal challenges

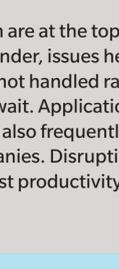
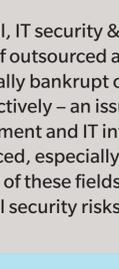


Data security and data regulations are two key pain areas. This is compounded by a lack of established remote infrastructure, as well as a shortage in specialised IT personnel capable of fixing the problem.

External support: Outsourcing as support to overcome the challenges

In view of these challenges, many organisations are looking for a competent partner to outsource relevant areas. They expect numerous advantages from outsourcing to an external provider.

Perceived benefits of outsourcing

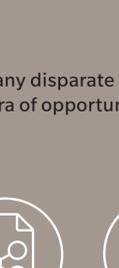
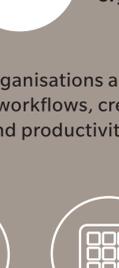
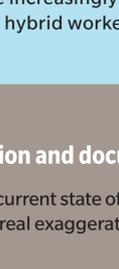


It is clear many organisations have found outsourcing to be an effective tool at tackling digital transformation shortcomings in their own organisation.



More than half of all organisations had already outsourced at least part of their workflows.

Top five outsourced tasks



Above all, IT security & data protection are at the top of the list of outsourced activities. No wonder, issues here can literally bankrupt organisations if not handled rapidly and effectively – an issue that cannot wait. Application development and IT infrastructure are also frequently outsourced, especially in larger companies. Disruptions to either of these fields would mean lost productivity and potential security risks.

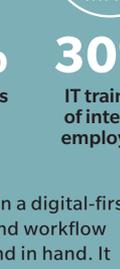
The cloud as an enabler for remote working

One of the most important enablers for remote working is the cloud.



The majority of all organisations have already adapted some form of cloud solution.

Going forward, organisations see cloud as the primary infrastructure for their...



... which is due to the increasingly decentralised workflow habits of remote and hybrid workers.

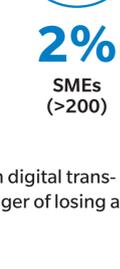
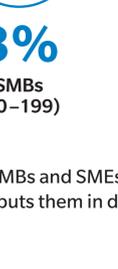
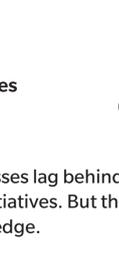
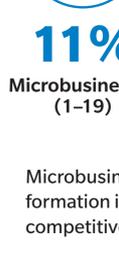
Chaos in information and document management

When it comes to the current state of information and document management, it is no real exaggeration to say chaos reigns.

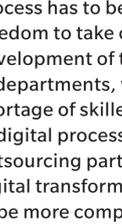


The document storage is still not well organised in the majority of organisations.

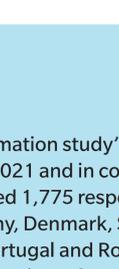
Many organisations are using too many disparate platforms in their workflows, creating a plethora of opportunities for siloes and productivity obstacles.



Only one third of the organisations already have a reasonably well organised network file-share.



But the majority are planning some kind of consolidation.



Nothing goes without money: The largest budgets are planned for

Top four IT budget focuses

The challenges are also reflected in the planned IT expenditure. For the next two years, companies plan to invest in the following areas:

This tie represents the complex nature of IT in a digital-first office space. Whereas in the past, security and workflow were more distant tasks, now the two go hand in hand. It is impossible to create a secure remote workspace without first creating and optimising digital workflows for said space. This is the complexity of the “new normal” and this is partly why IT departments appear busier and more overloaded than before.

Microbusinesses are behind the pack in terms of digital transformation

Focus on digital transformation

For these numbers of organisations digital transformation is a top priority across their organisation

Where organisations are in digital transformation initiatives

The lower focus of microbusinesses on digital transformation is also noticeable in the digital transformation initiatives. This number of organisations has not started yet deploying digital transformation-related efforts and technology.

Microbusinesses lag behind SMBs and SMEs in digital transformation initiatives. But this puts them in danger of losing a competitive edge.

You don't have to do everything on your own! Get an external partner on board.

For organisations of all sizes, there are still numerous hurdles to overcome in the digital transformation. An external partner can provide support and take over tasks. Not every process has to be handled internally. This creates more freedom to take care of the core business and the further development of the company and at the same time relieves IT departments, which are already particularly hard hit by the shortage of skilled IT workers. With the right combination of digital process adoption and researched and careful outsourcing partnerships, companies can enhance their digital transformation capabilities and position themselves to be more competitive in the future.

*ABOUT THE SURVEY:

The Konica Minolta ‘Digital Transformation study’ was conducted from July to September 2021 and in collaboration with Keypoint Intelligence. It included 1,775 respondents in Belgium, Czech Republic, Germany, Denmark, Spain, France, United Kingdom, Poland, Portugal and Romania. These individuals came from a wide variety of company sizes, ranging from 1 to 2 people (5%) up to 5,000 or more employees (9%). The mean was 1,129 employees. The analysis was broken down to three company sizes: 1-19 employees (microbusinesses), 20-199 (SMBs), and >200 (SMEs).