




 WHITE PAPER

Embracing Digital Transformation with Orchestration

A grayscale photograph of two men in a server room. The man on the right, wearing glasses and a light-colored shirt, is pointing at a laptop held by the man on the left. They are standing in front of several server racks with glowing lights. The background is slightly blurred, emphasizing the men and their interaction.

Digital transformation drives modern IT initiatives such as cloud migration, AI and Analytics, and tools consolidation; **all of these are underpinned by orchestration.**

Major technological advancements have altered the way people do business throughout history. Past examples of these technological revolutions include the industrial revolution, steel and electricity, mass production, and information technology. The latest major advancement is digital transformation.

Digital transformation drives modern IT initiatives such as cloud migration, AI and Analytics, and tools consolidation; all of these are underpinned by orchestration. Digital Transformation is not a completely new phenomena; it has been pushed to the center stage by the COVID-19 pandemic and the resulting hybrid work environment. In turn, companies understand the importance of IT and the current transformational period to having a strategic advantage in the market. According to Andy Roswell-Jones, VP at Gartner, “The conditions for a digital arms race have emerged, making it imperative for CIOs to accelerate their digital initiatives now”.

Challenges to Adopting Digital Transformation

What makes adopting Digital Transformation so difficult? The first step to answering that question is understanding the top barriers and challenges.

According to a Gartner CIO survey regarding top barriers, top challenges include insufficient funding and budgets to pay for digitization efforts (52%), technology challenges blocking change (50%), and insufficient depth/breadth of digital skills (44%). Automation and orchestration are amongst the most impactful capabilities that allows organizations to accelerate digital transformation and gain an upper hand in the emerging “digital arms race,” yet many organizations feel they are out of reach.



Barrier ↓	Top Approach ↓	Percentage Mentioning Approach ↓
Insufficient numbers of IT-business resources	Increase/optimize staff (training, hiring)	38%
Business culture blocking change	Closer relationships/engagement with stakeholders	45%
Insufficient depth/breadth of digital skills	Increase/optimize staff (training, hiring)	44%
Insufficient funding/budgets to pay for digitalization efforts	Increase/optimize resources (internally)	52%
Technology challenges blocking change	Modernize the IT core	50%

IT AUTOMATION PREDICTIONS FOR 2021

- + By 2025, **40%** of physical experience-based businesses will improve financial results and outperform competitors by extending into paid virtual experiences.
- + By 2024, organizations with IT teams that understand the needs of customers will outperform other organizations' customer experience metrics by **20%**.
- + Gartner expects over **75%** of large enterprises in mature economies will use container management by 2024 due to a growing adoption of cloud-native applications and infrastructure.
- + By 2025, **50%** of enterprises will have devised artificial intelligence (AI) orchestration platforms to operationalize AI, up from fewer than **10%** in 2020.

Source: *Gartner, Predicts 2021: Data and Analytics Strategies*

The reality is that businesses have various operational functions such as Business Continuity, HR, Digital and Physical Security, that often exist in silos. This results in the processes and the tools that power them also existing in silos; often, decades' worth of investment in tools and technology across operational functions makes breaking those silos difficult. Due to this separation between departments and tools, teams cannot work as efficiently as they could.

Digital talent acquisition to support digital transformation is another identified challenge that could benefit from adopting orchestration in process and culture. Organizations are reliant on top developer talent to release features and functions that provide exceptional customer experiences, and that can keep pace with changing consumer demands. Without embracing Orchestration, developers may be plagued by manual and error prone processes, hindering the ability to deliver innovation faster than competition while maintaining service reliability. The COVID-19 pandemic is a good example of how many businesses and organizations needed to respond to deliver concepts such as touchless delivery and remote engagement.

Overcoming These Challenges

An essential step to modernize and embrace digital transformation is to not only integrate but orchestrate activities and actions across multiple tools and processes, bridging silos. Orchestration is a crucial success factor in being able to extend the value of existing applications and tools, by increasing cross-functional efficiency. Gartner predicts that, "Through 2024, enhancements in analytics and automatic remediation capabilities will refocus 30% of IT operations efforts, from support to continuous engineering." These improvements to efficiency by maximizing the value of current investments through orchestration will allow organizations to create budgets to modernize their IT Core.

Adopting mature orchestration practices reduces operational costs by automating and streamlining time-consuming, manual and repetitive tasks and workflows, and by reducing costly human error and the cost of correcting those errors by enabling the creation of predictable, repeatable processes and the improvement in the speed of operations, allowing for significant improvements in efficiency. This reduces the toil of developers by enabling them to focus on deploying innovative products and features, rather than getting pulled into manual and reactive processes. Teams are able to work more efficiently, which benefits all stakeholders and leads to more positive customer experiences. In an orchestrated practice the majority of IT's daily functions are automated, from IT Incidents to Service Changes and Requests and routine and repetitive tasks and workflows, all meaning that human intervention is the exception rather than the rule.

Critical Event Management Can Help

Despite process and IT automation being a key catalyst that drives transformation efforts, this does not replace the human element. Ultimately people still need to make decisions, approvals, and sign offs that cannot be fully replaced, but drastically improved by orchestration and automation. This results in orchestration also becoming a foundational pillar of Critical Event Management alongside communication and collaboration.

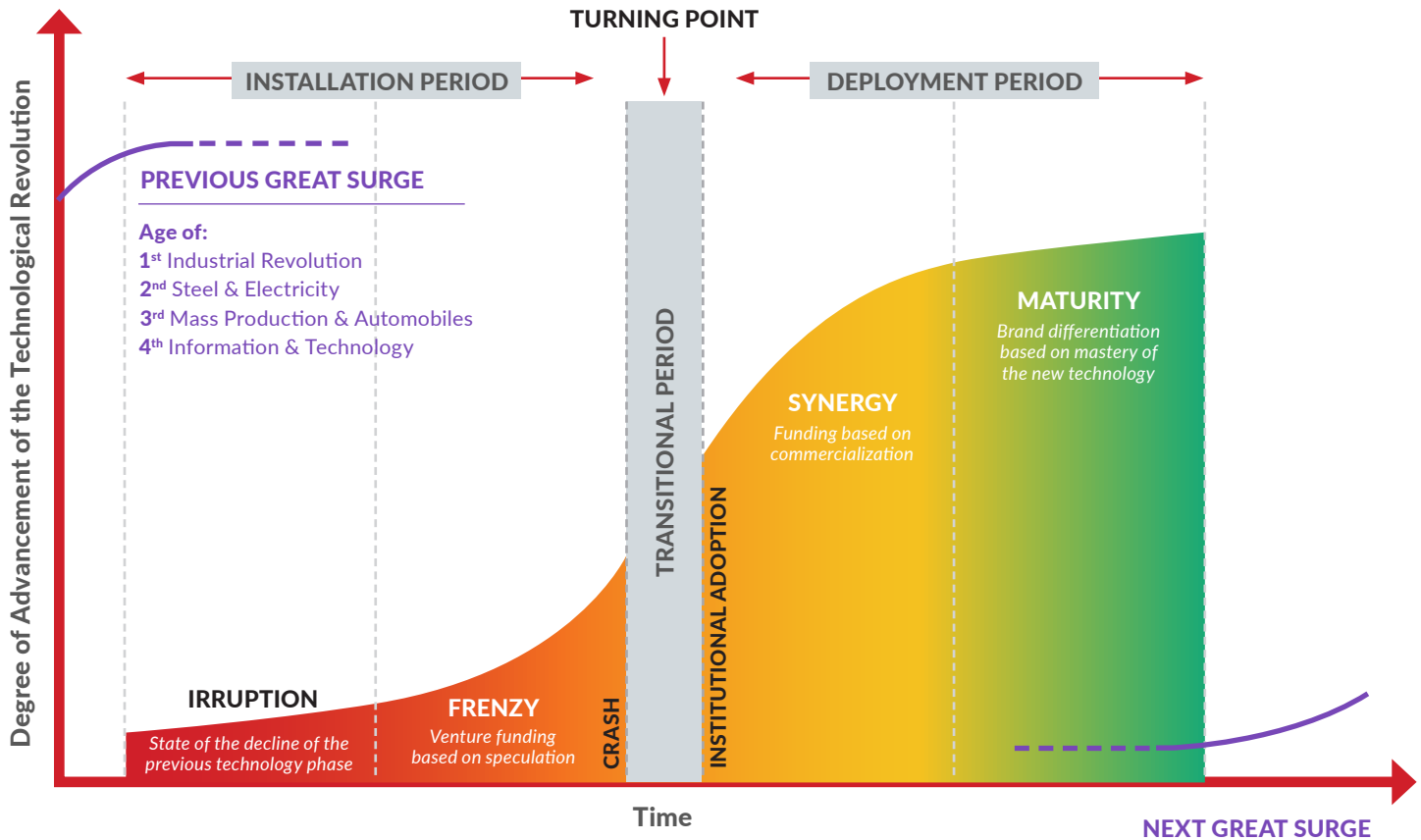
Business resiliency depends on a modern Critical Event Management platform that bridges the gap between operational and process silos and enriches communication and collaboration by allowing it to be truly actionable. By using a Critical Event Management platform that uses orchestration and automation, companies are able to operate more efficiently, provide outstanding digital experiences to their employees and customers, and respond to IT threats and disruptions faster.



Digital Transformation & Technology Patterns

Based on Perez, C. Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages, Cheltenham: Edward Elgar Pub, 2002

Figure 1.1 Recurring Phases of Each Great Surge in the Core Countries



In digital organizations, IT drives and enables the business. CIOs understand the importance that the ever-evolving potential of IT is continually evaluated for strategic advantage.

“The pandemic put the need for digital advancement in the spotlight – and CIOs have responded by fast-tracking technical and cultural transformations.”

- CIO Magazine January 2021

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- Andy Rosewell-Jones, VP Gartner



Let's Talk

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