Avoid the Digital Transformation Failure Trap

How Data and Application Integration and Automation Ensure Business Modernization Success

boomi

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The Uncomfortable Truth

DIGITAL TRANSFORMATION.

The phrase is a neverending focus of discussion at every business. But it means something different for every organization. Digital transformation, like beauty, is in the eye of the beholder.

But as a general rule, digital transformation describes modernizing technical infrastructure to match the speed and agility needed in business today to reduce costs, improve profitability, and stay ahead of competitors.

Modernization requires taking full advantage of the cloud, implementing innovative best-of-breed applications, and connecting your growing volume of data to the people who need it. Digital transformation is ultimately about moving and pivoting faster to evolving market conditions and customer priorities so businesses can win in the marketplace.

It's a broad topic. That helps explain why businesses are making massive IT investments to shape this future at a time when change is the only constant. Market research firm IDC determined that spending on global digital transformation initiatives between 2020 and 2023 alone **would total $6.8 trillion**.

Yet there is an uncomfortable truth about digital transformation. Most efforts fall short of expectations, run way over budget, or are doomed to become outright failures. They typically begin with much fanfare before collapsing in frustration and finger-pointing. Then, eventually, another "new-and-improved" modernization project is launched. Wash, rinse, repeat.

Here's what research tells us:

- In a survey of digital transformation leaders conducted by Couchbase, **81 percent** said they had an initiative fail, saw delays, or become scaled back in the last 12 months. Also, **42 percent** said they were behind schedule or at risk of falling behind on their most significant project. Finally, **73 percent** said most completed initiatives fail to be genuinely transformational or revolutionary.

- While **70 percent** of organizations either have a digital transformation strategy or are preparing one, the success rate is below **30 percent**.

- The Harvard Business Review noted that while most large companies had invested substantial cash into digital transformation, it's often done "without seeing clear benefits or ROI. Although these failures have multiple causes, they are generally the result of underestimating the various steps or stages required to successfully execute a transformation agenda."

If digital transformation is critical to success today, why is it so hard to accomplish?

81%
of leaders said they had an initiative fail, saw delays, or become scaled back in the last 12 months*.

*Couchbase research

Rounding Up the Usual Suspects

Many factors can doom projects to failure:

1 **COST CONCERNS:** It's too expensive. That's why a truism in business is that the safest decision is to do nothing. But the pain of not embracing digital transformation will eventually far outweigh the upfront expense of time and resources.

2 **LACK OF CLEAR GOALS:** Because digital transformation can be defined in many ways, it's not surprising that objectives get muddled as projects become cross-functional.

3 **RESISTANCE TO CHANGE:** "Transformation" is another way of saying "embarking on something new." Change is hard. Modernizing processes and technology get all the attention. But not getting sufficient buy-in from the people directly impacted will have a detrimental effect.

You can probably add more to the list from your personal experiences. Not having the right talent. Lack of executive sponsorship. Poor organizational coordination. Granted, these are all significant issues. But there's something the digital transformation winners know: A deeper problem needs solving for any modernization effort to have a real, game-changing influence on the business.

That problem is failing to think through the required technology.

The root cause of digital transformation failure is one critical tech factor.

Identifying the Real Failure Culprit

Digital transformation requires reconsidering the best way to use technology to improve the business and satisfy customers. Yet not enough thought is put into connecting these fantastic new tools and best-of-breed applications. You can't harness the full power of data if systems can't talk to one another.

We've reached a moment where we're experiencing a **modernization chokepoint** – and it's holding businesses back. Consider what digital architecture looks like today in most organizations.

Current State of Digital Architecture

- Islands of applications due to the explosion of disparate cloud and SaaS applications that aren't remotely interconnected

- Data sprawl and fragmentation from an exponential growth in data volume, locations, sources, and systems

- The anchor of multiple generations of legacy technology that continue to be a critical backbone to the business and now must still be integrated with modern applications

From an IT perspective, the result is that the overwhelmed department can't operate at the speed the business requires. Meanwhile, the business lacks access to the timely information needed for strong decision-making. And when organizations try to solve problems by embracing technological advances, organizations can inadvertently create more digital chaos.

Consider the rising tide of complex data problems:

- Discovery and cataloging

- Breaking down application silos

- Synchronizing and enriching information across systems

- Accessibility by the people who require it

- Usability to create great customer and employee experiences

That's why the key to digital transformation success is ensuring data flows smoothly, so everyone is instantly connected to what they need.

When organizations try to solve problems by embracing technological advances, they can inadvertently create more digital chaos.

Connect Everyone to Everything, Anywhere

Integration and automation make great things possible for the business by unlocking the best outcomes for your business – fast.

These include:

Connecting everything within an organization:
data, applications, people

- Breaking down silos

- Improving decision-making velocity

- Elevating human performance

- Reducing costs

Connecting everything beyond organizational boundaries:
customers/citizens, partners, suppliers, IoT devices

- Create experiences people expect

- Provide shared transparency with partners and suppliers

- Drive stellar brand awareness and loyalty

- Design new, disruptive business models

Integrating a Disconnected Enterprise

There are three distinct approaches you can take to integrate your enterprise:

1 **DEVELOPER-CENTRIC, HEAVYWEIGHT INTEGRATION SUITES.** These API-led solutions require large, highly skilled development teams and emphasize extensive hand-coding. That means it takes more time to integrate systems and can require continuous management. Slow IT velocity isn't the only potential drawback. These solutions add technical debt and complexity, aren't genuinely cloud-native, and can lock customers into their preferred ecosystem.

2 **LIMITED, POINT-TO-POINT SOLUTIONS.** The other end of the spectrum consists of lightweight, cookie-cutter tools. Yes, they connect one system to another – and may do it quickly. But while they solve simple problems, they don't scale. They tend to break when introducing any level of technical complexity. They also take a one-size-fits-all approach to integration that isn't customizable to unique problems.

3 **AN INTELLIGENT INTEGRATION AND AUTOMATION PLATFORM.** A modern, cloud-native integration solution leveraging crowdsourced intelligence with a low-code design so IT teams can match business speed by replacing complexity with simplicity. It connects multiple generations of technology in hybrid ecosystems. And because it's vendor agnostic, you run your business with the applications that best suit your needs.

Intelligent integration and automation represent the next generation of business connectivity. Once integrations are built, they're governed, optimized, and updated automatically – without human intervention. These self-managing, self-learning, and self-scaling integrations are precisely what the digital transformation winners know.

The leader in this forward-thinking, autonomous approach to integration is Boomi.

Modernization Chokepoint

⛔ Lost developer productivity

⛔ Overwhelming technical debt

⛔ Time-consuming developer intervention

⛔ Disconnected tech/data islands

⛔ Organizational lethargy

Intelligent Integration & Automation

✅ Faster IT integration delivery

✅ Reduced technical debt

✅ Manage integrations autonomously

✅ Integrated digital ecosystem

✅ Match modern business speed

How Boomi Helps Organizations Break Through the Modernization Chokepoint

**Boomi enables organizations to escape the "modernization chokepoint."
That ensures they have the currency of today's business – speed.**

1 Connect Everything, Faster

Boomi's low-code interface is configuration-driven with quick-start wizards, a vast library of crowdsourced integration patterns, and pre-built and reusable connectors. Also, Boomi doesn't require a specialized development skillset. IT is no longer "the department of no" because the team can always say "yes" to the business with the automation of manual tasks. That's why Boomi creates IT heroes.

2 Leave No IT System Behind

Unlock value across multiple generations of the entire technology stack – on-premises, in the cloud, at the edge – with a versatile platform that extracts the maximum value from decades of investments. You decide the pace for significant changes, such as cloud migration, with "lift-and-shift" strategies appropriate for your business instead of forced "rip-and-replace" timetables.

3 Confidently Self-Managed

Unshackle developer time and budget by freeing up IT through automating lower-value tasks, managing your integrations, and meeting high governance and security standards like FedRAMP. Boomi gives time back to your teams, so they can focus on projects that drive greater value and create partnerships with the lines of business.
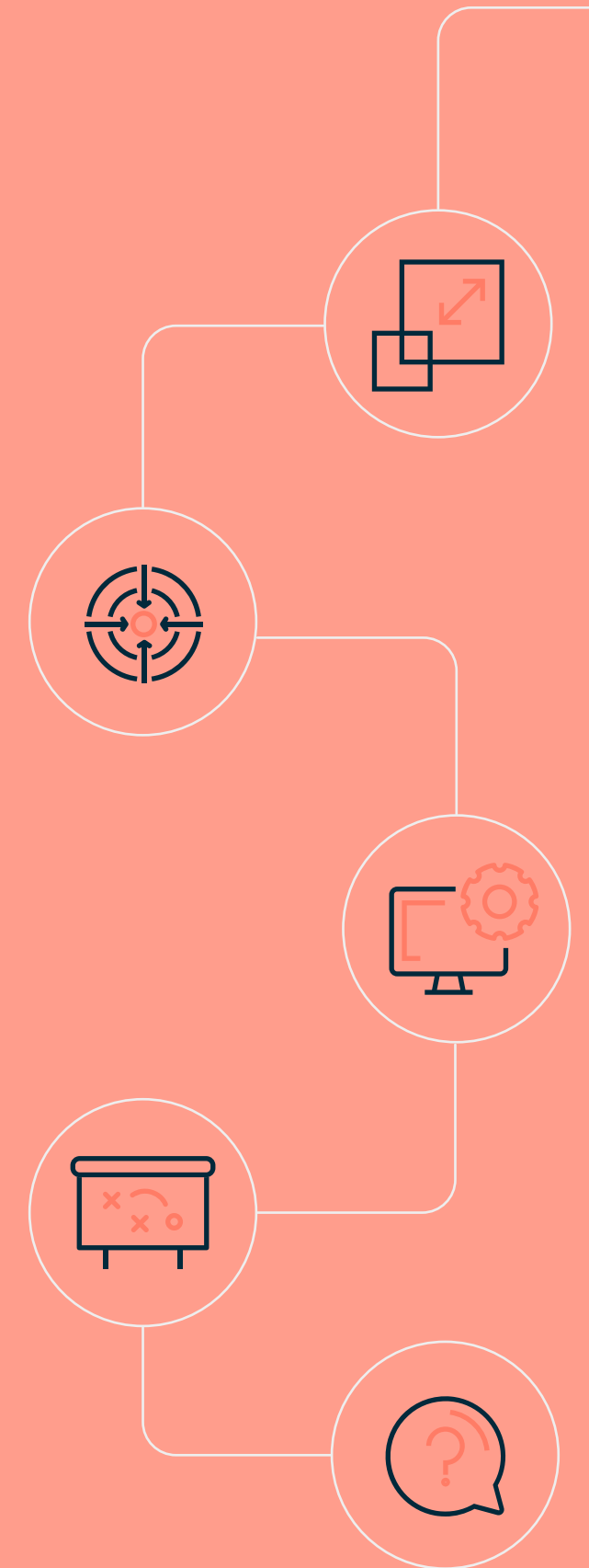
The Boomi Value

The value stretches across the business.

OPERATIONS

- End the problem of too many disconnected systems that drain scarce resources and slow the business

- Unleash the full power of your digital ecosystem by breaking down silos and ensuring teams work together to exceed customer expectations

- Seize opportunities to proactively respond to market demands with ease while capturing new revenue streams

FINANCE

- Timely access to data that drives predictability and informs decision-making so the business moves faster

- Automating processes to cut costs, increase security and data control, and eliminates human errors that frustrate employees and customers

- End the over-reliance on spreadsheets by eliminating manual tasks and populating synchronized, trusted data throughout every system

The Boomi Value

SALES AND MARKETING

- A 360-degree, data-driven view of the customer with the right marketplace information at your fingertips

- Align sales and marketing as true partners in the opportunity-to-close process by eliminating friction over pipeline credibility, creating seamless handoffs, and working together on upsell/cross-sell possibilities

- Become a brand of choice by designing intuitive customer journeys that treat people as individuals, anticipate their needs, and deliver on your promises

IT

- Say "yes" to the business by overcoming the problem of inadequate legacy systems, unsecured shadow IT, and disconnected systems and data silos

- The new enabler of every strategic organization decision and escaping the outdated "help desk" image

- Doing more with less through automation frees up teams for more innovative, value-driven projects

SUPPORT

- Replace troubleshooting headaches with quick problem-solving by identifying and fixing issues faster to meet the high expectations of employees and customers

- Manage a help process with prioritization and transparency into every ticket using real-time dashboards

- Eliminate the black box of churn with clear insights into vulnerable customers based on data insights from connected systems

HR

- Empower great worker experiences throughout the employment lifecycle, including recruitment, onboarding, training, wellness programs, and offboarding

- Remove unnecessary friction so that employees can always be at their best and become proud brand advocates

- Streamline the talent pipeline by connecting all relevant systems to ensure skilled people are always on your radar

About Boomi

Boomi is the largest, independent, cloud-native integration and automation platform provider. Our mission is to help businesses connect systems, data, and people across their organizations – and beyond. Our low-code platform features integration that seamlessly works with a full suite of capabilities that includes API management, B2B/EDI management, master data management, workflow automation, and more. This unified platform approach ensures collaboration isn't isolated and decoupled from the requirements of modern digital transformation.

We're focused on helping customers achieve their best business outcomes.

Boomi is:

Passionate About Possibility

We ensure our customers are always ready to move – fast – when possibilities arise

Wildly Data-Driven

Our monthly updates and powerful machine learning result in continuous innovation

Boundary Pushers

Our drive to exceed conventional limits enables businesses to deliver next-generation experiences for their customers

Connected to the Core

We believe connecting systems, data, and people can change the trajectory of a business

Dedicated to Making "Yes" Happen

Our customers can embrace new ideas and confidently build their businesses for the future

Digital transformation doesn't have to rely on a hope-and-pray strategy. Whatever you can envision, you can bring to life. All you need is a way to connect your applications to work together and finally harness the unlimited possibilities of your digital ecosystem.

Ready to learn more about how you can ensure your modernization efforts will shine? Contact us.

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For more information, visit boomi.com.