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5 Ways IT Drives Digital Transformation



EXECUTIVE BRIEF



Introduction

Driving digital transformation

Few organizations doubt the value of digital transformation. But, strategy and execution challenge the success of transformation initiatives. Executives and workers everywhere want to improve the way they work and do business through the implementation of new technologies. However, the associated initiatives require strategized work, managed and executed tasks and projects, and analyzed data for optimal realization of benefits.

While most companies are beginning to take steps in their digital transformation journey¹, less than half of companies have undertaken a digital transformation project.² Some organizations worry about digital transformation projects failing, but if they hesitate to act, they risk falling behind in all areas of business, including productivity, innovation, customer service, and more.

Half of executives (51%) report that collaborating across silos is a top challenge when taking on digital transformation projects, and 49% say inadequate collaboration between those in IT and those in lines of business is a problem.³ Lack of visibility, communication, and collaboration gets in the way of completing projects and achieving digital transformation goals.

If organizations use inadequate, outdated tools and processes, executive leadership fail to realize their goals to truly modernize. With smarter, intelligent work management practices, IT teams can effectively achieve real digital transformation. Here are the five most common stumbling blocks faced by IT teams and how to overcome them.

CHALLENGE #1

Lack of digital transformation strategy.

The world of work is changing, and IT struggles to take the reins of leadership when it comes to digital transformation. In fact, only 7% of executives say that IT leads their organization's attempts to identify opportunities to innovate.⁴

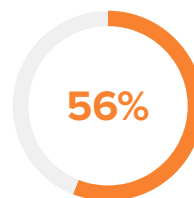
Organizations have a responsibility to ensure they cultivate digital leaders across the workforce, particularly in IT—one of the driving forces behind a brand's evolution and progress.

SOLUTION

Create a roadmap.

- **Identify priorities.** Rank priorities based on their alignment with your organization's goals. Then partner with executives to use those priorities to guide your organization's digital transformation strategy.
- **Define best practices.** Establish the protocols that everyone working on projects will follow. Define communication guidelines and share them with members of the organization who will be involved in digital transformation.

In cooperation with executives, take the reins in creating a high-level blueprint or roadmap that supports an environment of innovation within the IT department. Address the projects, technologies, and processes needed on this path to digital transformation. With clearly defined priorities and best practices, IT improves perceptions, expands its role and even takes the lead in digital transformation initiatives.



56% of executives believe that a lack of digital leadership to define a clear and concise strategy is as one of the key barriers when it comes to delivering an improved customer experience through digital transformation.⁵

CHALLENGE #2

There's no visibility into work.

Stakeholders must request frequent status updates to learn the status of work and to get on the same page with team members. Team members lack a way to get answers to their questions, so they make mistakes, leading to rework and missed deadlines.

SOLUTION

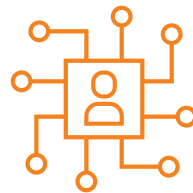
Centralize all work within a project.

- **Control request and resource management.**

Take charge of incoming work and of the assignment of resources put toward that work by making sure all requests and capacity information is in one place. By taking control, you know who has the ability to take on new work, enabling teams do their best work and deliver on time.

- **Collaborate in one place.** Keep all communication about work at all stages in one place. Make sure conversations take place in the context of work in one centralized location. That way everyone who needs project status or other information knows where to find it and easily accesses it.

When you centralize work, teams get a better view of work status as well as a clearer sense of their own capacity while keeping work-in-progress on track. Digital transformation projects depend on other projects within an initiative as a whole, so this increased visibility ensures your organization achieves its strategic goals.



23% of workers report that lack of standardization and/or processes makes their lives “chaotic.”⁶

CHALLENGE #3

Work is not aligned with business goals.

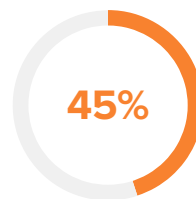
You lack the data necessary to continually improve. IT leaders see where projects succeed and where they fall off track, but they need hard data to show stakeholders and executives what that means in terms of what went wrong and where to make improvements.

SOLUTION

Modernize your tech stack.

- **Collect data in one place.** Gather information about resources, time tracking, spending, etc. from all projects, teams, and individuals in one place. A cloud-based work management solution should include a customizable dashboard where you can easily retrieve the information you need when you need it.
- **Make sure the tools integrate.** Ideally, all your tools should integrate with each other, so you don't have to manually gather data from different sources to compile into reports. Integration saves times, improves accuracy, and will help you see that work aligns with goals as it's in progress.

By keeping all data in one place and using tools that work together to share data, you more easily inform executives and decision-makers about the importance and progress of digital transformation projects. Real numbers reduce resistance to these projects and initiatives because you more easily see benefits and predict outcomes.



45% of CIOs cited resistance to change as the top impediment to a successful digital strategy.⁷

CHALLENGE #4

Work is often delayed or slow.

Too many tools or missteps complicate IT projects. Tasks feel complicated or team members lack clarity about what stakeholders expect. Work efficiency decreases with too many tools because it takes unnecessary time to switch between tools, and team members must remember what lives where.

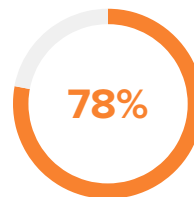
Without processes for repeatable work, it's easy to fall behind. Teams end up wasting time on rework because of these errors, creating delays and missed deadlines.

SOLUTION

Simplify work.

- **Minimize the number of tools.** By consolidating work management tools, you save time and improve productivity. These tools include email, spreadsheets, online work management, tools, reporting software, and anything else your team uses to complete tasks. Evaluate which ones are used by most members of the team and which ones serve redundant purposes and which ones provide the most visibility.
- **Automate and streamline processes.** Document and automate processes. Use solutions that allow smooth transitions to the next step. A bonus feature is if the solution sends automatic notifications to the next task owner so that work keeps moving and isn't dependent on someone to manually pass the baton.

Less is more when it comes to implementing digital transformation initiatives—at least in the way of tools and steps. Solutions with multiple features—especially automation—save time and reduce confusion that would have resulted in rework, missed deadlines, and blown budgets.



78% of executives say IT and other departments could be better aligned to deliver on their digital transformation efforts.⁸

CHALLENGE #5

A perception that work is inefficient and ineffective.

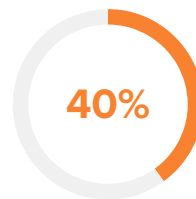
Your teams keep running into the same delays, same conflicts, same silos, and the same questions with every project. Stakeholders wonder about the value of your team, because so many projects are late and over budget, and so many are ultimately considered failures.

SOLUTION

Make projects scalable and reproducible.

- **Create templates.** Once you develop processes for specific tasks, create templates to save time on future projects. Use these for repeatable work or as a framework for similar projects. Periodically request feedback on the templates, and make improvements as processes, teams, and projects evolve.
- **Document workflows.** By setting up workflows, everyone sees all the steps involved in any kind of project. Team members know what it takes to consider one step complete in order to move onto the next step. Documented workflows let you take on any size project and determine the time and resources necessary to take it on and establish a realistic timeline.

Making digital transformation projects easily scalable and reproducible improves team efficiency and effectiveness. Simplified work processes also make taking on digital transformation as a whole seem less daunting, giving teams confidence that they are up to the task.



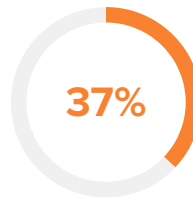
Only 40% of IT projects meet their deadline, budget, and quality goals.⁹

The modern IT world.

Today's IT department needs the latest tools and technology to facilitate digital transformation. You require modern solutions to lead your organization into the future of work.

High-performing teams are more likely to implement project management software as well as provide training on it than are their lower-performing counterparts¹⁰ It can be challenging to know which solutions and technologies are right for the goals of your organization.

First, consider the goals for your team—whether they strive to be more effective, more efficient, achieve greater visibility, meet more organization goals, or be seen as a strategic leader in digital transformation. Then find the solutions that help you better strategize, centralize, simplify, scale, and ultimately modernize work.



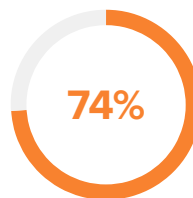
Only 37% of organizations are trying new digital processes.¹¹

Long-term benefits.

The modern IT department strives to work more smoothly in today's digital enterprise. However, teams can also lead organizational success in digital transformation.

IDC predicted that by 2019, four out of ten IT projects will monetize data to create new revenue streams. Digital transformation is no longer optional for most enterprises—it's reality. However, only those that possess the strategy and means to effectively execute on that strategy will see returns on their efforts.

A modern work management practice allows you to not only efficiently deliver projects, but ensure those projects align with your organization's short and long-term goals.



74% of leaders say digital projects do not align with strategy.¹³



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Master modern work.

It's no easy task to work efficiently and create results that help your organization reach its digital transformation goals. Workfront is an enterprise work management solution that allows IT departments to work with increased visibility, efficiency, and confidence. Workfront will help you:

- Centralize projects in one solution
- Manage digital work processes
- Review and approve digital work
- Deliver client-facing services
- Govern compliance workflows

Visit us at workfront.com/it to learn more about how Workfront empowers IT teams like yours to thrive in the digital world.

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