



# Prevail in Digital Transformation: Five Steps To Take Now



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Forty-seven percent of CEOs said they are being challenged by the board of directors to make progress in digital business now.

~ **Jan-Martin Lowendahl**

*research vice president, Gartner*

Digital is no longer an aspect of business; it is now the core for companies seeking to survive and compete. And by any measure, it's much later than you think.

A quick drive through town reveals all the empty store fronts displaced by Amazon, many of which will never return. Taxis are becoming extinct, clearly being overrun by Lyft and Uber. Every day Google becomes a little more seamlessly embedded in our daily experience in the war with Alexa to instantly answer every question we can think of- in the moment we have it. And category by category, entrenched leaders are losing daily to simpler, faster upstarts, as large companies with massive resources struggle to adapt to digital experiences that take market share and customers.

### There Is No More Business As Usual

Companies are still doing transactions for products in an e-commerce site, who are essentially deaf and blind to customer sentiment about their experiences of its customers in social media, also unaware of when their brand is being actively damaged or when there's opportunity emerging from competitors missteps.

The majority of businesses are attempting to do business in interfaces defined by application vendors and software technology rather than intuitive, dynamic experiences customers expect across devices on the level of Amazon or eBay.

Organizations who are still clinging to datacenters and servers cannot hope to keep pace with hundreds of cloud services and APIs released each week, still drawing lines cut off from the wealth of external data available to predict customers' actions.

### Who is disrupting your market segment?

Gartner tells the story of when clothes first started to be sold online, traditional stores were in denial. "Nobody will buy clothing online," they said. "People want to try it on."

Fast forward a few years and customers flocked to online stores like Amazon and The Iconic, and to the more nimble supply chain optimized brick and mortar stores like H&M and Zara.

As of 2018, Amazon became the largest clothing retailer in the United States.



Two-thirds of all business leaders believe that their companies must pick up the pace of digitalization to remain competitive.

~ Gartner, 2018

## Five Steps to Prevailing in Digital Transformation-The Second Wave

The good news is there are **five core actions** that can accelerate digital dominance and gain strategic advantage. While the first wave was created with custom code and lots of iteration, failed integration flows, and really smart data scientists building algorithms at great expense, the context, encapsulation and component approach of the **second digital transformation wave** is available, allowing you to make 5 discrete moves To not only catch up, but capture the lead.

We will discuss these 5 steps in plain English, but make no mistake. They really aren't optional.

Someone else in your market space will do them or has done them. Perhaps the most important step is to recognize how late we are into the next digital wave and to act proactively to establish dominance in your segment now before it's taken by someone else. Here are the Five Actions to take now.

## 01 | Establish a Cloud Foundation for Best Practice Digital Processes

Digital dominance demands a cloud-based digital core, the next generation of ERP. Companies who attempt to compete solely with on-premises applications and software are unable to make use of the massive wealth of services and APIs available across the value chain and from hundreds of vendors.

Last generation business processes cannot just be moved to the cloud as-is and still provide advantage. The opportunity to leapfrog competitors who are doing business as usual by innovating faster, testing new ideas in market in days instead of weeks, and collapsing the time to live by up to 70% allow companies to surpass those not able to change at the same pace.

The first step is to take existing ERP systems and key processes to the cloud, and then rapidly move to experiment and optimize. Start with a sandbox in order to rapidly design and roll out new business flows that can incorporate analytics and external services, to reduce friction and deepen customer understanding.

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## How can MSRCosmos Help?

As one of the first companies to help corporations bring their core business into the cloud, MSRCosmos makes available a free sandbox for any two SAP systems in your choice of cloud vendor. This is the best way to introduce innovation to your organization and demonstrate the power of a digital core to transform business processes.

### 02 | Evolve Customer Relationships from Transactional to Ongoing Subscription Services

The biggest disruption is how customers are changing the way they buy and how goods and services are being sold, both for business-to-business and consumer scenarios. By transforming the heart of relationships into a predictable experience instead of 'stop-and-start' transactions, companies can instantly create predictable cash-flow while deepening the satisfaction of customers. Customers enjoy additional value-added services to strengthen the relationship, with cross-sell and upsell constantly available in models proven by Amazon, Apple, and Google. Until you make a buyer a subscriber, you only have a purchaser and not a real ongoing relationship for digital engagement.

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## How can MSRCosmos Help?

Today, there is a deep digital platform for engagement across commerce, marketing, billing, sales and service-transforming customer engagement-proven across the Fortune 500 as

well as hundreds of small and medium sized companies. MSRCosmos has deep expertise in optimizing Hybris omni-channel capabilities and creating self-service subscribers across business relationships. We offer a free Proof-of-Concept to make the value of digital engagement real to your customers.

### 03 | Exploit All Available Data For Context & Insight

The biggest abundant, continuing advantage digital brings to companies is in the opening of data flows from thousands of new sources, including the 'Internet of Things' or IoT, along with external data from social, mobile, utilities, and the entire ecosystem of business partners and suppliers.

However, with Big Data comes Big Noise, and the need to separate business-level signals that feed machine learning and artificial intelligence and result in predictive actions that drive profitability, deeper engagement, and sustainable growth.

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## How can MSRCosmos Help?

The ability to create enterprise-wide context for all the data sources across your business and extract the equity for strategic business execution requires proven data science expertise and a set of tools that can accelerate understanding throughout the organization. MSRCosmos offers both a free POC to demonstrate the ability to leverage Big Data for business execution and a free-trial of HCUBE to flow multiple data sources across the enterprise.



## 04 | Embrace Real-Time Understanding of Customers & Competitors

The fastest path to new streams of revenue is listening to the thoughts and ideas of both customers and competitors. Business leaders no longer have to guess how their brands and customer experiences are playing out in the marketplace. Thanks to multiple social networks (*Facebook, Twitter, YouTube, Instagram, LinkedIn, Websites, Blogs, Press releases and more*), total transparency in real-time is available now, with the ability to aggregate sentiment and understand where opportunity exists in your brands and in exposing the gaps and weaknesses in competitor experiences.

### How can MSRCosmos Help?

MSRCosmos developed the **VINCI360°** Social Analytics Platform, delivering real-time understanding across these crucial social networks for the ability to know first, hearing both good and bad news, and be proactive, representing true power to take control of your brand. Just as important, you can actively track your competition, acting first and close the loop for consistent growth. VINCI360° powers you with insights enabling you to move from being reactive to proactive with your brands, customers and key competitors.

**MSRCosmos** is currently offering a free 30-day trial of **VINCI360°** to companies so they can see the impact to their marketing and brand equity. Visit [vinci360.com](http://vinci360.com) to get started.

## 05 | Engage the way Customers Expect, Across Experiences

Once you have the foundation of innovation in the cloud, evolved your business models, are actively leveraging data science and the ability to listen and engage in real-time with customers, the final step is to bring this all together into a seamless, clear experience in ways that make it easy to do business with.

The goal is to deliver across any device exactly what your customer is wanting, the moment they want it, in the way they expect. This is made possible by creating new digital touchpoints and end-user experiences, defined not by vendors and technologies, but by the customer themselves based on their personas and the understanding gained from the entire digital DNA.

### How can MSRCosmos Help?

Putting together a customer-centric experience is only possible through co-creating with your targeted audience, allowing them to actively share, shape, and continuously improve the way they interact and leverage digital experiences. MSRCosmos is offering both a Design-based workshop and Live POC leveraging SAP Fiori and Personas, in order to bring together all the elements of a true digital relationship.

A person is walking through a digital display that features several rectangular frames. Each frame is labeled with the word 'HUMAN' in red capital letters at the top. The person is seen from behind, and their image is being captured by the display. The background is dark and blurry, suggesting a modern, high-tech environment.

## Raise the bar on more than just your technology investments.

The partner you choose is essential to your success as well. The ability to lead with ideas, providing the right skills and resources to understand the nuance and options available, also blending them all together to deliver on your vision for prevailing in digital is the essential element for consistent success. You should expect far more in accountability, diligence, and promise delivered.

*We welcome the opportunity to help you Prevail in Digital.*