



PRONIX



ATTRIBUTES OF DIGITAL LEADERS IN 2022



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INTRODUCTION

CFOs, CIOs, and CEOs across the world have endeavored to come to grips with a new digital dynamic over the past few years. The pandemic put that effort into overdrive as companies had to be flexible, allow work-from-home solutions, and even shift the focus of their business operations.

All of this was made possible through digital solutions. The technologies that some business owners were wary of and were hesitant to invest in became mission-critical to the function, survival, and profitability of their companies.

In this whitepaper, we will outline the steps that organizational leaders across the globe have taken to secure their company's forward momentum in this age of market uncertainty.

If you were to do a survey of business leaders worldwide (as Flexera did in 2021), you would discover that 54% of organizations are prioritizing digital transformation.¹ In fact, IDC forecasts that global spending on digital services and technologies will expand to \$2.3 trillion by 2023.¹

What does that mean for you?

It means that your competitors are either now implementing or are currently consider the implementation of digital transformation strategies as they strive to stay healthy through this tectonic shift in the market.



IT PRIORITIES OF THE AVERAGE COMPANY BEFORE THE PANDEMIC

Before the COVID-19 crisis, companies varied widely as to their approach to both their IT assets and the security of their data/workflow. Many were willing to drift along in a “business as usual” mode, investing little into their technology footprint. On the flip side of the equation were those businesses – many of them venture-backed startups – that envisioned digital solutions to be their competitive edge. The leaders of these companies baked digital workflow solutions into the business model, instead of viewing IT as some sort of “add on” that allows work to be done.

But on average, companies had the following IT priorities pre-pandemic.



They wanted their technology to work without interruption.

No Downtime



They wanted their technology to be secure.

No Viruses



They wanted their technology to help them increase productivity and efficiency.

No IT problems



IT PRIORITIES OF THE AVERAGE COMPANY IN 2022

While No downtime, no viruses, and No IT problems still make the “IT Priority” list for companies worldwide, they are no longer the top priorities when it comes to business technology. The above-mentioned pre-pandemic priorities have been overshadowed by the following problems that have been initiated or exacerbated by the pandemic.



Social Distancing Requirements

The need for work to be done without employees being in close physical proximity to one another



Ransomware and Phishing Attacks

The problem of increased cybercriminal activity during the pandemic



Business Model Breakdown

The challenge of adjusting business models to maintain business equilibrium in the pandemic environment and forward.

With these COVID-related challenges firmly in mind, company leaders looked to digital technologies to solve these problems. This fundamental switch in the issues facing companies drove a totally new set of IT priorities.





Cybersecurity

In light of the proliferation of ransomware attacks, organizational leaders around the world are putting the protection of their data and workflow as the new top digital priority.



Flexibility

In close second place to cybersecurity, flexibility is a high priority for businesses across the spectrum of industries in the market. Because the only constant that business leaders can count on today is change, they are now requiring their IT systems to be able to mold to new initiatives easily.



Mobility

While there was some appetite for work-from-anywhere options pre-pandemic, the social distancing rules surrounding the fight against COVID-19 moved mobile access to workflow from “a nice thing to have” to an organizational necessity.



Affordable Scalability

Because the cloud has increasingly been utilized to host the internal operations of companies worldwide, company leaders – especially the small to mid-size demographic – have discovered a priority they hadn’t given much consideration to before – the ability to scale IT quickly, easily, and affordably. Before the pandemic, many SMBs were slow to adopt cloud technologies, but once they discovered the capabilities that lie dormant in cloud computing, the limitless options for their business came into full view – sparking more interest in affordable scalability.

WHAT DOES A DIGITAL LEADER LOOK LIKE? – THE ATTRIBUTES OF A DIGITAL LEADER

Company executives that are keeping their businesses on the cutting edge of tech capability in 2021 have some unique features in common.



Accepting and Managing Risk

Company leaders that are able to successfully leverage top-shelf IT solutions understand that there is no such thing as a risk-free business growth option. Although risk cannot be avoided, it can be managed. Great leaders hit that balance between the level of risk they see as acceptable and the advantages gained by taking that risk.



Seeking New and Innovative Ideas

The organizational executives that most easily embrace digital leadership are those that have an innate tendency to like what is new and innovative. Often, they are the individuals that have to have the latest phone or vehicle. For the most part, this drive isn't about being "trendy," but is instead, like a racehorse, about being first out of the gate.



Encouraging Collaboration

Business leaders that prize communication and collaboration within their organizations are early adopters of cutting-edge technologies as well. In this case, it's not because they want to be first, but because they want to take full advantage of every tool that will streamline the human interaction side of their work efforts.



Inventing Solutions to Organizational Challenges

The company executive that exhibits this characteristic is the problem solver. He/she works diligently to identify where the issues are within their organization and turn over every rock until they find elegant solutions to those challenges. In digital solutions – especially custom or tailored solutions – they find those elegant fixes to the difficulties they've identified.



Filling Market Gaps Instead of Staying in Industry Lanes

This attribute of the IT leader is closely associated with the attribute of “visionary leadership.” In this case, the business exec looks beyond the goods and services generally offered within their industry and branches out to fill gaps in the market that often aren’t served by his/her industry. Because the market ‘gap’ isn’t being currently served, the business leader often requires IT solutions to be developed that enable him/her to fill that gap.



Overcoming Adversity

Like IQ (Intelligence Quotient) a company leader who would make the most of emerging technologies must also have a high AQ (Adversity Quotient). Why? Because being at the leading edge of IT adoption and utilizing digital solutions in ways that other leaders haven’t thought of before can have hurdles along the way. A business leader with a high AQ can lead his/her team over those hurdles on their way to solving workflow challenges and streamlining their operations.



Modeling Enthusiasm

If a company leader is going to be a digital leader, they have to also possess the leadership ability of modeling enthusiasm. This ability helps them to overcome the objections of well-meaning stakeholders within the organization and build a culture that is excited about what the prospective technology implementations can do for the organization as a whole.

ACCORDING TO A SURVEY BY MCKINSEY AND COMPANY²

Post-Pandemic Digital Technology Trends (according to Techgenix³)



Digital Business Workflow Transformation



Collaboration Tools



Immersive Commerce Solutions



Work from Anywhere Options



Virtual Education Solutions



HOW THE PRONIX TEAM HELPS YOU LEAD IN DIGITAL TRANSFORMATION

Pronix is an enthusiastic team of dedicated IT specialists with an array of IT disciplines and years of experience at our fingertips. Our philosophy and deep technical expertise result in solutions and services that deliver measurable and verifiable business benefits to our clients.

For example, in 2018 we were approached by a major auto parts manufacturing firm that needed to improve their business operations and processes. They looked to the Pronix team to implement new business and data processes that would standardize and automate their workload. In addition to these issues that impacted the user level, the manufacturing firm also desired to improve the stability and security of their IT systems.

After consultation with their leadership and key stakeholders, the Pronix team conducted a full IT assessment, delivering a roadmap for the work that needed to be done along with the anticipated outcome – digital transformation of operations.

- To accomplish this goal, Pronix undertook a complex set of milestones including:
- Interacting with the manufacturing firm on respective Functional Specifications, Mappings, and Extract Logics.
- Gathering business requirements from the firm's users and preparing technical docs for migration of the data from the source system to SAP.
- Migrating their data to HANA.
- Writing LSMW programs to load data to SAP.
- Developing data services jobs for transforming and enriching the data.
- Implementing the best practices and provides solutions.
- Profiling and validation of the data using SAP BODS.
- Preparing technical specifications and knowledge transfer documents.
- Installing and configuring Business Objects Data Services, other EIM Business Objects product family.
- Developing SQL scripts for analyzing and validating the data.
- Developing a process layer using ABAP / LSMW, Oracle RDBMS, SQL Server, SAP HANA.

The manufacturing firm's engagement with Pronix resulted in the manufacturing firm's ability to improve their digital leadership in the industry and play on the same technological field as their competitors. They were able to achieve their initial objectives of:

- Stability
- Data Security
- Greater operational efficiency through automation and integration
- Implement new business processes and improve existing processes

If your organization finds that your legacy systems and applications are keeping you from taking full advantage of market opportunities, the Pronix team can help. Here are a few of the services that we leveraged in our engagement with the above-mentioned manufacturing firm, that will be key to developing your digital leadership in your industry.



IT Assessment

a 360- degree assessment to providing you with a complete view of your business and technology needs.



IT Consulting

delivering digital answers to real-world business challenges, so you can take advantage of near and long-term opportunities.



Digital Transformation

implementing technology to provide profound and comprehensive transformation of the processes, functionalities, technologies, models, activities, and competencies of your organization.

IN CONCLUSION:

Digital leadership in your industry requires that you have the right IT partner on your side. Pronix has the depth of experience needed to help you harness the power of digital transformation to bring the agility and flexibility you want to your operations. Digital leadership in your space starts with contacting the Pronix team.

Have questions? Give us a call or send an email.

¹ [https://financesonline.com/digital-transformation-statistics/#:~:text=When%20it%20comes%20to%20tech,2023%20\(IDC%2C%202020\)](https://financesonline.com/digital-transformation-statistics/#:~:text=When%20it%20comes%20to%20tech,2023%20(IDC%2C%202020))

² <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

³ <https://techgenix.com/it-trends-are-here-to-stay-post-pandemic/>



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