

## How Tech Ready is Your Organisation for Digital Transformation?

52%



of Fortune 500 companies went bankrupt due to digital disruption in the last decade<sup>1</sup>.

8%



feel that they have the digital tools they need to compete.

60%



of Asia Pacific CEOs agree that leveraging a tech/digital partnership is key in digital transformation<sup>2</sup>.

## 4 Key Aspects of Digital Transformation



### People and Culture

Building leadership, culture, and digital skills



### Strategy & Vision

Establishing digital transformation strategy, digital transformation focus, and investments



### Process & Governance

Implementing innovation management, change management, and governance



### Technology & Capabilities

Embracing disruptive technologies, platform business models, and digital services mastery

StarHub Business enables enterprises in their digital transformation journey by supporting technology and IT capabilities with the 4 pillars:

### Connect



Our always-on network ensures connectivity resilience

#### To meet the evolving demands of digital transformation, your network should

- Be hyperconnected to ensure network resilience
- Be scalable and agile to meet evolving business needs
- Interconnect users, machines and business applications seamlessly regardless of geographical location

### Enable



Omni-channel experience for enhanced workforce agility

#### To drive productivity and collaboration on-the-go, your workplace must

- Be virtual, flexible and connected
- Be equipped with devices and tools to engage, interact and work anywhere, anytime
- Work towards a smarter and more mobile enterprise

### Protect



Intelligent cyber security that protects your business

#### To protect your organisation from cyber threats, your organisation should

- Have round-the-clock monitoring for advanced threat detection & mitigation
- Use predictive threat models that can fine-tune network defences
- Have telco-centric visibility from network to endpoint

### Empower



Insight-driven data and analytics to drive new business strategies

#### To ensure better marketing and sales efforts, your organisation data must be able to

- Target customers accurately through insights obtained from telco, social and media analytics
- Combine near real-time information, internal data and smart targeting tools
- Improve customer engagement and operational communications through interactive digital channels across email, SMS, voice, apps, etc

Sources:

1. <https://blog.workato.com/2017/11/fortune-500-digital-transformation/#.Wvj20y-B1mA>

2. <https://www.gartner.com/doc/3671017/-ceo-survey-asiapacific-cios>

### Are you "Tech Ready for Digital Transformation"?

Find out where your organisation stands in your digital transformation journey, take this assessment to evaluate your tech readiness and get personalised recommendations.

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