business agility.

"As the new Cisco network is secure, simple, and based on software, with always-on analytics, partners will be able to help customers to make better business decisions faster, with lower costs and lesser risks. To embrace this technology, our channel partners are evolving their networking practices and developing new skills to pursue new business opportunities. Cisco is helping partners in their efforts by introducing new programs, incentives and tools to help them build networking practices that incorporate software, security, automation and analytics for their customers."

Cisco has also created a new portfolio of services that leverage best practices and innovative tools. Whether customers are looking to transform their entire network or integrate new security and automation capabilities into their existing network, Cisco partners have a life cycle of advisory, implementation, optimization and technical services to help.

She adds, "Digital Transformation is also changing the go-to-market strategy of the channel. It requires rethinking of what role partners play and how vendors structure their entire channel strategy to accommodate the line of business customers and solving for business outcomes. Cisco is also opening up its internal Accelerating Cisco Ecosystem Sales (ACES) program to the channel to drive multi-vendor solutions."

Savio opines that there are gaps in the understanding of the customer aspect in current approaches to digital transformation. An incomplete understanding of the customer experience can derail effective transformation and Avaya has a major focus on enhancing this aspect through its solutions.

He says, "there's a big hole in the fabric of most digital transformation (DX) plans: the customer experience (CX). The problem isn't that companies fail to understand the importance of the CX in relation to digital transformation. Rather, most fail to understand their customers well enough to envision a truly customer-centric, digitally-transformed environment. While Gartner research shows 89% of companies expect to compete primarily on customer experience, just 6% of companies in an Aberdeen Group survey said they were extremely satisfied with their ability to use data to improve the customer journey."

Savio claims that Avaya's Oceana is a truly multi-touch customer engagement solution that gives companies the freedom and flexibility to create, innovate, optimize and future-proof customer journey-driven experiences that generate customer loyalty, retention, share of wallet, and repeat business. Built on the Avaya Breeze development platform, Avaya Oceana is an extensible, software-based solution with simple drag and drop visual workflow capabilities to create and manage multi-touch customer journeys while Avaya Oceanalytics delivers a single, comprehensive view of customers across all



Prabu Balasubramanyan
Executive Director
TransSys Solutions

sources, including Avaya and non-Avaya systems, and ease to add any other data sources as needed. Avaya also offers the Avaya Breeze Client SDK to its developer ecosystem and customers to create their own unique experiences.

For Transsys, the strategy is to take the lead around the key emerging technologies and offer their services to customers.

"As a trusted Digital Transformation partner in the region, we have taken lead in building capabilities to harness the opportunities around Artificial Intelligence and Predictive Analytics platform. For us, Transformation is continuous Invention, Innovation & Integration and that's our strategy."

## Getting there

It is best to see digital transformation as a journey, where you need to plan out as many details and try and accomplish project milestones in a timely manner.There could

be decisions to replace some of the technologies that would not be part of the plan but ideally it wouldn't be a complete rip and replace strategy.

Mechelle comments, "The transformation journey needs to be planned and projects prioritized to deliver against the transformation strategy at the right time. Legacy technology may or may not change as part of this journey, or may change at different stages. Where changes are required, they must deliver against the business strategy and should form part of a holistic plan.

Prabu says that adopting modern technologies doesn't mean that legacy systems need to be consigned to history. He advocates a phased approach towards digital transformation.

"Organizations can achieve agile transformation by integrating some of these legacy applications with new cloud applications and the digital platform and achieve digital relevance very quickly while total transformation could