

# Digital Transformation: A New Mindset with TransSys

Transform enterprise, empower employees and inspire customers with the latest digital capabilities offered by TransSys and powered by Oracle. Explore how you can transform your organization for a better future with TransSys.

Leading analysts call them “Nexus of Forces” and “third platform” for innovation and growth. No matter how you define it, social, mobile, analytics and cloud are continuing to disrupt the competitive dynamics of the global economy and creating significant value for companies. They are forcing companies to reinvent and innovate new business and operating models.

According to Prabu Balasubramanian, Executive Director, TransSys Solutions, “To stay ahead of the game, businesses in the Middle East must adopt modern best practices, build new digital capabilities and leverage new technological enablers. This will not only drive business innovation but also improve process efficiencies across the enterprise. Today, our customers can achieve not just consistent but also radically superior results by transforming enterprises, empowering employees and inspiring customers with the latest digital capabilities offered by TransSys powered by Oracle.”

Organisations today are undertaking digital transformations to gain an in-depth understanding of their customers, respond quickly to their needs, improve collaboration across teams and create a competitive differentiator. They need to carefully stride the path towards digital transformation with a proven strategy to harness its strength and mitigate its challenges.

Headquartered in Dubai and development centers in India with 2000 plus person years of experience, more than 150 cloud engagements in over 30 countries, TransSys is an Oracle Cloud Select and Platinum Partner. TransSys has been providing services and support to leading enterprises across



Prabu Balasubramanian, Executive Director, TransSys Solutions

the Gulf States, North Africa and beyond in helping them redefine and revamp their business strategy with technological capabilities and transform the way they connect with their employees, customers, partners digitally.

## KEY TENETS OF DIGITAL TRANSFORMATION

Organisations must realise that digital transformation is no more a choice and they must therefore continually invent, innovate and integrate to win, serve and retain customers. They need to put digital platform and connections at the heart of their enterprise to grow and compete, and be Business Digital.

**Invent:** Organizations must continually reinvent themselves to emerge as an efficient enterprise by eliminating process inefficiencies and mitigating risk with the discipline of best practices. By leveraging Oracle Modern Best Practice, TransSys could help organiza-

tions drive the transformation initiative to focus on areas of strategic value.

**Innovate:** We help organisations capitalize on emerging technologies by creating solution extensions which are IPs built combining our years of experience and expertise to drive innovation and gain more value out of their investment in Oracle. Extensions such as TransFleet – an integrated car rental solution, CDM solution that provides exceptional Customer Data Management capabilities, iDeal – a cloud-based real estate management solution, TransMobile - an enterprise mobility solution among others.

**Integrate:** Digital transformation doesn't necessarily mean that the legacy systems need to be consigned to history. 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 be a progressive achievement. ■