



## THE MICROSOFT BUSINESS APPS IMPERATIVE - PREPARE YOUR MOVE TO CLOUD(M2C)

### Abstract

Cloud has been a key enabler for transformations across industries. It has levelled the playing field for small and large scale organizations alike. However, not all organizations are able to leverage the potential benefits cloud has to offer and end up investing significantly in cloud initiatives with low or no returns.

The key to a successful cloud transformation lies in identifying the right combination of the product and SI partner who can help the organization Navigate its Next by planning and implementing a customized Cloud Strategy.

The Infosys PREPARE framework designed specifically for Cloud transitions empowers you not only to understand your cloud appetite but also experience enhanced business value that Microsoft has to offer through its Dynamics 365 suite of products that bring **Modern, Unified, Intelligent** and **Adaptable** solutions on the cloud.

Advancements in digital space have redefined the very definition of customer delight and are forcing companies to change their business models and adapt to the new market reality. What qualified as customer delight earlier, is now a bare minimum needed to capture the customer's attention, who expect brands to understand and anticipate their needs even before the customers themselves.



*Forrester predicts that more than 50% of global enterprises will rely on at least one public cloud platform to drive digital transformation and delight customers (1)*

Keeping up with this pace of digital innovation - the rapidly evolving product ecosystems and their application for business adoption is not just about the IT departments in businesses anymore. Executives at the strategy table have had their hands full in decoding these developments and translating them into

actionable solutions for their businesses. The introduction of cloud technology has forced organizations to rethink about their IT investments as a whole. Businesses have moved from erstwhile **System of Records to System of Engagement to System of intelligence.**

The need for agility and flexibility in delivering services to the customers has gone beyond the traditional means. Real time, consistent and personalized experiences across digital channels is not a differentiator anymore and has become a key necessity. Businesses of today focus not only on the initial sales but also on extending the similar personalized customer experience even for after sales and customer service. Increased customer loyalty is no longer about the transactional level interactions. Organizations need to connect with the customers at the emotional level to retain their interests.

All this and more has been accelerated and made possible only by the advancements and wide spread acceptance of Cloud technologies. Cloud has not only provided a common platform for seamless technological interactions but has also paved the way for newer business models hitherto unimagined.

Cloud has been a powerful enabler and paved the way for Next Gen technologies of Advanced Analytics, Blockchain, Artificial Intelligence, IOT, Machine learning, Cognitive services etc. to co-exist and

innovate. By bringing in CRM and ERP technology as modules to its Dynamics 365 product offering Microsoft brings to you modular Modern, Unified, Intelligent and Adaptable solutions on the cloud.

We at Infosys, have taken this a step further by building a propriety - **Platform of Possibilities (PoP)** framework, an ecosystem of Microsoft offerings which helps unlock the true potential of the cloud.

The discussion and debate on "Why Cloud?" has been around for some time. Organizations at large know and agree on the benefits that can unfold through cloud adoption. This is primarily evident in the rate at which organizations are moving to the cloud. Gartner predicts that that by 2019, more than 30 percent of the 100 largest vendors' new software investments will have shifted from cloud-first to cloud-only. Having said that, not all cloud migrations are successful. Significant investments in cloud technology fail to deliver expected results and is a cause of discontent within organizations, impacting both leadership and employees.

*Fully connected customers are 52% more valuable, on average, than those who are merely highly satisfied. (2)*

While a lot of literature is available on the benefits of cloud migration, we still have a long way to go in understanding the intricacies involved in deploying these new technology models. Though seemingly simple to start with, a lack of a well thought out cloud strategy and roadmap can backfire resulting in increased chaos within the organization.

What we often fail to realize is that cloud adoption is not just a change in the IT landscape, it has far reaching implications. It is an organizational level change in people, process and technology interactions that impacts the day to day operations of not just your direct employees, but also the extended partner and vendor ecosystem and ultimately the consumers. For a successful transformation we need to understand the Readiness Quotient of the organization and the interplay of different business aspects that should be considered for the change.

*The predicted business for cloud is to be about US\$236 million by 2020.(3)*

## Infosys PREPARE Framework

In a report on "Adapting Your IT Strategy for a Cloud-Dominated Business Application Environment" (4) Gartner explores how a "one size fits all" strategy will not work when it comes to cloud adoption. The success of cloud transition is dependent on a host of factors which includes and is not limited to understanding the business applications, their criticality, business process maturity, employee and customer readiness to accept the change, executive commitment to see this through and the alignment of cloud strategy with the overall organization strategy. For organizations that have just started thinking about their cloud journeys this can be a daunting task.

Through our expertise and vast experience accrued by helping organizations move the whole or a part of their business processes on cloud, Infosys has developed a framework to simplify this journey and

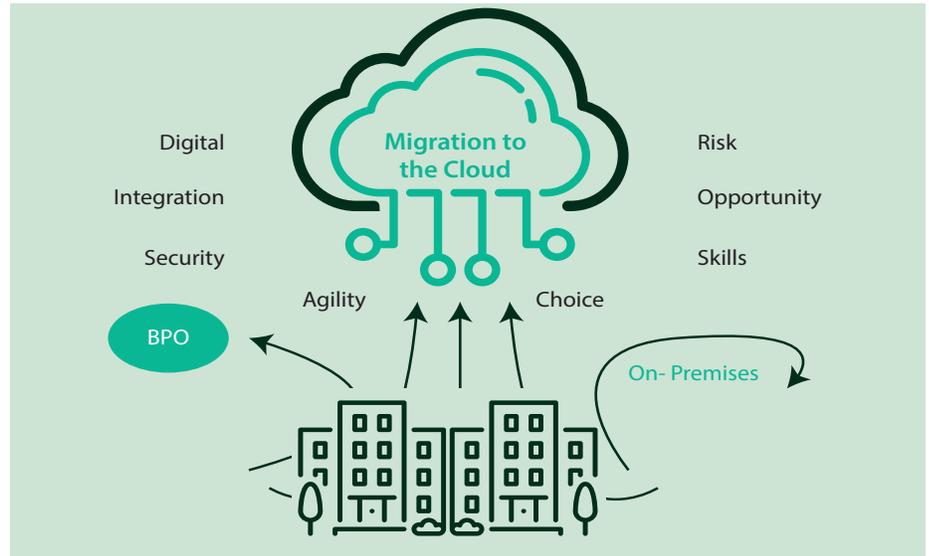


chart out a cloud roadmap that is unique and tailored to the organization's needs.

The PREPARE framework helps you evaluate your business against an exhaustive list of key factors that can

potentially impact the cloud transition. This can be used to set strategies in place that account for the interplay among different business entities for a successful migration to cloud.



### Planning and Roadmap Readiness:

Move to cloud can be a long drawn journey, and the importance of having a plan cannot be stressed enough for such a strategic initiative. A well thought out plan acts as an enabler for the successful

implementation of any initiative. It helps take stock of the situation, clearly define business objectives, identify key milestones and devise a roadmap that can guide the organization through the change.

It enables identification of short and long term benefits and sets

realistic expectations against which the performance can be measured. Formulating a plan incorporating these aspects will not only help in Senior leadership buy in, but also help identify and resolve the potential roadblocks along the way.

### Resource Commitments and People Readiness:

The skillset of resources involved in the transition can make or mar the success of any implementation. Being a knowledge driven economy, the identification and onboarding of key resources either within or outside the organization and ensuring

their commitment through the duration of the engagement is critical.

End users of the application will see a major shift in their day to day activities and their adoption of this change will significantly impact the overall success. Defining an effective change management strategy powered by an employee

readiness assessment to accept the change followed by active evangelization will promote adoption and amplify reach.

*83% Of Enterprise Workloads Will Be in The Cloud By 2020 (5)*

## Executive / Enterprise Readiness:

Transition to cloud is a complex journey and the results take time to show. Due to differing priorities not every executive might be onboard at the outset. However, Executive buy-in before starting off on this journey is pivotal to ensure that the initial euphoria for change does not get diluted once other business priorities come to the fore.

This entails setting the right expectations to get the executives onboard, spotting potential roadblocks and strategizing to avoid them, identifying key performance indicators, kick starting the project and ensuring continued Senior leadership commitment through constant interaction and feedback mechanism

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*By 2019, 60 percent of CIOs will complete infrastructure and application replatforming using cloud, mobile and DevOps, clearing the deck for accelerated enterprise digital transformation*

-IDC (6)

## Process (Business & Process Maturity) Readiness:

Modular applications and requirement for a consistent Omni-channel experience is reshaping business processes.

Organizations have had to revisit the drawing board to optimize their processes to deliver a seamless customer experience. An audit of existing business processes can help understand the process maturity,

eliminate redundancy and identify inefficiencies. A clear understanding of this will lay the foundation for a robust and improved process flow that is ready to transition to the cloud.

## Architectural / Infrastructure Readiness:

The traditional System of Record has given way to System of Engagement and is on the cusp of moving to the transformational System of Intelligence. From the former bulky Core ERP and CRM applications, businesses today have moved to a more modular approach in their technical landscape. While the move to cloud portrays significant agility in the day to

day business transactions, a complete lift and shift is neither truly achievable nor advisable. It is essential to understand the interplay of the current applications, and their current and future role in the overall scheme of things to understand the benefits of moving them to cloud. Investment in such a study before a move not only ensures greater return on investment but also ensures minimalistic impact on the day to day activities and better acceptance by the employees.

*Digitally transforming enterprises (63%) is the leading factor driving greater public cloud engagement or adoption followed by the pursuit of IT agility (62%)*

- Forbes (7)

## Related Party and Data Readiness:

The digital revolution has exponentially increased the number of touch points across the customer value chain. This has been fast tracked by the plethora of opportunities available on the cloud platform. In addition, the focus of businesses has shifted from selling better to providing an improved and holistic

overall customer experience for a better emotional connect. This consistent brand messaging need to be replicated across the value chain to ensure customer delight and retention.

A study of the existing vendor ecosystem can help unlock immense value and drive drastic changes upstream and downstream through potential synergies irrespective of the decision to move to cloud.

*IDC predicts that by 2020, approximately 80% of supply chain interactions will happen across cloud-based commerce networks (8)*

## External Factors Readiness:

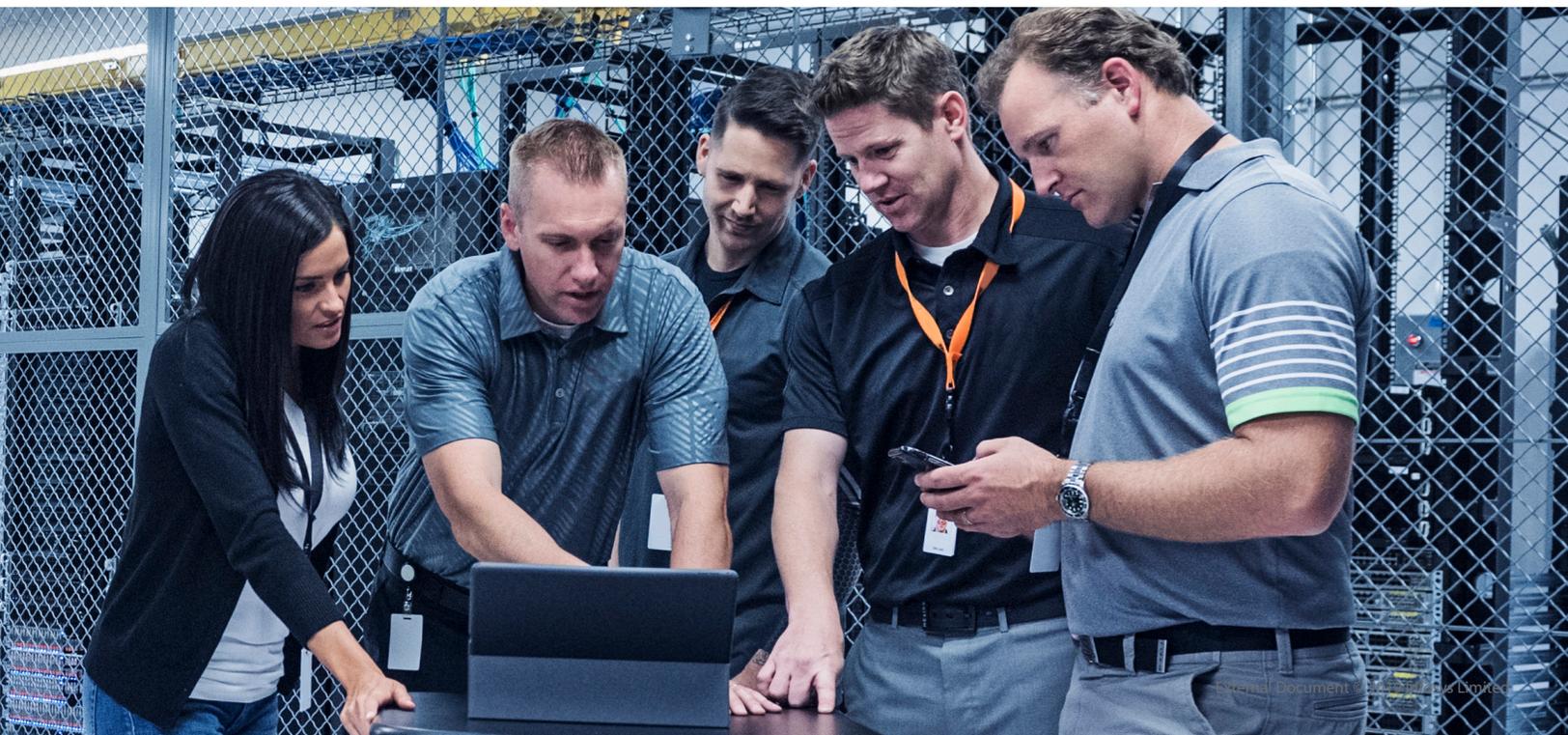
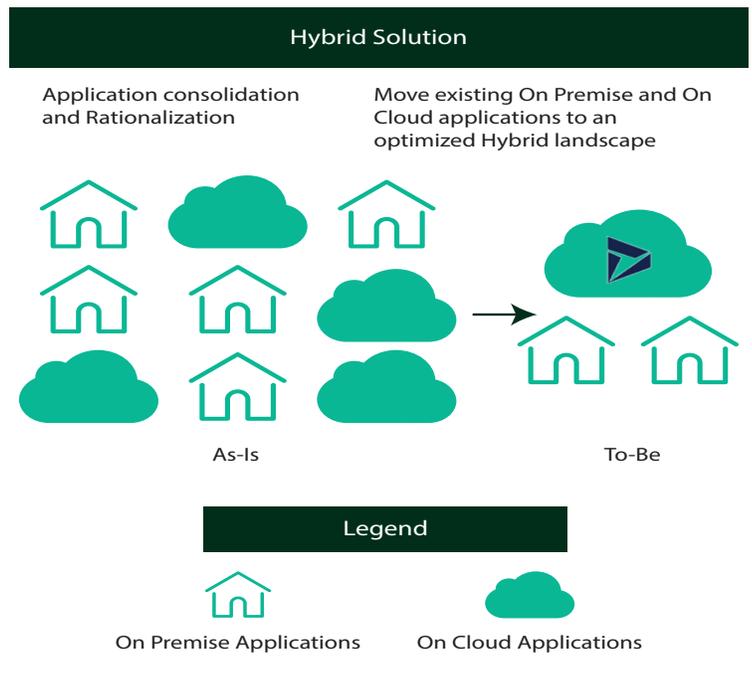
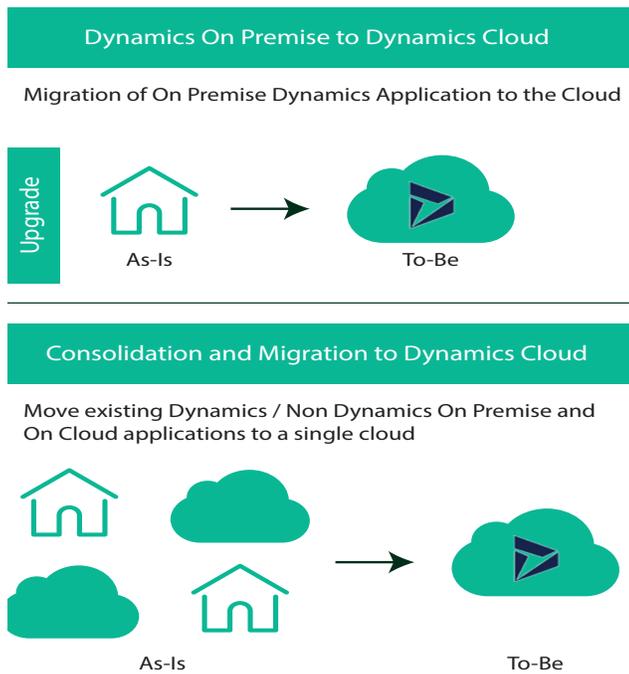
Most cloud adoption programs are internally driven. Organizations are busy focusing on the multiple forces within that they fail to consider the impact of external factors on the overall engagement. An oversight in considering the impact of regulatory, legal, compliance and other external factors can have a detrimental effect on the success of a cloud migration program.

Identifying these influencing factors at the start and understanding their impact on having the applications on cloud, will help avoid last minute surprises and ensure in outlining a robust and foolproof plan.

Through its Dynamics 365 offering, Microsoft for the first time has integrated CRM and ERP seamlessly in a truly modular fashion providing a uniform and intuitive interface across business functions. This can be customized for small as well as

large businesses across industries as diverse as financial services and banking to education, manufacturing, aerospace, defense, health care, life sciences, public sector, and even non-profit organizations. The assessment through PREPARE framework provides insight to formulate the strategy for complete or partial migration to the cloud in any of these scenarios.

## Potential Buyer Scenarios





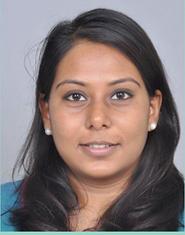
## Conclusion

Infosys has combined the cloud offering from Microsoft with the **Microsoft power platform (PowerApps, PowerBI and Flow)** and Next gen services leveraging Microsoft Bots framework, Azure Machine Learning, Cortana Analytics, Azure IOT Suite, Logic Apps, Ethereum Block Chain and Microsoft Cognitive Services offering a **Platform of Possibilities** – An end to end offering to truly transform both front and back office.

Partner with us to Understand your Cloud appetite, Design a cloud roadmap using the “PREPARE” framework and Actualize value with the “Platform of Possibilities” to digitally transform customer experience and Navigate your Next from where you are to where you aspire to be, at speed, and at scale.



## About the Authors:



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## Source:

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