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EMBRACING
DIGITAL TRANSFORMATION

An aerial view of a city, likely New York City, with various digital overlays. There are three circular icons: a cloud in a blue circle at the top left, a laptop in a blue circle in the middle left, and two interlocking gears in a purple circle at the bottom left. The background is a mix of orange and purple gradients with white dashed lines and arcs.

DIGITAL TRANSFORMATION

EMBRACE IT. LEVERAGE IT.

BY CHRISTY GORDON, EDITOR

At the Varnex Spring Conference in Austin, Peter Larocque, President, North American Technology Solutions, called digital transformation “a huge business, the future, and a good place to be.” President and CEO Kevin Murai echoed these thoughts at the SYNEX Vendor Executive Summit in October.

“Everybody is thinking about digital transformation right now,” he said. “You talk to any enterprise out there, and you’ll find that many have dedicated teams focused on how they can transform their business in the digital world.”

Simply put, digital transformation, or DX, is when businesses leverage third-platform technologies to transform their products, processes, and strategies. For resellers, there’s no doubt the digital transformation is in full swing, and that the market opportunities are huge.

Growth opportunities

The International Data Corporation (IDC) predicts worldwide DX technologies spending will reach more than \$1.2 trillion in 2017, a 17.8% increase over 2016. Additionally, the IDC predicts DX spending to keep up this pace with a compound annual growth rate (CAGR) of 17.9% over the 2015-2020 forecast period, reaching \$2 trillion in 2020.

“Changing competitive landscapes and consumerism are disrupting businesses and creating an imperative to invest in digital transformation,” Eileen Smith, program director in IDC’s Customer Insights & Analysis Group, **said in a release**. “The fastest growth will come from retail, healthcare providers, insurance, and banking.”

Leveraging the digital transformation

As more companies embrace digital transformation and invest in key technologies like cloud, mobility, software,

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and security, resellers have an opportunity to leverage planned investments and boost their bottom lines. They also have a chance to transition from a service provider to a trusted advisor.

In a recent report from CompTIA, one-third of surveyed firms said they don't have enough knowledge on emerging technologies or new trends to formulate a comprehensive integration plan. Resellers who can help their customers plan for and successfully deploy new DX technology will be those that add value as a trusted advisor.

"Resellers need to become experts in the software-defined world and help guide their customers," Murai said at the SYNEX Inspire Conference. "By understanding your markets and understanding where you have competence, you can add a lot of value to that relationship."

DX with SYNEX

Through its various *Solvs*, SYNEX offers deep support for digital transformation technologies. CLOUD*Solv* is a particularly useful tool.

Per the IDC, cloud infrastructure is one of the fastest-growing categories in digital transformation. At the same time, it presents one of the biggest challenges. A recent survey from Red Hat found that more than half of respondents (52%) cited cloud strategy as their greatest expected digital transformation challenge.

CLOUD*Solv* offers support at all stages of the pre-sales cycle to help resellers easily

deploy, manage, and bill cloud services. Resellers can also take advantage of the CLOUD*Solv* Marketplace which showcases viable cloud technology solutions and vendors that have partnered with SYNEX to offer a complete package of cloud-based solutions.

"I really encourage resellers to leverage our CLOUD*Solv* community," Murai said. "It can make a big difference in your business."

Resellers can also leverage SYNEX' MOBILITY, SERVICE, and CONVERGE*Solvs* to take advantage of various opportunities in digital transformation. For more information, reach out to one of the *Solv* teams below or visit synnecorp.com/us.

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