ADAPTING TO THE FORCES OF NEW REALITY

The Guide to Winning at Digital Transformation

eggplant
Test Automation Software

KEYSIGHT
TECHNOLOGIES

Introduction

Today, being connected to websites and digital services is so embedded in our lives that we no longer consider it a phenomenon.

We have become co-designers and users of the exhilarating digital reality. However, digital transformation has another face - intricate and often painful business changes within organizations.

Generation C takes over

A new generation has seen its dawn and it has been given the nickname of "Generation C" (C stands for Connected). People whose adolescence and youth took place in a completely digitized world have reached maturity. The only reality known to them consists of the internet, smartphones, and social media.

Consumerism and the work patterns of us all are heavily influenced by Generation C's knowledge of the latest technologies, communication via mobile devices, and their level of immersion in the network of family, friends and business contacts.

To be implemented successfully, organizational changes must take into account the demographic structure of the workforce. Older generations may find navigation through digital processes challenging and may require additional support where younger generations may take technical advancements for granted.

Audience: Gen C on all screens

A powerful new force in culture and commerce, Gen C turns to YouTube for both information and entertainment, using multiple devices to watch videos whenever and wherever they want.

We call them Gen C because they thrive on Connection, Community, Creation and Curation.

Connection

50% talk to friends after watching a video and **38%** share videos on an additional social network after watching them on YouTube.

Community

55% are connected to 100 or more people through social sites, while **15%** are connected to 500 or more.

Creation

65% have uploaded a video they shot, and **25%** upload videos every week.

Curation

90% say they can't keep content they find online to themselves.

Gen C is a powerful new force in culture and commerce, influencing $500bn of spend.

Forces of the new reality

The digital transformation phenomenon is reaching a turning point. The main forces of this process: new consumers, new technology, and new business - influence each other, thus enhancing the effect of all processes within this trend.

New consumers

Those representing Generation C in particular are fully adapted to the digital reality. The willingness to abandon their privacy on social networks, and the trust that they place in the opinions of those they connect with are what characterizes them.

The opinion of a member of their network is deemed far more valuable to them than any information conveyed by a brand. Increased transparency of activities, grassroots consumer movements, the power of social media in relations with customers, and most importantly, the digital experience delivered to them must never be overlooked when considering changes to a business model. Find out about how Eggplant makes the customer experience a top priority here.

New technology

The pace and the power of new technologies nowadays could be compared to those of an avalanche. Very rapid and covering a lot of ground. The basis of the digital revolution is billions of consumers' access to fast internet connections at the tips of their fingers, making content generated by the global industry reach every consumer within a split second.

Faster information flow results in the need to accelerate business processes and the decision-making process within a company. A great example of a technology that could take your organisation to the next level is automation. Learn about Eggplant's ability to automate virtually anything here.

New economy

The benefits that could be achieved through digital transformation are very real. Ventures that have built an identity based on a digital technology see an increasingly wider stream of capital flow from the very beginning. Technologically innovative companies stand out to investors, and their market value sits above average.

Gen C spans multiple generations.
Gen C is a true state of mind.

Clear strategy for the win

A leader who is able to draw conclusions from the market changes is the one responsible for their company's success. If they meet this requirement, their organizations will achieve growth, will be able to surpass competitors, and profits may exceed expectations tremendously.

To conquer a Gen C dominated market, a key challenge is to create a transparent digital transformation strategy that identifies the benefits, opportunities and the value it will bring.

This approach was adopted by the automotive giant Audi who set out a clear goal of transforming traditional showrooms into modern digital experiences, increasing sales by over 60% in certain locations (*). By introducing an innovative showroom concept named Audi City, it revolutionized the way vehicles are sold. It provided a unique brand experience and allowed visitors to explore the entire car range where large showrooms were not an option. It also reduced the cost of having to hold a large volume of stock that often does not match a customer's criteria. Audi has one strategic goal: **to be consistent across the board.**

Areas worth considering

A successfully implemented digital transformation strategy means new directions in which the company will follow. Its development may concern one of the three aspects of the company's operation: a **new business** model, **new operational processes**, and a **virtual space** in which the company operates.

New model, same business

A business model doesn't have to be set in stone and will likely benefit from its evolution over time. Always allow room for growth and expansion. Amazon, for example, continues to be a bookstore (amongst other things), but by delivering books to readers' doorsteps and at a lower price, they took the game to the next level. Close to 80 percent of startups that have achieved market success have decided to operate on the basis of modern IT technology. As many as 50 percent of startups that are market leaders have made the decision that **mobile technology is the key** to their functioning. As many as 70 percent of the companies on the TOP FORTUNE 500 list plan to offer their products as services, which is another possible direction to go in.

New operational processes

Remodelling all of an organisation's processes can ultimately lead to making significant savings. For example, making a once seemingly unachievable dream of going paperless a reality, saves the costs of paper, ink and storage space. Cloud storage and emails take the need to print vast amounts of documents out of the equation.

Virtual space

The increasingly popular trend of remote work will in the coming years bring down the demand for office space by up to several dozen percent. The recent months have shown that, thanks to technology, a lot of businesses can be run successfully without the constraints of the standard office environment. At the same time, reducing the company's operating costs, and even helping employees achieve a better work/ life balance.
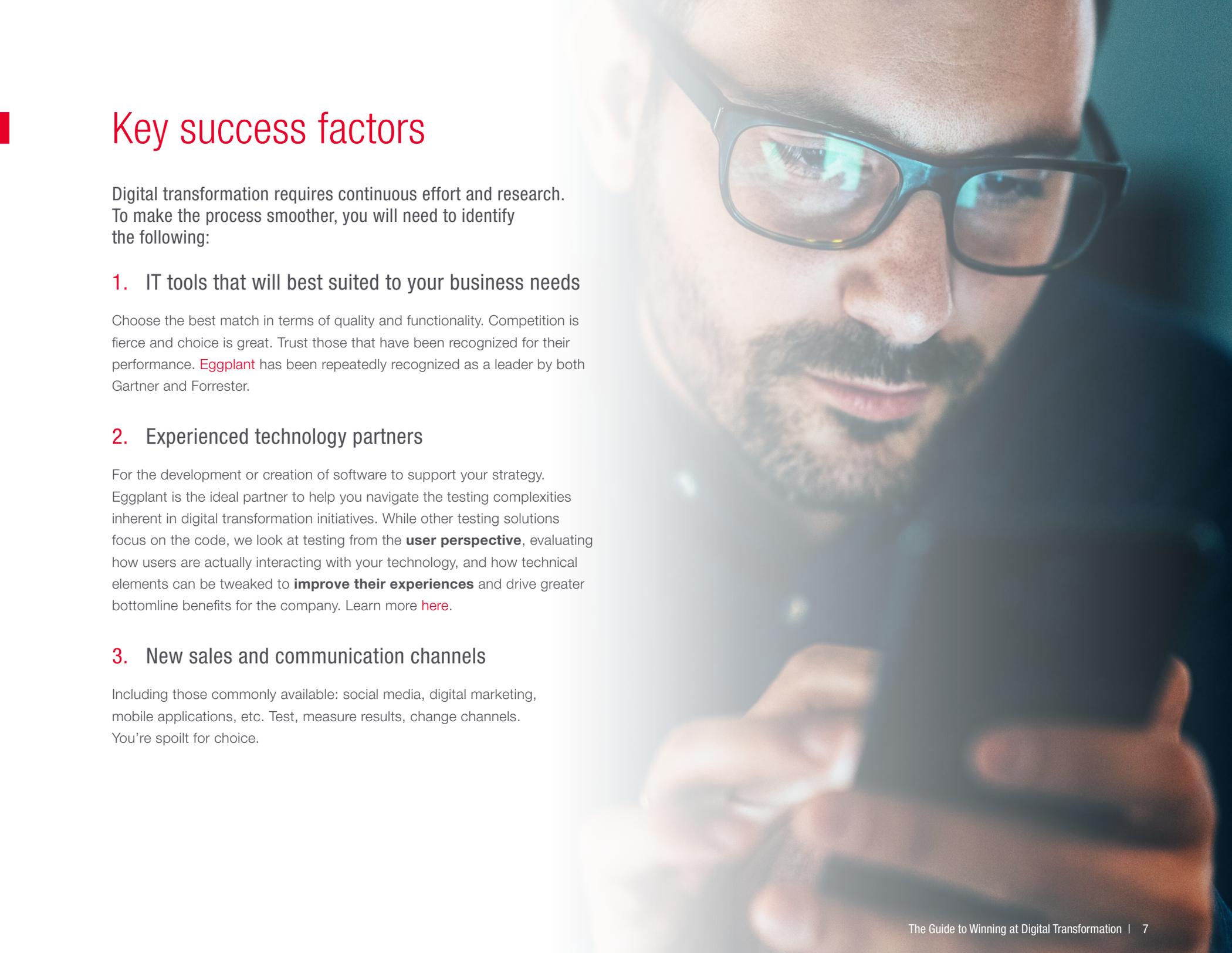
Key success factors

Digital transformation requires continuous effort and research. To make the process smoother, you will need to identify the following:

1. IT tools that will best suited to your business needs

Choose the best match in terms of quality and functionality. Competition is fierce and choice is great. Trust those that have been recognized for their performance. Eggplant has been repeatedly recognized as a leader by both Gartner and Forrester.

2. Experienced technology partners

For the development or creation of software to support your strategy. Eggplant is the ideal partner to help you navigate the testing complexities inherent in digital transformation initiatives. While other testing solutions focus on the code, we look at testing from the **user perspective**, evaluating how users are actually interacting with your technology, and how technical elements can be tweaked to **improve their experiences** and drive greater bottomline benefits for the company. Learn more here.

3. New sales and communication channels

Including those commonly available: social media, digital marketing, mobile applications, etc. Test, measure results, change channels. You're spoilt for choice.

4. Business partners and networks of contacts

Be open to partnerships, developing business with other companies. Together you can do more. The largest companies of the digital age earn thanks to small entrepreneurs (Facebook and Google thanks to advertisers, Apple provides the AppStore to application developers, AirBnB allows homeowners to earn money).

An organization's success in the digital economy depends primarily on its "digital heroes" who are not only perpetually curious about new solutions, but also not afraid of their implementation or making mistakes. **Digital transformation is a continuous process**, so it requires constant inquisitiveness, commitment and measuring the effects. Learn about Eggplant's approach to digital transformation here.

Naturally, in every long established organization there are processes and systems seemingly impossible to alter. A digital hero will distance themselves from those and look into the future. Having considered how the company should operate under "ideal" conditions, they will transfer that to the reality of the digital economy before putting the plan into action.

For organizations with digital products, testing is now more important than ever before – customers have little patience with poor performing applications or websites, and will quickly switch to a competitor if they deem a company's digital experience to be lacking. Delivering on these expectations can be challenging, as testing teams are under pressure to release faster than ever and are also grappling with new technologies in the form of the IoT, AI and other innovations. Eggplant is here to help you delight your customers by creating excellent digital experiences.

Learn more at: www.keysight.com/find/eggplant

For more information on Keysight Eggplant products and solutions, please contact us.
Learn more about Keysight Technologies at www.keysight.com

KEYSIGHT
TECHNOLOGIES