

NOW WHAT?

A Next-Step
Leadership
Guide for Digital
Transformation



➤ **Just as every midmarket company is unique,** so is its technology transformation journey. But ultimately, digital transformation is about creating new opportunities for your business by leveraging technology to solve business challenges.



How can I understand my customer and operations better?



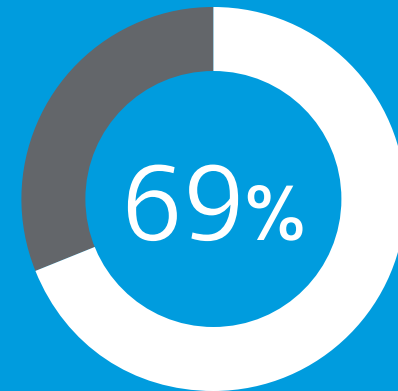
How can I remove waste from my operational processes and improve process optimization?



How do I increase my agility, so I can change quickly based on market dynamics?



How do I drive innovation within our operations to gain market share without increasing my cost of operations?



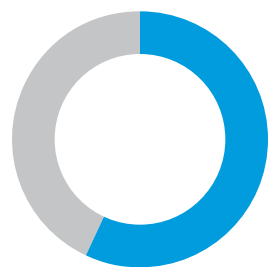
of corporate board members say digital transformation is very important to their company's success.

*The accidental customer:
How legacy companies can become
consumer-centric to win in the digital age*

CONSIDER THE THREE PATHWAYS TO DIGITAL TRANSFORMATION

Technology is an essential component of digital transformation, but it isn't the only component. Digital transformation involves people, processes and technology working together. It requires a clear understanding of the business itself, as well as process re-engineering. This understanding is necessary to achieve optimal efficiency and agility and to align the transformation with strategic goals.

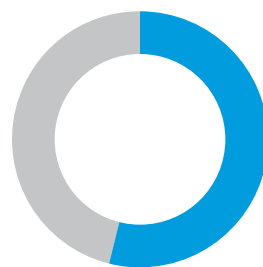
TOP 3 BARRIERS TO OPERATIONALIZING DIGITAL TRANSFORMATION



57%

Talent

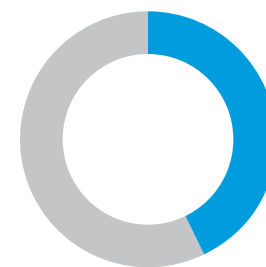
Recruiting,
retaining, upskilling



54%

Technical

Integration,
implementation



43%

Financial

Cost of digital
investments, access
to capital, etc.

—The accidental customer: How legacy companies can become consumer-centric to win in the digital age

➤ WHILE EVERY SITUATION IS DIFFERENT, THERE ARE THREE BASIC
PATHWAYS TO GET THERE

1

**Do it on
your own.**

You select the vendors, plan the new process design and implementation, and then take on the responsibility for security, data migration, training, change management and long-term maintenance using your in-house resources.

2

**Do it with a
vendor-partner.**

You use technology vendors to deploy your new applications and infrastructure and rely on them to build the new system and migrate your data. With this option, your partner is knowledgeable about one thing: the application they're installing.

3

**Do it with a third-
party partner.**

An outcomes-focused consulting partner can help you review your current processes and systems for gaps, select the best options from several solutions, and implement a long-term plan.

PATHWAY #1

➤ Do it on your own

You know your industry. You know your company. Shouldn't you be able to complete a cloud transformation on your own?

ASK YOURSELF THESE QUESTIONS FIRST:

- > Does our company have the resource capacity and skills needed to pursue this on our own?
- > Will we be able to accomplish this transformation quickly and without disruption?
- > Are we fully aware of all the options available? You should be looking not just at software as a service vendors, but also at emerging technologies such as artificial intelligence, blockchain and robotic process automation.



PATHWAY #2

➤ Do it with a vendor-partner

Why not choose an application vendor and let them handle the details?

ASK THESE QUESTIONS BEFORE YOU COMMIT:

- > Does the application vendor have deep experience with your industry and the solutions that will serve you best?
- > Can they support your digital transformation day-to-day over the long term?
- > Do they have an approach based on leading practices, broader system integrations, and focuses the solution on business results?
- > Are they skilled at change management and training?



PATHWAY #3

> Do it with a third-party partner

You may have found that the answers to many of the previous questions were either “No” or “Who knows?”

LOOK FOR AN INDEPENDENT PARTNER WHO:

- > Knows your industry and can offer industry-specific solutions
- > Provides managed services and other capabilities for a long-term relationship that supports the new model.
- > Offers a comprehensive change management strategy that takes advantage of best practices to facilitate adoption
- > Can provide industry-centric insights and benchmarks to define your metrics and key performance indicators
- > Can guide you through an independent solution that is best suited for your organization and integrate new technology within your current technology.
- > Provides the skills to design processes that leverage the selected technology capabilities, minimizing change.



CASE STUDY

Rent the Runway

This popular clothing rental company was challenged with disparate systems—some proprietary—that didn't work together efficiently. This reduced speed to value and compromised the company's data integrity.

RSM helped Rent the Runway evaluate available enterprise resource planning tools and choose a solution that integrated diverse functions under a single umbrella.

RESULTS INCLUDED:

- > A single source of truth
- > High data security and integrity
- > A streamlined supply chain
- > Full visibility into daily operations

[READ THE FULL CASE STUDY](#)



“ We relied on RSM to help evaluate the third-party marketplace of ERP tools, help run the selection processes, and then help us design and implement solutions that saved us the work of rebuilding the wheels, so we didn't have to. ”

—JOSHUA BUILDER
CTO, Rent the Runway

The RSM Difference

Our business technology consultants go well beyond implementing new software. We align people, processes and technology for a successful ERP implementation with:

- › Support for multiple best-in-class ERP and CRM solutions
- › Complete implementation services to minimize disruption and drain on IT resources
- › Change management and training to ensure rapid time to value
- › Deep industry expertise and experience in multiple verticals
- › Fully integrated industry-specific solutions to maximize efficiency

Take the next step in your digital transformation journey by investigating all of the technical consulting services RSM provides.

[FIND OUT MORE](#)



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