



A roadmap to digital empowerment

In this white paper you will learn...

- **Why continuous digital transformation is critical for successful public services**
- **How digital-savvy organisations approach getting prepared**
- **Why digital transformation is a play in five acts**
- **Why your organisation must prepare**
- **The next steps in your digital journey**

What makes an organisation prepared for the future?

Is it an efficient operating model? Reliable connectivity? Today's most innovative organisations understand that preparedness is not determined by any one thing at any one time.

All teams need tools that allow them to innovate freely. They need sophisticated defences that help neutralise threats before they become serious. Sensors and software should not only collect and analyse data, but help forecast and operationalise decision-making. Customer service needs to be frictionless, memorable and secure—over and over again.

Preparedness is fluid, and creating it is a project that far-sighted organisations never finish. They do, however, start somewhere.

A recent study indicates that the right mix of digital transformation efforts could unlock up to AU\$1.95 trillion in additional market capitalisation for all Fortune 500 companies¹.

PwC's Global Telecom Outlook 2023–2027 reports that internet of things (IoT) devices will surge from 16.4 billion in 2022 to 25.1 billion by 2027², equating to about three devices for every person globally. With so many points of connection, and with 5G's fast network speed and low latency, new organisational models can take flight, uncovering new customer experiences and the proliferation of new threats alongside them. The task is to look at your organisation and envision where you want to be in five or 10 years, and ensure you are laying the foundation to get there. Preparation is not a "someday" task. It is today's.

Technology providers tend to forget that achieving preparedness requires different tactics from different organisations. Few providers can make all the digital pieces of your organisation talk to one another. And with the advent of 5G the operational imperative to innovate will only accelerate.

Organisations of all sizes need to keep up with the breathtaking pace of change. Today, preparedness touches every part of your organisation at every millisecond.

Preparing for an always-on operations environment is complicated, but with the right roadmap and partner, deep, meaningful digital transformation is possible, and can be a major competitive advantage. Organisations can feel they not only can keep up with, but outpace, the changes, challenges and competition to come.

The rationale for preparedness

The case for digital transformation emerges from profound shifts in corporate practice and society at large.

Intelligence on the move

By the close of this decade, it's forecasted that remote-capable global digital job roles will expand by approximately 25%, reaching a total of around 92 million⁴, signifying a significant shift towards the capability to work from any location. As more team members and contractors log on remotely, a growing percentage of Chief Information Officers' (CIOs) waking hours will be spent trying to keep sensitive, proprietary information secure.

Cloud migration

The trend toward cloud computing is accelerating, with projections indicating that 65% of application workloads will be cloud-optimised by 2027, significantly up from 45% in 2022⁵, emphasising the move away from traditional data centres. Such shifts indicate a growing level of comfort with offsite storage solutions, but with adoption comes risk.

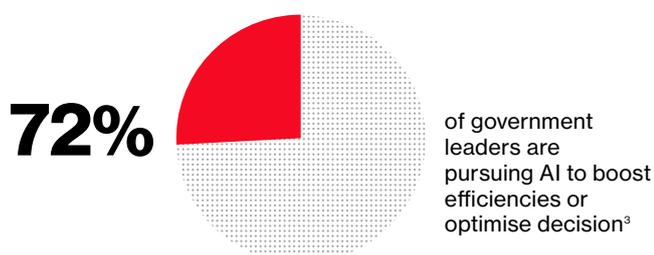
Security

As digital interconnectivity expands, more opportunities open for malicious activities. The proliferation of distributed applications across the digital landscape is broadening the attack surface for cyber threats. The 2024 Data Breach Investigations Report (DBIR) reveals that Verizon analysed 30,458 real-world security incidents, of which 10,626 were confirmed data breaches, with victims spanning 94 countries⁶. Poorly configured servers practically invite bad actors inside.

Customer experience (CX)

Organisations with a strong focus on innovation are outshining other agencies, showing that investments in new tech lead to better service delivery. These organisations are also twice as likely to scale up their digital efforts effectively, showing the power of a culture geared toward innovation⁷.

Fortunately, technologies are now widely available to innovate and develop new operational models. Organisations should be looking at digital solutions that allow them to grow and stretch to achieve things they never could before. Again, it's not whether these shifts are coming, but whether you are prepared for them.



Getting prepared

Organisations that successfully tackle the essential work of digital transformation view their operations through three lenses: connection, protection and customer experience.

Connect

Connecting goes beyond Wi-Fi and wide area networks (WANs). It's a contextual reset around what it means to meet the world beyond your walls—both physical and virtual. Whether you're migrating your databases to the cloud or exploring how mobile edge computing can help power new, immersive customer experiences, preparing to connect is preparing to react.

Protect

In the evolving landscape of cybersecurity, by 2027, almost half of Chief Information Security Officers (CISOs) will take on broader roles that surpass traditional cybersecurity duties, influenced by growing regulatory demands and an expanding scope of cybersecurity threats⁸. Organisations have realised—at times painfully—that the reputational hazard of a data breach is far too great for security to be treated as just a line item on a budget. The breakneck pace of the digital economy requires organisations to think about securing their enterprises in bold new ways that extend far beyond the firewall.

Customers

Preparing for customers is perhaps the most challenging and exciting work of all. Offering a valuable service is table stakes. Taking that service to market with a strategy backed by sound, actionable intelligence—and with the ability to adjust both the strategy and even the offering in near-real time—will separate the innovators from the imitators. And when organisations harness the power of next-generation connectivity, opportunities for CX differentiation can expand exponentially.

Next-generation connectivity is the seed of a revolution with the potential to transform both society and numerous industries in remarkable ways. From augmented and virtual reality to self-driving cars, remote telemedicine to a more robust IoT, the viability of these life-changing technologies will depend on connections with low latency and lightning-fast speeds. Wide-scale adoption will upend old operational models and drive previously unimaginable innovations.

The growing adoption of next-generation connectivity is so profound that it has been called the key ingredient for the Fourth Industrial Revolution.

The power to act

In anticipation of this massive digital shift, leadership must start questioning their enterprises through the lenses of connection, protection and CX. Only then will they be prepared to start asking some challenging but tantalising questions of their organisations.

How might you rethink your supply chain if fleet telematics could help speed goods to market? How might your CX strategy evolve if you could serve up targeted promotions in mixed reality, quickly and efficiently? How might a well-deployed army of sensors connected through the IoT unlock new paths to fulfillment and procurement?

Anyone can consider these questions, but not everyone is prepared to act on them. That's why digital transformation must be treated as a strategic journey, with clearly defined steps, states and milestones. Preparedness relies on having the right insights—and the right partner—to help you strengthen operations, deepen customer relationships and safeguard your position.

Next, we will explore the key themes: Start, Adapt, Elevate, Innovate, Disrupt.

Key questions to ask your department

- Are you using the right digital technology to give you an edge?
- What gaps or inefficiencies could you tackle digitally?
- How are you outpacing digital security threats?
- How secure are the mobile devices being used by your organisation for critical data and activities?
- Could you improve customer experiences with new digital tools?

1 <https://www2.deloitte.com/la/en/pages/about-deloitte/articles/digital-transformation-can-open-up-in-additional-market-capitalisation.html>

2 <https://www.pwc.com/gx/en/industries/tmt/assets/pwc-gto-2023.pdf>

Begin your journey



Start

The first step of digital transformation is to start—but where?

Migrating from copper wireline to fibre is just the first step for enterprises at this stage. The second is migrating data to the cloud, where software-defined networking in a wide area network, or software-defined wide area network (SD WAN), can help bring together distant and disparate assets more efficiently. Since management is centralised, orchestration of an entire network is easier—from provisioning to maintenance to upgrades.

The rise of cloud and mobile technologies, however, is driving the demand for a better-performing WAN. As your organisation races to deliver experiences to more people in more places on more devices, the need for bandwidth on demand is skyrocketing. Traditional WANs—typically built on aging protocols, rigid routes and racks of hardware-intensive appliances—are simply not flexible enough to keep up.

An SD WAN solution helps enterprises quickly connect their people to the data they need, when and where they need it—while keeping Operational Expenditure (OPEX) and Capital Expenditure (CAPEX) in check.

The takeaway is that legacy operations must shift, quickly and carefully, to using cloud-based apps and services.

Solution spotlight

Enterprises with a digital transformation strategy need the right connectivity at the right time. For teams looking to maximise their budgets and catapult their digital capabilities, comprehensive hybrid connectivity provides a highly agile and programmable connected platform comprised of trusted and reliable MPLS; public internet; and ethernet services inter-connected by SD WAN and secured through mobile secure gateway. There's no such thing as a one-size-fits-all digital transformation toolkit, but a hybrid connectivity platform comes close.

3 <https://www.avanade.com/en-au/insights/Generative-ai-readiness-report/government-ai-report>

4 <https://www.weforum.org/agenda/2024/01/remote-global-digital-jobs-whitepaper>

5 <https://www.gartner.com/en/newsroom/press-releases/2023-05-16-gartner-says-4-trends-are-shaping-the-future-of-cloud-data-center-and-edge-infrastructure>

6 <https://www.verizon.com/business/en-au/resources/reports/dbir/>

7 <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-innovative-companies-leverage-tech-to-outperform>



Adapt

This is the kind of behind-the-scenes work that may never be noticed by customers—and that is precisely the point.

The changes at this stage help enterprises make their IT more agile and efficient, driving value at every level of the organisation.

With SD WAN in place, your teams shouldn't be burdened with ongoing network maintenance. A suite of Managed Network Services can help your network adapt on the fly to changing service levels and bandwidth demands using software-defined policies. Layering on top a smart suite of WAN optimisation services can help improve the performance of the most demanding apps, whether in-house, externally hosted or in the cloud.

Solution spotlight

Adaptation requires clear lines of communication. A cloud-based unified communications and video conferencing platform can help enterprises work more effectively and securely with distributed teams, changing the way they operate—both internally and with clients.



Elevate

Technology can radically enhance operational interactions at this stage, both internally and with end-users and customers.

For enterprises that must consider supply chains and shipping logistics, a next-generation fleet telematics solution can drive better efficiency, increased productivity and improved safety for vehicles and drivers.

Sophisticated telematics can help produce significant efficiencies at the pump and on the road.

For retailers, manufacturers and suppliers, establishing a secure chain of custody is crucial to combatting wastage, limiting costly write-downs and delivering products to customers on time and in good condition. A truly intelligent supply chain is one that reduces blind spots at every plot point and accounts for every set of hands the inventory passes through along the way. Insight from IoT sensors can capture crucial data, powering decisions that can drive more on-time deliveries and more efficient shipping schedules, and with 5G-powered computer vision, these processes can become even more precise and scalable.

Solution spotlight

At this state, securing operations becomes critical—especially when employees are distributed and operations are happening via diverse platforms: across the organisation, in the cloud and through the IoT. Even the most advanced

IT departments may not discover a data breach for months, when the damage is already done. An end-to-end security as a service (SaaS) solution like Managed Detection and Response can identify and alert clients to security threats and help mitigate against potentially catastrophic damage.



Innovate

This goes beyond operations to deploying value-added, innovative solutions that will drive your organisation forward.

As their department evolves and as they move along their journey, leadership will be better equipped to determine what their customer values most, and orient their digital transformation around that north star.

Increasingly, category leadership will be determined not by how well an organisation reacts to customers' needs, but how well it anticipates and addresses them before they're even expressed. Without the proper artificial intelligence (AI) and data mapping, a well-meaning team may create more problems than it solves.

An intelligent chatbot such as Virtual Agent uses natural language processing to better address inquiries and helps enable consistent, personalised conversations between brand and client.

Similarly, tools like Knowledge Assist further use AI to empower contact centre agents with accurate, relevant information in real time, while Social Engagement employs trend analysis software to harness the power of social and inform brand strategy. Ultimately, these and other Verizon CX solutions help you deliver an improved digital customer experience without sacrificing a critical human touch.

Solution spotlight

Like few technologies before it, 5G can fundamentally change what is possible in an organisation. 5G's low latency, fast speeds and massive capacity can power applications and services that turn real-time data into real-time intelligence.

From augmented reality (AR) and virtual reality (VR) to mobile connectivity, the power of 5G can help organisations dream bigger and help improve public service outcomes which can, in turn, create unforgettable customer experiences that can catapult visionary agencies to the forefront of the public sector.



Disrupt

Enterprises at this stage will begin to adopt the latest technologies to design truly revolutionary experiences.

For these organisations, preparedness is a false summit. The objective at this state is to both defend and disrupt.

As 5G paves the way for an all-new era of tools like AR and VR can become more accessible to organisations of all sizes, helping change the way they approach everything from forecasting to inventory management. In retail settings, an employee could scan the stockroom without leaving the sales floor, or a customer could call up advanced product information on the fly. Immersive experiences could help blur the lines of physical and digital retail by creating lifelike interactions for home shoppers, whether that's a personal stylist surveying a closet to make recommendations or a skilled expert assisting with the set-up of a smart appliance.

In other industries, AR and VR may streamline employee training, modernise record keeping and supercharge robotics applications from the manufacturing stage to shipping. Across the board, donning an AR headset could fundamentally change the way you view your operations.

Customer service could be poised to reach new levels, from uniquely tailored promotions and recommendations to virtual assistants that react to emotions and infer intent. And in a 5G-powered environment, CX solutions can provide unique client insight, free up employees to engage in higher-touch tasks and help empower the organisation to evolve and keep pace with the shifting needs of customers like never before.

Solution spotlight

As applications and processing power move to the network edge, the most visionary and disruptive organisational breakthroughs in organisations are poised to be powered by 5G and multi-access edge computing (MEC). The new frontier of network speed and latency will make technologies and processes such as AR/VR, IoT and AI-enabled fleet tracking live up to their potential, making the promise of near-real-time insight and automated intelligence, captured at scale, viable for the first time in history.

Transformation never stops. Keep moving.

Why Verizon

Clearly, digital transformation doesn't happen in a vacuum, and enterprises who undertake it should not have to go it alone. The work demands the expertise and objectivity of a nimble partner—one who can make a quick, pragmatic assessment of the landscape, apply solutions and, critically, stay on board to see them through.

This work requires data-derived intelligence and deep knowledge of multiple department verticals. Powerful applications must simplify processes, not complicate them. Next-gen networking must connect an enterprise's IoT solutions. The traditional security model must be updated to meet tomorrow's challenges. Enterprises need threat intelligence and industry research to be gathered and presented in a way that puts their organisations on proactive footing.

Ultimately, organisations need a partner that not only knows the network, but that is the network.

Verizon works relentlessly to understand customers' needs. We reach across divisions and silos, helping organisations at every step to apply tomorrow's technology solutions to today's most pressing challenges.

We live for this—teaming with organisations of all types and sizes to deliver transformative change, and make innovation an integral part of working. Working collaboratively with our clients and their teams across functions, we help efficiently and securely integrate digital into their operations.

At Verizon, our goal is to deliver the promise of the digital world by enabling people, organisations and society to innovate and drive positive change.

When our mission aligns with our client's mission, amazing things happen.

Enterprises choose to partner with Verizon because we possess the right technology and expertise to transform their practices, helping them move from legacy analogue organisations to category-leading, digital disruptors.

People think of us as a connectivity company. Our customers think of us as a technology partner. Let us show you why.

Learn more

To learn more about digital preparedness and empowerment for your business, contact your Verizon Business Account Representative or email apaccontactus@verizon.com



