

A strategic approach to driving digitisation

Recent events, including the unprecedented national lockdown, are forcing the majority of employees to work from home - laying bare the need for today's businesses to leverage IT in order to effectively adapt and deliver growth.

Companies, therefore, have to embrace digital transformation – whether they want to or not. The process is not without its challenges, explains Werner Kruger, Head of Strategic Services at B-Logic. For many, this digital transformation is now taking place without a clear plan.

“Digital transformation should be of high strategic importance, but many organisations, while aware of how technology can improve their businesses, struggle to decide when to do what. This is exacerbated by the speed of technology advancement, and the current global circumstances, which are challenging the traditional digital transformation approach,” he says.

“Today, digitisation should be part of a company's DNA, to allow for an organic, constant transformation to take place within the organisation. Furthermore, once the CIO has a clear transformation strategy in mind, it is up to them to demonstrate exceptional leadership in establishing a company-wide way of thinking around this. The right competencies and people have to be recruited – those who have both the skills and understanding of the technologies that enable it.”

Kruger indicates that B-Logic has developed a unique strategic framework that is designed to help the customer achieve digital maturity using a phased approach. Adding that this strategy is highly focused on the cloud, Kruger says that the company can assist clients in implementing Microsoft 365, building security around this, and aligning their governance and compliance processes with this new approach.

“A key part of what we do involves leveraging the Microsoft ecosystem to deliver additional value-adds to the client as they begin their digital transformation journey.”

“We have always found that the best knowledge we can offer customers is based on our own experience. To this end, we have been early adopters of Microsoft's



cloud technologies, and having learned from our implementations, we can ensure that the customer gains the full benefit of these insights.”

Kruger points out that B-Logic could not have done this without a partner like Axiz, which has been a part of the company's journey for many years. As the world enters the digital transformation age, he continues, Axiz has become a partner of even higher value. Moreover, Axiz continues to explore new opportunities to add value and improve B-Logic's ability to deliver to the end customer. For this reason, he says, they do not view Axiz as a typical product distributor, but rather as a value-adding partner with knowledge and skills that complement B-Logic's own.

“Although it is terrible right now, I do not doubt that the Covid-19 crisis will pass. It will, however, have a lasting impact on the way we conduct business. It has already elevated the need for cloud services, and the need to enable employees to work from anywhere has proved to be a catalyst for increased transformation. In the future, I can see far fewer people in an office, and much greater numbers working from wherever is convenient.”

“A positive aspect of the pandemic is that it is forcing organisations to have hard conversations around digitisation. In turn, these conversations lead to the realisation of the deeper benefits it offers – affordability, scalability, ease of integration, the immediacy of impact, and improved productivity. This is really why they should be talking to us: we have a strategic approach on how to leverage technology to drive digitisation.” ■

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