

Simplifying digital transformation for globalised midmarket businesses

**Taking control of operational,
commercial and technical IT challenges
in a geographically distributed enterprise**



**Hewlett Packard
Enterprise**



Scaling digital transformations beyond the pandemic

Embracing digital transformation offers mid-sized businesses opportunities to create revenue growth, unlock significant savings, and even potentially drive innovative business models. Yet the barriers to digital transformation can be high, especially for globally dispersed businesses.

Mid-sized British businesses have long understood that digital transformation and modernisation of legacy IT systems offered them an opportunity drive innovation and to go on the offensive against less nimble competitors. Yet for those with operations in far-flung parts of the world the commercial, technical and operational barriers to transformation were daunting.

For many, the security concerns and business risks of revamping systems and infrastructure across multiple continents seemed overwhelming. Others found that keeping the lights on consumed most of their technology budget and their internal IT team's time, leaving few resources available for large-scale business transformations.

In some instances, mid-sized businesses prioritised immediate organic and acquisitive growth over longer term transformations. The result? A short-term and tactical approach to technology that focused on cost and speed of execution rather than on harnessing the transformational potential of digital technology.

But everything has changed in the wake of the pandemic, and businesses of every size and in every industry have had to rethink their approach. As national lockdowns and physical distancing measures took effect around the world, enterprises hit fast-forward on their digital transformation plans. Some rolled out hybrid cloud, remote work and digital commerce platforms in a matter of weeks.

Never let a good crisis go to waste

In the words of Forrester: "Without public cloud apps, development services, tools, and infrastructure available to every business and consumer on demand, imagine how different (and hobbled) the pandemic response would have been. In 2020, cloud proved that, indeed, one should never let a good crisis go to waste."¹

Digital platforms and hyperscale data centres enabled organisations to rapidly provision remote work tools to employees and to scale up or provide digital channels to their customers and business partners. The progress mid-sized businesses have achieved within a few short months is remarkable. One report found that digital offerings leapfrogged seven years of progress during 2020.²

Yet the breakneck speed of the past few months has also highlighted some of the glaring inefficiencies and gaps in how some mid-sized companies procure IT solutions, manage their IT infrastructures and drive digital transformation. The pain points that they were wrestling with before COVID-19 are still in play.

At the same time, going back to slow-and-steady digital transformation and migration to the cloud and other innovative IT sourcing approaches is not an option. Cost pressures are mounting, competition is relentless and customers' expectations are higher than ever. Each business needs a stable, efficient and scalable IT engine to power its growth through these times.

Many of those businesses that were further down the track with digital transformation discovered during the pandemic that it helped them be resilient and innovative at the time they needed it most. Those that have lagged recognise that now is the time to catch up. This is the moment to build an optimised, standardised infrastructure that can position them to win in a digital world.

The channel is broken – and midsized enterprises are looking for a new way

Speed of execution, a lack of market knowledge and cost are among the biggest challenges midmarket businesses face. For mid-sized UK-based companies looking to deploy consistent, standardised IT across geographically dispersed locations, the challenges are often insurmountable without specialist help.

Perhaps one of the biggest barriers to sustaining and accelerating IT modernisation and digital transformation efforts for midsized businesses lies in a lack of resources. Many rely solely on their own IT departments to oversee technology programmes, believing that there are no global IT service providers that can grasp the nuances of their multinational business.

Others rely on a patchwork of suppliers and service providers in different countries, leading to a fragmented and unwieldy IT environment. They know they have too many partners, yet they believe centralising IT management and procurement will be a difficult, time-consuming and high-risk endeavour.

These challenges have one root cause: the channel is broken, from the perspective of a midsized business with global operations. Most of these enterprises have given up their search for a unicorn: a global IT service provider that can help them deploy, secure, support and manage IT infrastructure across the world in a uniform manner.

Many of them have grown cynical after years of problematic legacy contracts and supplier relationships, born from the lack of commercial leverage they have with their vendors. This leads to them sticking with the providers and suppliers they know, even at the cost of innovation and efficiency.

Complexity is growing

Consider just a few of the challenges a mid-sized company with operations in frontier markets in Africa, Asia or Latin America might encounter. When they start a new business in one of these territories, they will often find that the vendors they use in Europe have no infrastructure on the ground and cannot issue a local invoice.

They may run into unanticipated expenses around import duties for IT equipment or encounter unfavourable warranty terms. And it may take weeks for a vendor to ship and deploy a vital piece of IT equipment—or this work might be outsourced to a distributor or a large systems integrator with little expertise or interest in the midmarket.

What's more, mid-sized businesses often have little appetite for risk. The stakes are too high for them to take the start-up's fail-fast approach, yet they don't have the capital reserves and human resources a larger business can spend on experimental ventures. They need to underpin their IT deployment and management with an approach that reduces risk yet maximises impact.

This cycle of complexity will only get worse as companies accelerate rollouts of digital technology and explore IT sourcing models ranging from cloud and as-a-service to leasing technology equipment. There is an opportunity, however, for mid-sized businesses to remove complexity and reduce risk by seeking out the right managed services partner.

Such a partner will ideally be a boutique global IT service provider that has a specialist focus on the midmarket organisation with global operations. This company will have developed the skills to serve companies too big for most middle weight integrators and VARs but too small for the large outsourcing organisations. It will offer a single point of contact for IT services and capabilities ranging from procurement to global logistics and managed services.

The Viadex Machine

At Viadex, we understand the challenges globally dispersed midrange businesses face in identifying, implementing, securing and managing IT operations, applications and platforms in multiple countries. We can help you resolve the challenges of global IT deployment, logistics and support—no matter where you are in your digital transformation journey.

Midsized businesses are under pressure to modernise their IT infrastructures to take advantage of the next wave of digital technologies—from artificial intelligence and big data to the Internet of Things and edge computing. They also recognise the need to optimise IT costs and harness the potential benefits of leveraging as-a-service IT.

Digital transformation is enabled by technology, but it's not purely about technology deployment. Success also depends on unlocking the right commercial terms with technology partners, de-risking the complexities of global implementations, and putting in place operational structures and processes that offer a solid foundation for change.

Getting this right demands cohesive global delivery strategy. This highlights the importance of finding a partner that can help them manage exploding IT and data requirements in remote and growing countries. The risks of getting it wrong are project delays, high costs and lost business opportunities.

As a partner able to deliver services across 200-plus countries, Viadex will start an engagement by evaluating your existing legacy products, services and relationships. This enables us to work with you to design a full lifecycle solution that addresses your operational pain points and positions your business for growth.

We will deliver an informed view of how to optimise your assets and serve your dispersed locations and users, with a focus on helping you to leverage the right mix of on-premises, local cloud and hyperscale cloud platforms for your needs. From procurement to global logistics and managed services, everything we do is crafted to match what your business needs.

Your future on your terms

Since the turn of the millennium, Viadex has been providing secure, enterprise-class IT solutions and services, supply chain consolidation, and import/export logistical services to UK-based organisations with geographically dispersed environments.

The Viadex Way is our belief and our promise. We believe in being transparent with our customers and providing them with trustworthy, independent business-level advice.

Our favourite customers are those that tell us exactly what they want and need, so that we can help them achieve their goals.

Because we're not your typical value-added reseller or integrator, we're not in the business of moving boxes for a small margin. We're here to help you achieve your goals—which is why our account teams are not rewarded for sales but for helping customers to achieve their desired outcomes.

Executive level engagement with your team, coupled with our midmarket experience, allows us to tailor a bespoke experience for your organisation. no-one understands deploying and supporting global IT better than we do—contact us to learn how we can help you resolve the technical, operational and security challenges of digital transformation in your business.

HPE and Viadex

HPE works closely with Viadex to deliver business solutions to mid-sized businesses and their subsidiaries everywhere in the world. Whether on-premises, cloud based, provided as a service, or using a hybrid model, HPE and Viadex can provide an optimised, standardised solution that meets your technical, operational and commercial requirements.

**Find out how Viadex can change
your business future**

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