

# Are You on the Right Track to Digitally Transform?

It's clear that digital transformation is really the only way forward for enterprises that want to stay competitive. But with so many areas and opportunities for transformation, how do you know if you're on the right track? Here are four key areas that you need to be aware of in your journey to digital transformation.

## Collaboration

In a global workforce, and with remote work taking over, advanced mobile collaboration abilities are absolutely essential. The right collaboration tools will enable smooth business processes and seamless communication within enterprises and between employees and customers.

Collaboration tools should provide real-time capabilities to make collaborating faster and more transparent, allowing for increased productivity. These tools also leverage predictive and cognitive capabilities to enhance social collaboration and to obtain deeper analytics about people.



### We've got you covered!

Aragon analysts have vast knowledge of the collaboration market. Our research covers topics such as communities, communication and collaboration, digital work hubs, team collaboration, and more.

## Digital Labor



### We've got you covered!

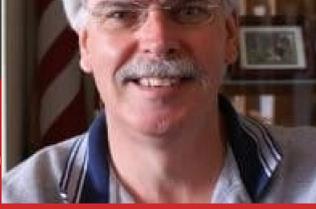
If you are eager to learn more about digital labor, AI, and the future of the workforce, or need detailed guidance on these topics, Aragon has you covered. Our research reports dive into anything from best practices for managing your integrated human and digital workforce, to how to prepare for the impact of digital labor, and more.

AI technologies are getting smarter and tasks that were once performed by humans are now being automated. This means that the hybrid workforce is coming—a workforce made up of both humans and digital labor. Your job is to ensure that you and your employees are prepared for this change.

It is important to discover the best practices for managing a hybrid digital and human workforce—because this is going to be your new reality. Here is a sneak peak of a few best practices you should implement:

1. Ensure that EVERYONE (human and digital) reflects your business brand.
2. Spend as much time onboarding digital labor as you do on human labor.
3. Include digital and human labor in governance programs.

## Intelligent Content Analytics



With the majority of business processes being online in 2021 and beyond, there has been a big increase in the volume and variety of content that businesses have to create and manage digitally. Enterprises of all sizes have to deal with unstructured data and content from documents, video conferencing feeds, voice channels, and information from IoT-connected devices.

Intelligent content analytics (ICA) enables actionable insights using modern artificial intelligence (AI) technologies. ICA can help enterprises gain maximum visibility, pinpoint underutilized data sources, and grow revenue faster with less risk. If you aren't utilizing ICA, you are missing the opportunity to gain valuable insights that will help you act faster and achieve better business results.



### We've got you covered!

Our research contains in-depth coverage of the ICA market—from document and contract analytics, to voice analytics, to image and video analytics, and more. We can help you get the most out of your data.

## Security and Privacy



### We've got you covered!

Our analysts can help you fine-tune your enterprise security strategy. As you navigate the “new normal” brought on by the pandemic, let us help! We even offer free security reviews including an interactive checklist, podcast episodes, blogs, and more. Search our website or contact us for more information!

With digital transformation comes a higher level of security threats. Cyber hacks are only growing more sophisticated, and with organizations taking their information completely digital, the risk is huge. Enterprises need to carefully plan for their enterprise security strategy.

Do not forget that the digital business structure and remote employees both increase the level of supervision and protective measures necessary to ensure enterprise security. Steps to take include adopting a modern security and privacy platform, making multi-factor authentication a requirement, and more.

It's time to strategize and take action in these four areas. And if you already have, think about how you can continue to improve.

Our upcoming event, **Transform Tour 2021: Transformation via Automation**, will include a 30-minute presentation from our expert analysts called **'5 Strategic Predictions for Second Half 2021'**.

This presentation will really dive into collaboration, digital labor, intelligent content analytics, security and privacy, and more. If you're looking for ways to improve your digital transformation strategy, start here! The event is free to attend.

**SAVE YOUR SPOT**

(Missed the event? Register anyway and watch it on demand!)