

# Contemplating digital transformation?

## Leaders must ask themselves these tough questions

Digital transformation isn't clean and simple, with one grand switch flipped. Innovation requires a range of projects — to optimize core business operations, build new digital products, create new customer experiences — and a strategic approach.

You know you need to change, and you have questions. Any of these sound familiar?



What new tech can we incorporate to **stay competitive** — without hitting a wall on costs?



With all the **new technologies and solutions** coming to market, how can I keep up with the real deals?



We need to make **big changes** in our IT organization, but where to start?



I want to ramp up some new projects; **how can I get ROI** fast enough for the C-suite?

How we can offer **cloud solutions AND data security**?

Small specialty companies have new approaches and agility, but there's no denying the blue chips' power. **Which way to go?**

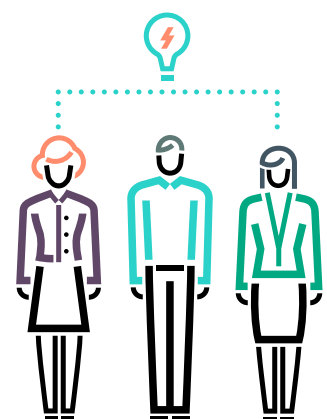
Implementing change within our current business structure is **so complex!** How to navigate?

If I make a big switch this quarter, **can I be confident** we won't have to do this all again in a year?

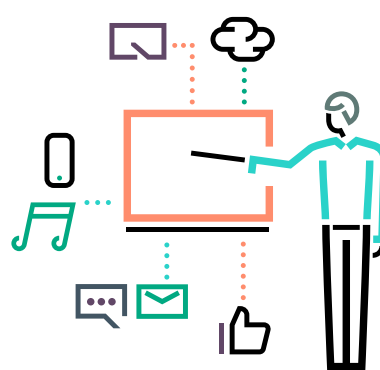


As you've been entrusted with building the tech vision for your company, you want to take advantage of a new generation of apps and data — but you have to work with the workloads and processes that run your business today.

The key is hybrid IT, and the challenge is maximizing the performance, cost and agility of applications by matching each application and workload to the right IT platform.



It's difficult to find which technologies and partners can best solve your unique problems, and on top of that, figure out how to bring them together at scale into your current environment, without creating new complexities and risk. The goal is to aggregate the best of the best — without being bound within any single company's products.



Digital transformation is more than a technology problem. You can never disregard the roles that company culture and process methods play in any transformation.

Be sure to tackle this battle on multiple fronts: vision, planning, change management, internal processes, financials, implementation and future support.



Time to value and the ability to execute quickly always are critical. Consider shaping your transformation as a series of dozens (if not hundreds) of smaller, more consumable projects and steps happening continuously across every aspect of your business — rather than one large journey that is prone to fail.

HPE Pointnext, Hewlett Packard Enterprise's newly reshaped and future-focused Services division, is an entirely new kind of IT organization. HPE experts in three key service areas — Advisory and Transformation, Professional, and Operational — offer a flexible powerhouse at your command, designed to help you accelerate or jump-start your digital transformation.

HPE Pointnext provides powerful, scalable IT solutions for organizations across every industry. The global HPE Pointnext team includes 25,000 IT experts spanning a range of disciplines, from transformation consulting to technical support. Our consultants can remove complexity and create a total solution across workloads and infrastructure, regardless of vendor and according to customer preference. Resources can be scaled up or down at any point, creating a unique and agile ecosystem of experts and partners for your business.

At HPE, our mission is to make Hybrid IT simple yet powerful, and we have the expertise to make it happen. HPE Pointnext leverages our heritage and strengths to create an optimized end-to-end lifecycle experience. Longstanding relationships and peerless experience are integrated and applied into all HPE Pointnext projects — from the core to the cloud to the intelligent edge.

**HPE Pointnext is your partner for digital transformation.**

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