



# Digital Transformation in the Enterprise.

Why is it stalling?

[ecs.co.uk](https://ecs.co.uk)

# Introductions:



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Digital Delivery and  
Agile Transformation  
Lead, ECS



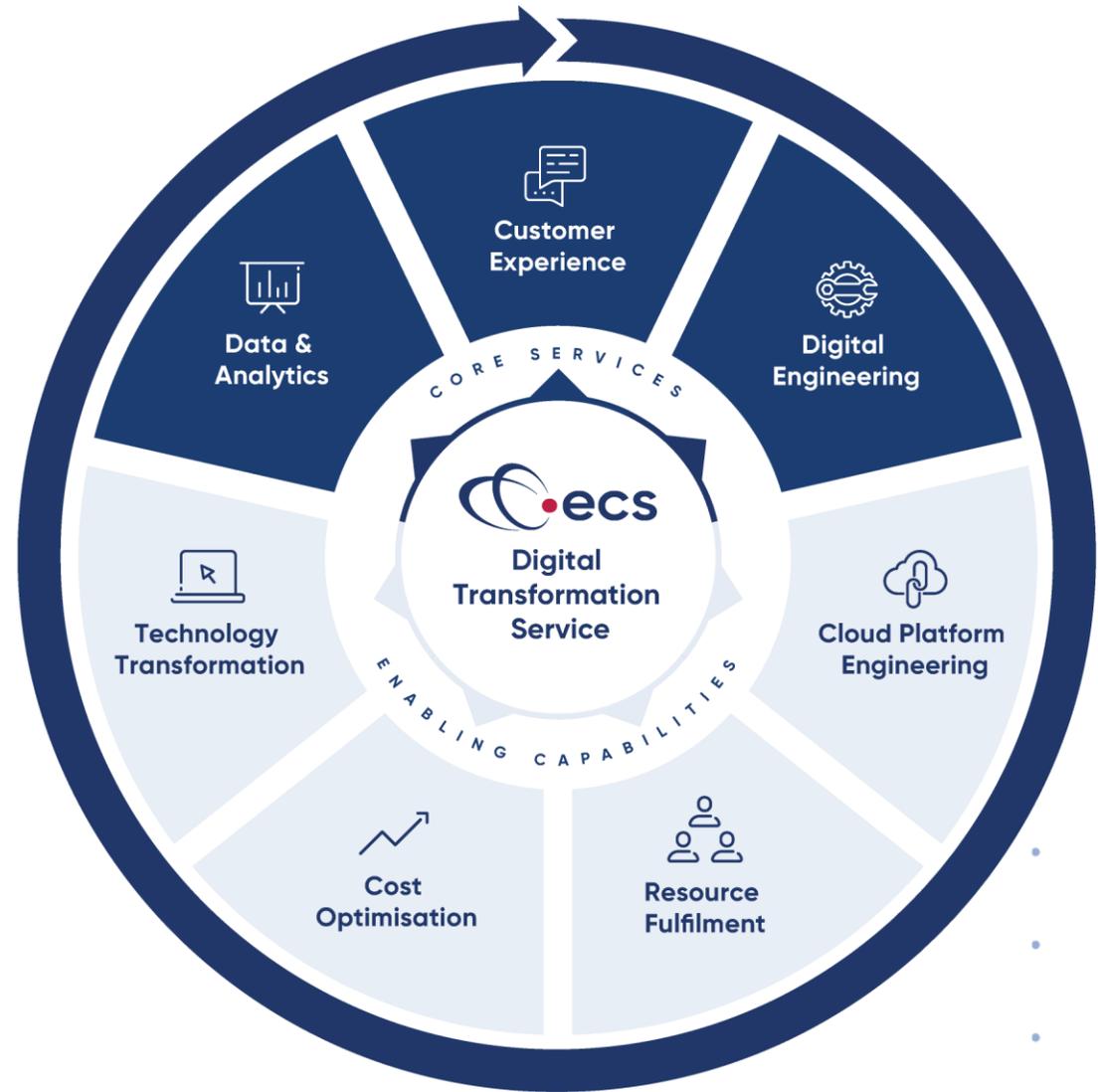
# Introducing ECS.

ECS is a digital transformation consultancy best known for empowering enterprises across all industries to transform using IT. Founded in 2008, we are devoted to enabling enterprises to change the way they change.

We do this by adopting agile and DevOps techniques, and leveraging our expertise in Cloud Adoption, Digital Engineering, Data & Analytics and Customer Experience – powered by Amazon Connect.

The results?

The rapid upskilling of teams, accelerated release cycles and meaningful innovation.



**What have we found –  
commonality across all verticals.**



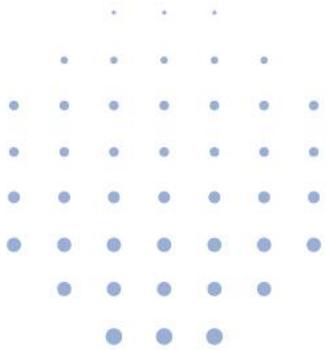


## ENGINEERING

We want to move quicker, release faster, better quality and cheaper. Investment in engineering enables this.

Issues we have seen:

- Leadership not grounded in software engineering, or worse not being advised by informed engineers
- Concentrating too much on the big vision within appreciating how geared up your organization is to delivering it
- Inconsistent tooling, teams being given too much freedom
- Not enough freedom, environments locked down due to lack of trust



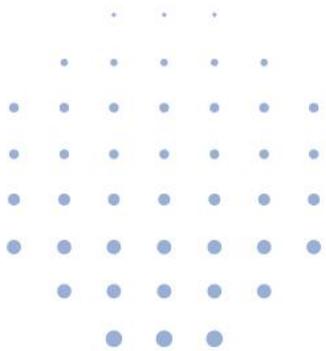


QUALITY  
ASSURANCE.

Continuous Testing is key to enabling you to release quickly and safely

Issues we have seen:

- Developer heavy teams with little or no QA
- Lean on UI automation tools like Selenium to solve manual regression problems (even worse licensed UI tools)
- Lack of understanding around BDD/ATDD and rolling it out as a Testing Tool
- Traditional manual testers developing automation code
- Legacy Developer mindsets



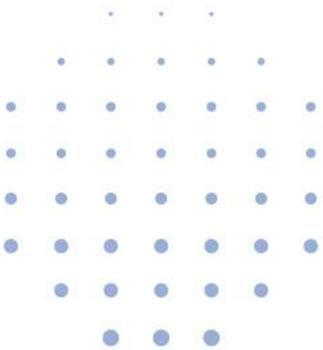


DATA

Being able to make forward thinking decisions quickly and grounded in **Data** is key to competing in today's digital marketplace

Issues we have seen

- Not leveraging data at the team delivery level to inform strategic planning
- Building products that are not mapped to goals and have no tangible success criteria
- Central data teams become a bottleneck and can't serve data requests from multiple squads
- Development teams have no clear process to contribute back to the central data eco-systems



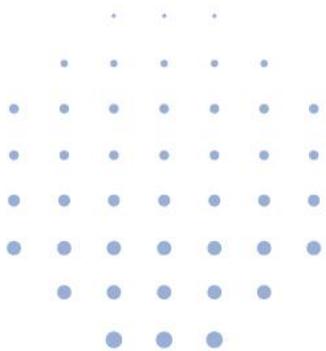


**MARKETING**  
(COMMUNICATION &  
BRANDING)

Completing a digital transformation isn't enough, you need to **communicate** its happening and the benefits of the change

Issues we have seen:

- A lack of communication around progress can affect stakeholder buy-in
- Without internal communications, there can be a disconnect between those making changes and those expected to adopt it
- No strategic marketing plan to successfully promote and generate strong awareness of the features and benefits of the change to the enterprise or external stakeholders



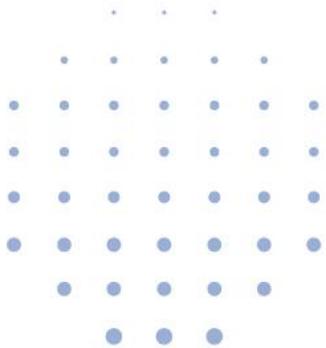


## USER / CUSTOMER EXPERIENCE

The **Omni-Customer** expects the relevant content on any given device at any moment in time

Issues we have seen:

- Building products without first understanding our customers and their current experiences
- Working and co-creating products with customers is a rare occurrence rather than a solid quality gate
- Not having the systems in place to collect data from your customers touchpoints
- Relying too much on contact centers to offer support rather than deflection and pro-active contacts
- Building that 360 view requires all of the above, it can't be achieved working in siloes

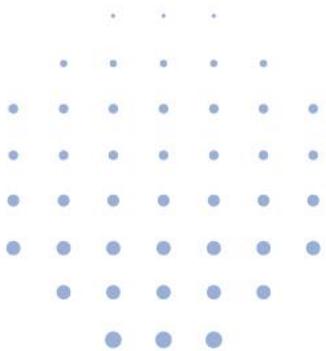


**UNDERPINNED**  
BY WoW & CULTURE

**We need to merge the five areas, into a way of working that will drive your transformation**

Issues we have seen:

- Agile Coaches with not enough technical grounding
- A defensive blame culture
- Silo's between teams and internal departments
- Leadership that dictates, rather than consults
- Innovation halted by lack of experimentation



**How can we solve these issues?**



**Create a Digital space that brings together leadership, process and engineering capability to move you to a new way of working.**

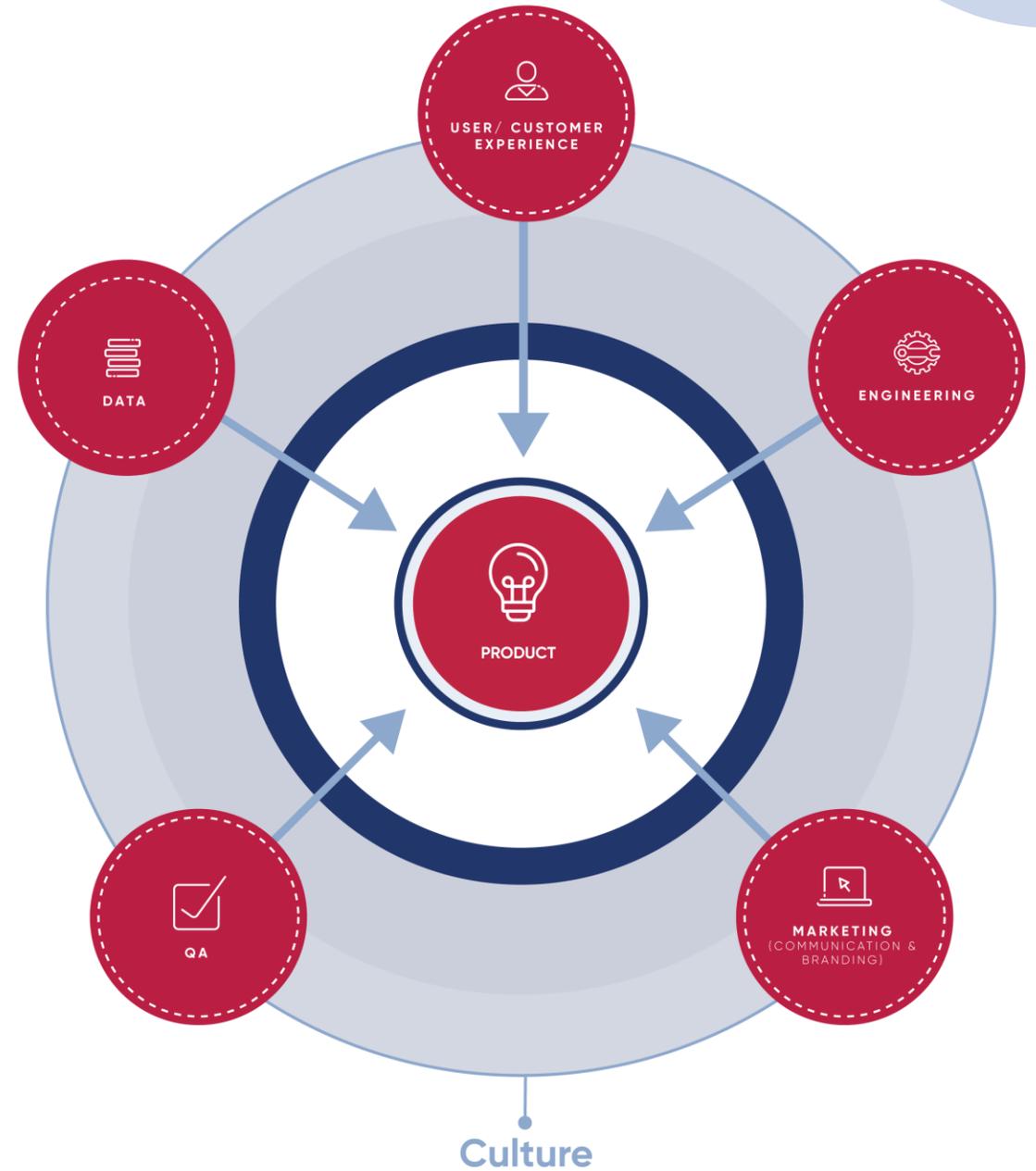


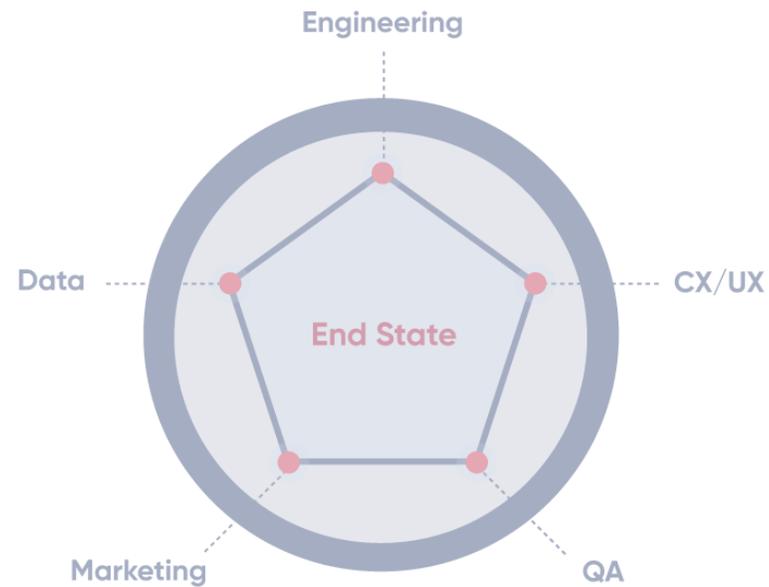
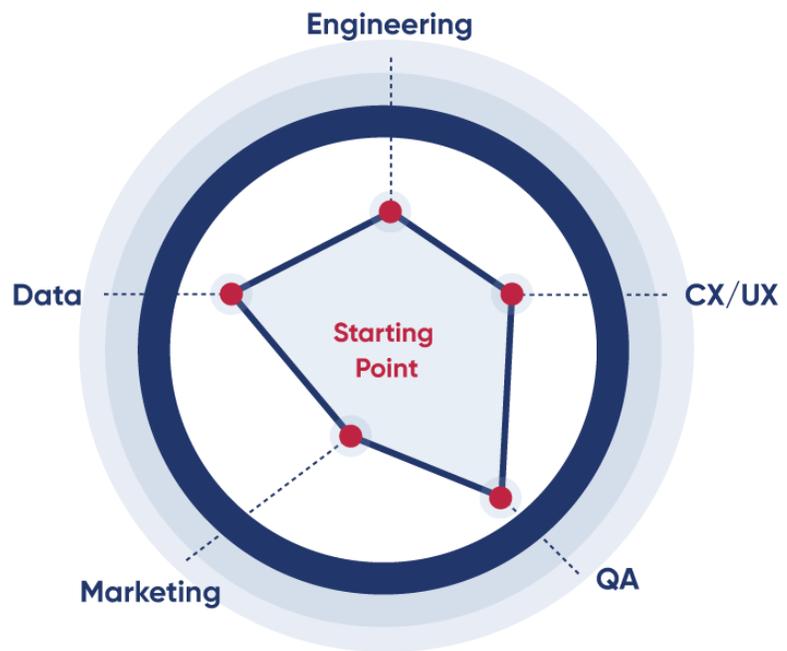
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capability to move you to a **new way of**  
**working.**



# The '5 Pillar' Framework

## The five core principles





**This Digital space should consists of a dedicated leadership team and the relevant Interventions.**



# Digital Engine Room Leadership.

HEAD OF ENGINEERING

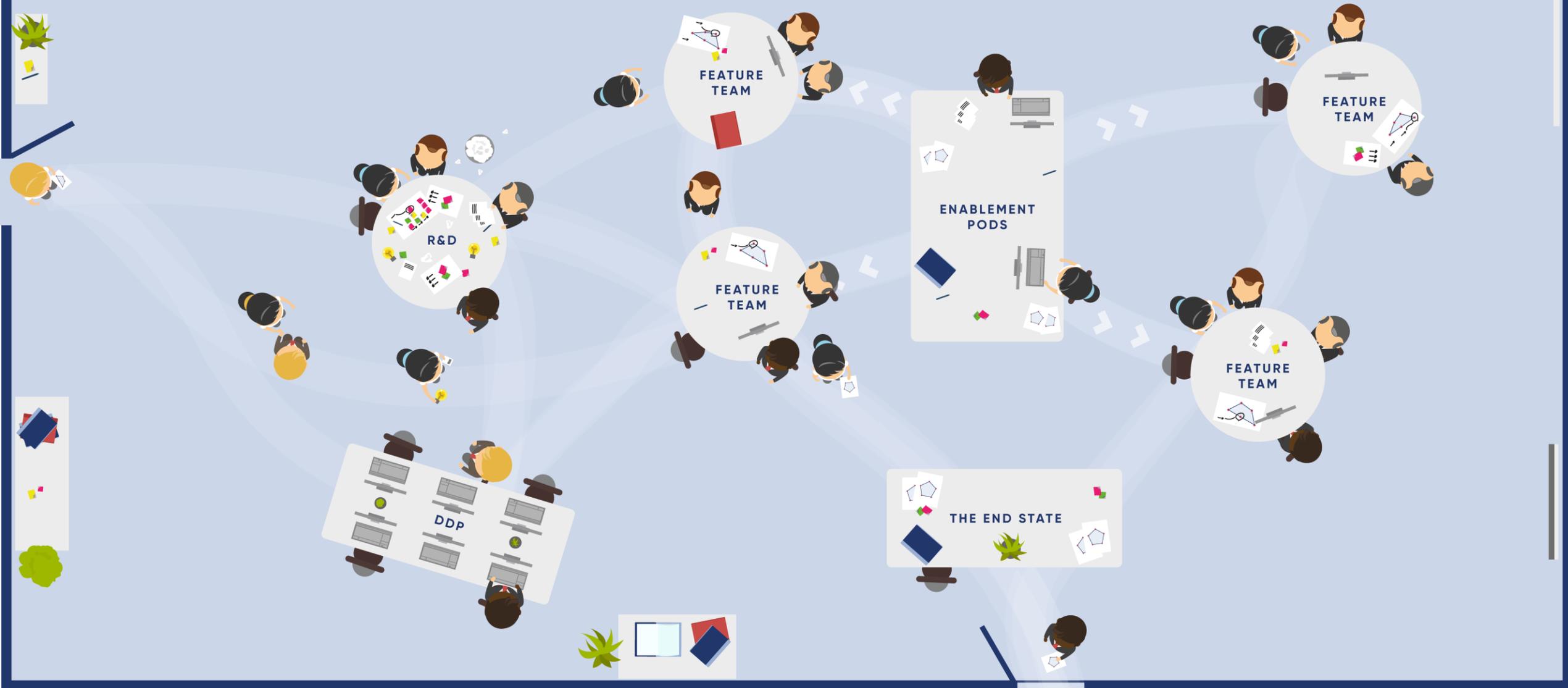
HEAD OF QA

HEAD OF DATA

HEAD OF UX/CX

HEAD OF COMMS& MARKETING

AGILE DELIVERY LEAD



## The End State.

Produce full stack feature teams, grounded in modern engineering practices and ways of working, that continually strive to deliver business value for their stakeholders and end users.

**Thank you,  
any questions?**

