Solution Brief

Business and Professional Services Industry

Platform **DIGITAL**™

The digital economy is remaking how global enterprises create and deliver customer value. For all industries, this forces IT to re-architect towards a decentralized infrastructure, enabling global distributed workflows at centers of data exchange to remove data gravity and scale digital business.

Business and professional service firms are embracing digital technologies to source and manage new talent supplies, as well as automate and optimize project delivery across all channels, business functions, and points of business presence ...
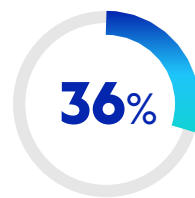
... that create new revenue opportunities and drive operational efficiencies that grow profit margins ...

... while breaking down data gravity barriers to accommodate distributed workflows based on participant, application, information, and location-specific requirements.

INSIGNTS

36%

Only 36% of business and professional services firms have an enterprise-wide digital strategy in place
Source: KPMG, 2018

The **TOP BUSINESS PRIORITY** for business and professional services boards of directors is **IMPROVED BUSINESS PROCESSES**
Source: KPMG, 2018

Business and professional services firms achieve 10% higher project team productivity and end-to-end process efficiencies when they employ intelligent resource management and automation
Source: SAP, 2019

MORE THAN ONE-THIRD of different organizational functions outsource work to business and professional services firms, but **MORE THAN 50% STRUGGLE** to effectively manage talent and projects
Source: Deloitte, 2019

23% of total cyber claims are by business and professional services firms
Source: Net Diligence, 2018

88% of workers use their smartphones **DAILY** for work, **49%** use their tablets **3X PER WEEK** Source: Capgemini, 2020

CHALLENGES

- Business and professional services firms reliant on centralized IT infrastructures lack the agility and speed to position new service offerings that address business opportunities.

- Disparate data silos and lack of interconnectivity between systems inhibit business acceleration and the use of real-time intelligence for serving customers, employees, and partners across multiple channels and points of business.

- Hybrid workforces—consisting of full-time equivalent and contingent workers—result in greater management complexities for business and professional services firms that cannot be addressed by traditional workforce and project management models, which incur inefficiencies as well as compliance risks.

- As cybercriminals become more sophisticated and the attack surface expands exponentially, this creates greater cybersecurity risks for business and professional services firms that must protect critical data from the main campus to the remote edge, traditional access points to mobile devices.

- Centralized IT architecture models prevent business and professional service firms from accommodating distributed workflows demanded by varying business requirements—whether participant, application, or location-specific.

SUMMARY

Digital transformation for business and professional service firms requires a network architecture that dissolves data gravity barriers and enables secure, real-time data exchange between users, networks, clouds, and IT providers at every location and point of access.

HOW PlatformDIGITAL™ SCALES DIGITAL BUSINESS

PlatformDIGITAL™ provides a global data center platform to host critical infrastructure and interconnect digital ecosystems, providing a trusted foundation to scale your digital business.

SUMMARY

Digital transformation initiatives enable business and professional service firms to achieve greater agility and speed, helping them to stay ahead of the curve while capitalizing on new revenue opportunities. Empowering talent acquisition and management through digital tools is crucial for an industry where employees and freelancers are critical. PlatformDIGITAL™ is a solution that enables IT infrastructure deployments to match business needs, irrespective of data center size, scale, location, configuration or ecosystem interconnections.

PERVASIVE DATACENTER ARCHITECTURE (PDX)

The foundation to scale digital business in professional services.

PLAN ZONES
Plan distributed workflows at business points of presence requiring centers of data exchange

DEPLOY FOOTPRINTS
Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows

IDENTIFY PARTICIPANTS
Identify the users, applications, data and things that will participate in distributed workflows

MAP WORKLOADS
Map workload types with Performance Attributes required to support participants in distributed workflows

A Pervasive Datacenter Architecture results in a decentralized IT architecture, enabling distributed workflows at centers of data exchange implemented on PlatformDIGITAL™

1- NETWORK HUB to
Rewire the Network

2- CONTROL HUB to
Implement Hybrid IT Controls

3- DATA HUB to
Optimize Data Exchange

4- SX FABRIC to
Interconnect Global Workflows

Learn more about PlatformDIGITAL™ at www.digitalrealty.com/platform-digital