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.

**INSIGHTS**

- **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.

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