



# A roadmap to operational excellence

To thrive and remain competitive experts agree organisations need to maximise the impact of technology on their operations. This includes IT simplification and automation, cybersecurity, budget optimisation and sustainable development. Addressing these areas will help improve execution with the same budget, take you to the next stage of transformation, improve capabilities and streamline operations.

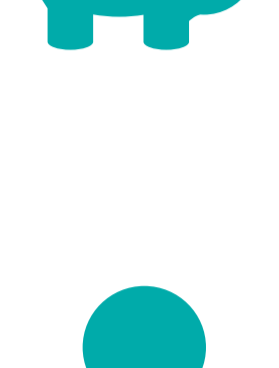
Embark on your journey toward operational excellence and benefit from the tangible outcomes.

## IT simplification and automation

Organisations are in their next phase of digital transformation, targeting the IT operational model with state-of-the-art technologies to simplify and automate tasks and processes.

**30%**

By 2024, organisations will lower operational costs by **30%** by combining hyper-automation technologies with redesigned operational processes.<sup>1</sup>



**53%**  
**45%**

Over the last two years, the top two objectives of CIOs were to improve **operational excellence** (53%) and improve the **customer or citizen experience** (45%).<sup>2</sup>



### Business outcomes

IT simplification and automation, using leading-edge technologies, enables businesses to raise user satisfaction by improving response times, as well as concentrate human resources on value-added tasks. It enables organisations to reap digital dividends with tangible business benefits in three core areas: IT operations, employee and customer experience.

[Read more in our eBook "Setting the stage for operational excellence"](#)

## Cybersecurity

The rapid shift to remote working, the increasing volume of mission-critical data and sensitive information that transits between organisations, and the growing number of cyberattacks is forcing businesses to prioritise security while continuing to digitally transform.

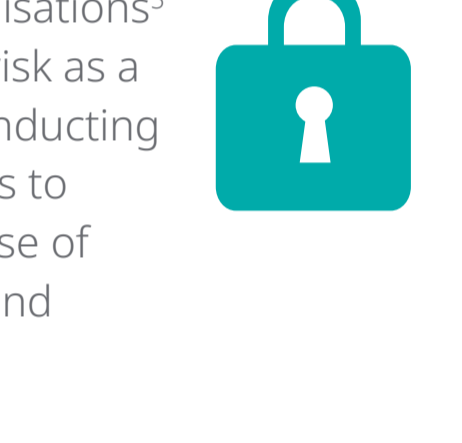
**66%**

CIOs' top areas of increased investment for 2023 include cyber and information security (**66%**), business intelligence/ data analytics (55%) and cloud platforms (50%).<sup>3</sup>



**33 billion**

More than **33 billion** records will be stolen by cybercriminals by 2023, an increase of 175% from 2018.<sup>4</sup>



**60%**

By 2025, **60%** of organisations<sup>5</sup> will use cybersecurity risk as a significant factor in conducting third-party transactions to prevent the compromise of information, systems and infrastructure.



### Business outcomes

Cybersecurity investments can turn into tangible business outcomes: Ensure people can securely communicate and collaborate from anywhere, maintain business continuity, avoid legal and financial consequences, enhance brand reputation, maintain employees, customers and stakeholders trust, and reach a new level of operational excellence.

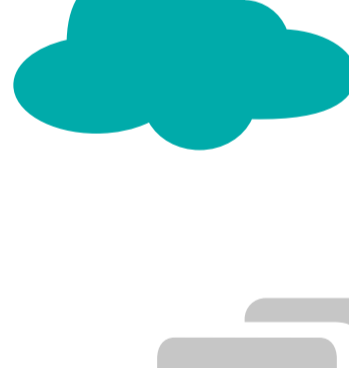
[Read more in our whitepaper: "Securing unified communications and collaboration"](#)

## Budget optimisation

A move to the cloud and "as a Service model" (including infrastructure, platform and software) offers a convenient way to bring flexibility to an organisation's budget. In addition to flexibility and predictability, these models let organisations modernise and accelerate their digital transformation, and support flexible work, while mitigating risks related to budget cuts.

**50%**

By 2027, more than **50%** of enterprises will use industry cloud platforms to accelerate their business initiatives.<sup>6</sup>



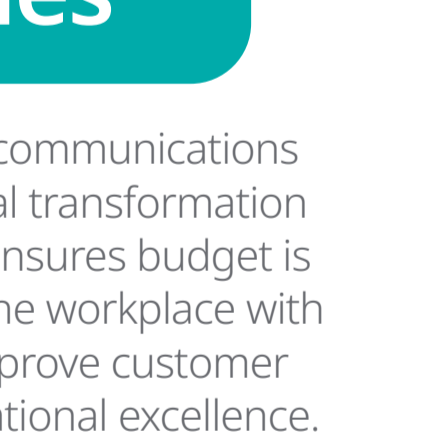
**85%**

of organisations will embrace a cloud-first principle by 2025 and will not be able to fully execute on their digital strategies without the use of cloud-native architectures and technologies.<sup>7</sup>



**39%**

By the end of 2023, **39%** of global knowledge workers will work hybrid, up from 37% in 2022, according to Gartner.<sup>8</sup>



### Business outcomes

Cloud and pay-per-use (as a Service) models in the communications arena enable organisations to accelerate their digital transformation without having to make compromises. This model ensures budget is allocated to support business priorities and equip the workplace with the tools and applications that foster innovation, improve customer and employee experiences, and contribute to operational excellence.

[Read more in our eBook: "Setting the stage for operational excellence"](#)

## Sustainable development

Sustainability has become a necessity amid the increase in energy costs and the rise of eco-responsibility conscientiousness. In fact for the first time ever, CEOs have placed environmental sustainability in their top 10 business priorities.

**30%**

By 2024, **30%** of organisations will advance their ESG\* metrics and data management beyond reporting capabilities to generate sustainably driven cost and competitive advantages.<sup>9</sup>



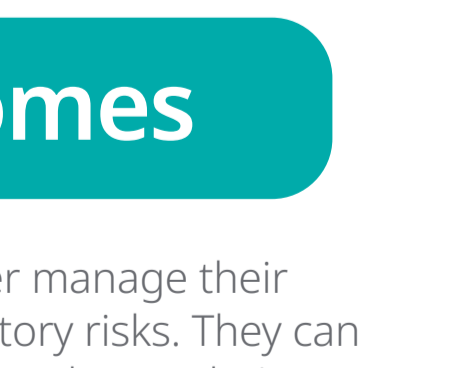
**91%**

of business leaders believe their company has a responsibility to act on ESG\* issues.<sup>10</sup>



**86%**

of employees prefer to support or work for companies that care about the same issues they do.<sup>11</sup>



\* Environmental, social, and governance (ESG)

### Business outcomes

By addressing ESG risks, enterprises can better manage their exposure to financial, reputational, and regulatory risks. They can reduce costs, increase employee engagement, enhance their brand reputation and contribute to operational excellence.

[To learn more about operational excellence download our eBook, "Setting the stage for operational excellence"](#)

## Summary

IT departments are beginning to explore the world of digital transformation and what it can mean to their operations. IT automation and simplification, cybersecurity, and financial models are at the core of this next generation of IT services. It is now a top priority for many executives, in order to deliver operational excellence with tangible business and financial outcomes.

[Learn more about operational excellence in the new digital age communications era](#)

Sources

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10 Consumer and Employee ESG Expectation, PWC, 2021.  
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