Thrive in Uncertain Economic Times with the Right Foundation, Optimisation, and Resilience

Your Ability to Adapt Will Dictate Your Success

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Executive Summary

Creating great customer experiences is at the core of the strategy of every successful organisation and government agency in Australia. In order to achieve this, organisations need to innovate and improve their products, services, processes, and client outcomes.

However, moving forward, the challenge will be to adapt to the uncertain and changing economic conditions. This mix of low unemployment, increasing interest rates, high company profits, stagnant wages, slowing growth, and a possible recession have not been witnessed before, certainly not by this generation. Many organisations don't know how to respond and have doubts, such as:

→   Do we tighten our belts and cut spending to prepare for a recession?

→   Do we continue as is because we don't know what is around the corner?

→   Do we invest now to create a resilient organisation that can thrive regardless of market conditions?

Agility is the secret weapon in keeping up with – and getting ahead of – competitors and adapting to new customer or resident demands. The payoff for organisations that successfully navigate the economic uncertainty will be faster growth than industry average, higher customer satisfaction, better products and services, and happier, more loyal employees. To drive this agility, improve resiliency, and thrive in these conditions, organisations need to focus on three key capabilities.

Securing systems, networks, and data to create a resilient organisation
Before organisations focus on creating an innovative future, they need to ensure they have a future to work towards. Cybersecurity threats are no longer an unknown risk today; every organisation risks being compromised. Organisations need to not only improve their cybersecurity systems and practices, and gain better visibility into their environment, but also their data governance to reduce the threat surface.
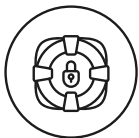
Modernising and transforming applications to supercharge innovation and agility
Australian organisations have built significant digital debt as they deployed point products to solve specific digital challenges – particularly during the extended lockdowns. The many dependencies that these systems introduced mean organisations find it hard to change entire processes at pace. They need to put the focus back on their core systems – modernising and moving to cloud-based solutions to simplify their architecture and discover the agility they will need during challenging economic conditions.
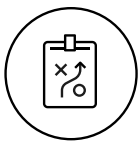
Embracing multi-cloud as the architecture for fast growth
Australian organisations are making huge strides towards public, private, and hybrid clouds. As they start to manage their many clouds as one, they will be able to move at pace and can throw off the shackles of running two-speed organisations.

Organisations need to rethink their journey towards building a resilient future with the right foundations to improve reliability, data-driven decision making, and enhance customer experience while protecting themselves against risk.

Don't forget about governance, risk, and compliance. In fact, these functions will act as the organisation's brake system – helping it go faster with the knowledge that it can course-correct easily. Improved change management will help to incorporate new systems and processes and enhance compliance. And finally, partners will take the strain off organisations, sharing the load and empowering employees to focus on responding to the market challenges.
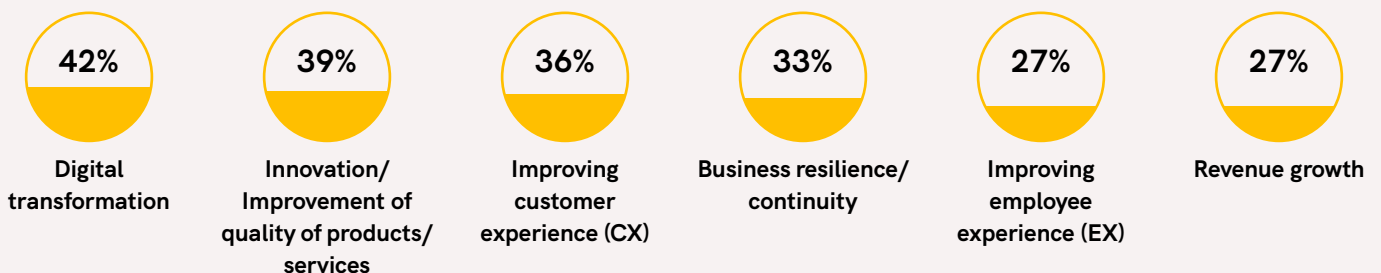
Prepare For Economic Uncertainty

The past few years have been challenging – a pandemic, global recessions, high inflation, supply chain disruption, a skills crunch crisis, increasing interest rates, technology breakthroughs, new digital business models, and new competitors. Economic uncertainty is the overarching theme. Some economists are forecasting a recession over the next few years. But some economists have also failed to predict the increasing inflation and rising interest rates. The bottom line is that business, department, and technology leaders must prepare their organisations for the unknown.

In addition, rates of innovation and invention are expected to increase as we enter a new innovation cycle. Technology-led innovation cycles tend to run every 5-7 years, when organisations adopt new tech or upgrade old tech. It takes 2-3 years as the bleeding edge, followed by the leading edge, and finally the mass market adopts these new tech-driven capabilities. That adoption phase is then followed by 3-4 years of bedding the new tech down and making it profitable, before the innovation cycle kicks in again. Organisational and technology leaders are now discussing innovation as a new theme – and they are not referring to the continuous improvements and innovation that are now commonplace. Moving forward, we can expect improved rates of invention, organisations moving into new or adjacent markets, new brand positioning, new go-to-market activities, and even more acquisitions. Innovation is now one of the top two business priorities in Australia. In 2022, it wasn't even in the top five!

The success of an organisation will lie in its ability to navigate disruptions. To adapt to changing market conditions, organisations need to take advantage of them and use them to their benefit. For this, they need to be customer-focussed, innovative, and agile. Any of these factors on its own is not enough.

(1) **Improving Customer Experience** has been the major focus for Australian organisations over the past three years – but just focusing on CX is not enough. Creating a customer-centric culture, process, and metrics is key to any organisation's success – but meaningless if customers disappear overnight due to a market disruption. And focusing on customers without taking employees on the journey will see efforts failing to deliver on goals.

(2) **Innovation** is at the centre of every significant organisational change. The ability to create new capabilities, products, services, structures, metrics, and cultures will continue to define success. The market is entering a new innovation and invention cycle where big ticket innovations, such as new products and services, acquisitions, and entirely new revenue streams, will open new opportunities for revenue growth. But again, innovation alone will not drive organisations forward. Innovation without a customer focus or innovation that comes too late is not enough.

(3) **Agility** is the new oil. In many ways, it is the missing ingredient as many innovative, customer-focused organisations have not been able to improve their revenue, market share, or profit as they responded to changes too late. Being able to respond quickly to disruptions, market changes, and new customer demands will dictate an organisation's ability to succeed. Building a capability to change at pace: to innovate, improve, or build new experiences along with the market and customer needs will help organisations to get – and stay – ahead of competitors.

Figure 1: Key Priorities for Australian Organisations in 2023

42%	**39%**	**36%**	**33%**	**27%**	**27%**
Digital transformation	Innovation/ Improvement of quality of products/ services	Improving customer experience (CX)	Business resilience/ continuity	Improving employee experience (EX)	Revenue growth

Q. What are the organisation's 3 main business priorities for the next 12 months?
Source: Ecosystm Digital Enterprise Study, 2023

Digital transformation is the number one initiative for Australian organisations in 2023. They will look to transform customer experiences and accelerate digital engagement. This will require observability and automation to deliver more resilient systems and minimise security risks.

Build a Digital Foundation to Adapt to Changing Market Conditions and Optimise Strategies

Being a digital business isn't just about the technology stack. It is the culture of continual improvement, the focus on innovation, the expectation of constant change, and the drive to execute in good and tough times. Building modern technology stacks should never be the goal of digital transformation – but without modern technology platforms and tools, digital transformations will fail.

In response to the digital transformation challenge, Australian organisations and government agencies are continuing to invest in different types of digital solutions – right from automation and Artificial Intelligence (AI) to EX, CX, and collaboration. Specifically, they are:

Transform your cloud environment the right way

Adopting automation solutions – specifically Robotic Process Automation (RPA) – to take time and cost out of existing processes. At the same time, they are freeing human resources to focus on higher value tasks and outcomes. The focus on automation will accelerate how organisations prepare for a possible economic slowdown.

Using AI technologies such as Machine Learning (ML) to create new, intelligent processes to accelerate outcomes for customers and employees. Australian organisations want their applications and processes to be intelligent. There is a growing expectation that applications will learn and improve out of the box or out of the cloud. AI is no longer an add-on but is embedded within every system and process.

Delivering improved customer experiences to drive loyalty and retention which positively impact revenue and profitability goals in the private sector or resident experience and cost reduction goals in the public sector. Marketing and technology professionals are building effective, easy, personalised, and memorable omnichannel experiences using modern MarTech platforms.

Improving employee experiences because CX leaders are making the link between happy, productive employees and happy customers. New and improved collaboration tools and platforms are enabling employees to better serve customers and interact with their colleagues within and outside their organisation.

Making products and services digital using analytics to improve experiences and outcomes; the Internet of Things (IoT) to make products intelligent and interactive to better meet customer needs; APIs to make products and services connect to a customer's broader experience ecosystem; and AI/ML to continually improve products and services.

Technology Leaders Should Build Resilient & Secure Business Solutions in the Cloud

Many Australian organisations have built up significant levels of technical debt during the last 3-5 years, as the focus to "get things working quickly" took precedent over building modern apps and platforms. The technical debt challenge pales in comparison to the security and privacy risks that fragmented and disconnected systems pose. Increased complexity and governance are slowing organisations down as new technology investments need to be integrated and secured before they go live. It is also adding to the governance requirements: A change in one system could impact many other processes and applications. Data that is spread across many different databases, applications, and platforms not only exposes the organisation to greater risk, but also makes governing, managing, securing, and analysing data more complex.

Towards the end of 2022 we saw an increasing number of organisations in Australia starting to modernise their technology systems in multi-cloud architectures to help achieve the agility required to create compelling products, services, and customer experiences. These initiatives are designed to reduce technology complexity, unify data, eliminate technical debt, and invest in a platform and ecosystem that will help the organisation navigate the economic uncertainties while taking advantage of market opportunities.

Figure 2: The Three Factors Leading Australian Organisations Need to Focus on in 2023

Source: Ecosystm, 2023
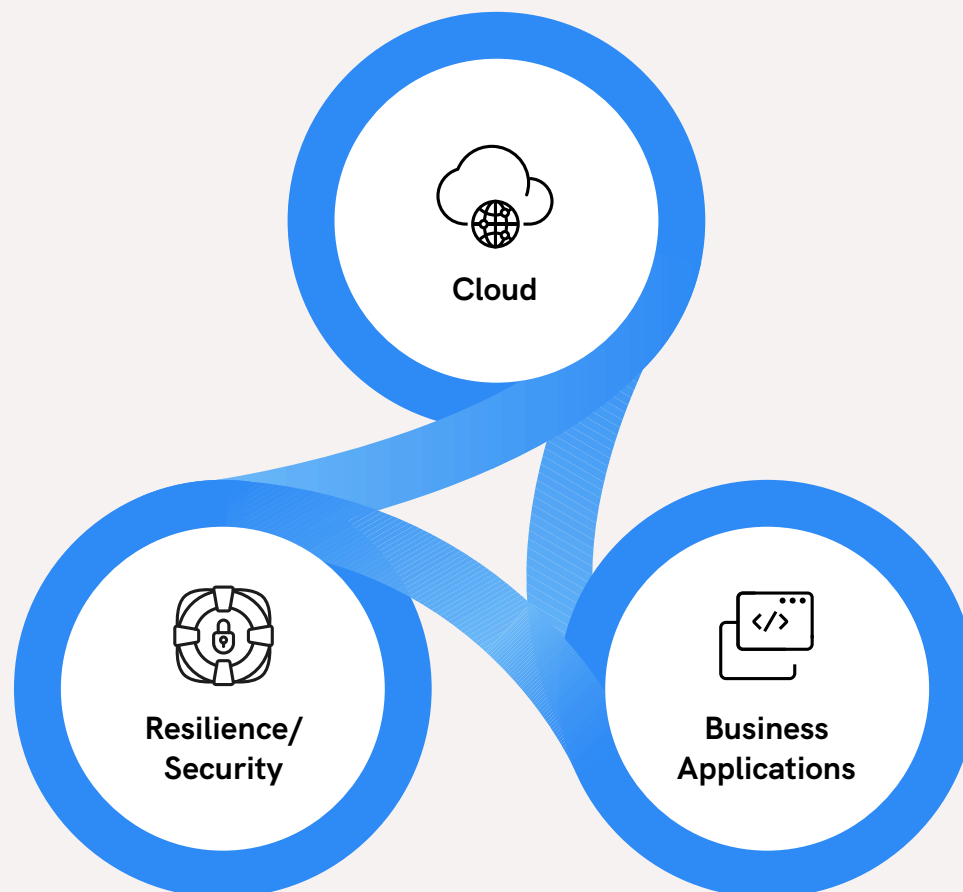
#1 Improve Cybersecurity & Data Governance to Create a Resilient Organisation

If cybersecurity wasn't on or near the top of the technology agenda, it is now. Some major cybersecurity breaches towards the end of 2022 have brought home the reality of the risks that hackers can pose – although for many organisations insider threats are just as dangerous.

Figure 3: Most Organisations Believe a Data Breach is Inevitable

■ **58%** Yes

■ **36%** No

■ **6%** Do not know
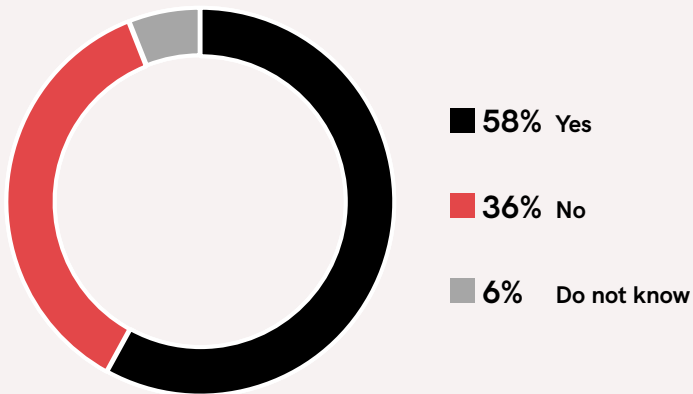
Q. Do you think a data breach in inevitable?
Source: Ecosystm Digital Priorities Study, 2023

Over half the organisations surveyed in Australia believe a data breach is inevitable – and this is validated by other studies.

Recent research from the Ponemon Institute found that:

→   83% of organisations experienced multiple data breaches over the past 12 months.

→   42% of data breaches originate internally, where the average time to identify and contain them is 277 days!

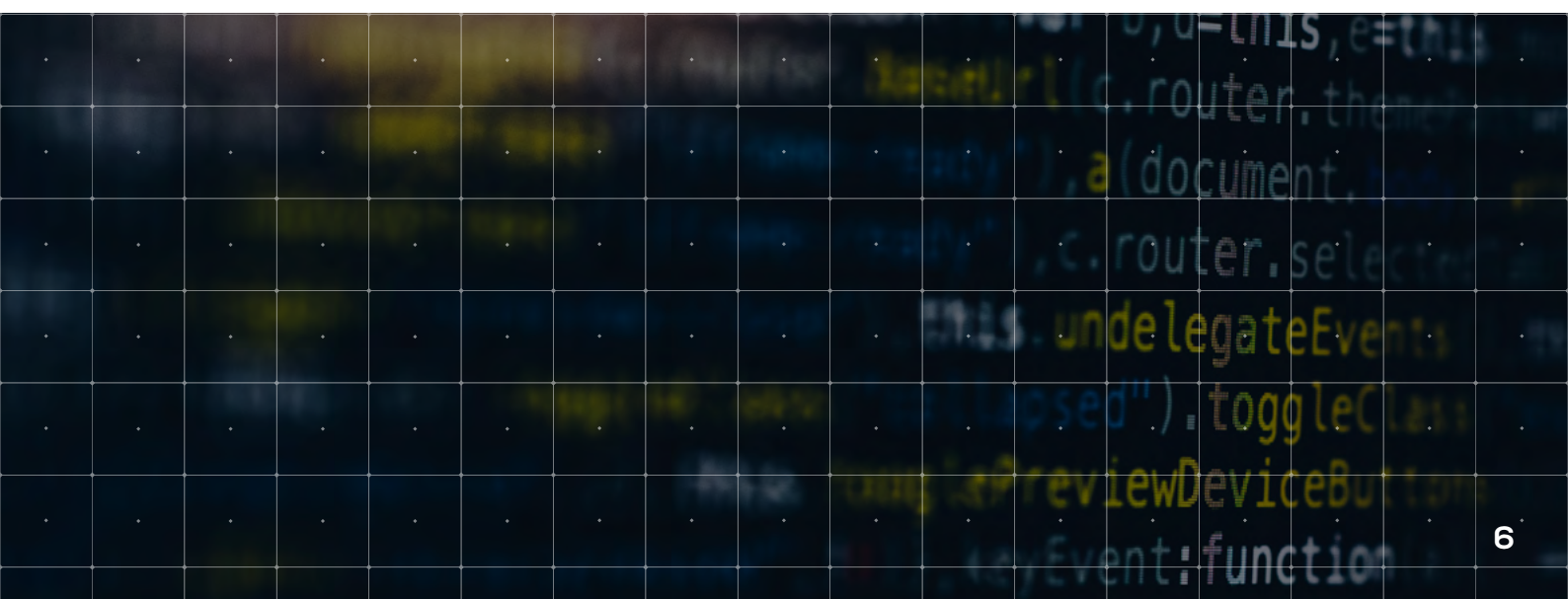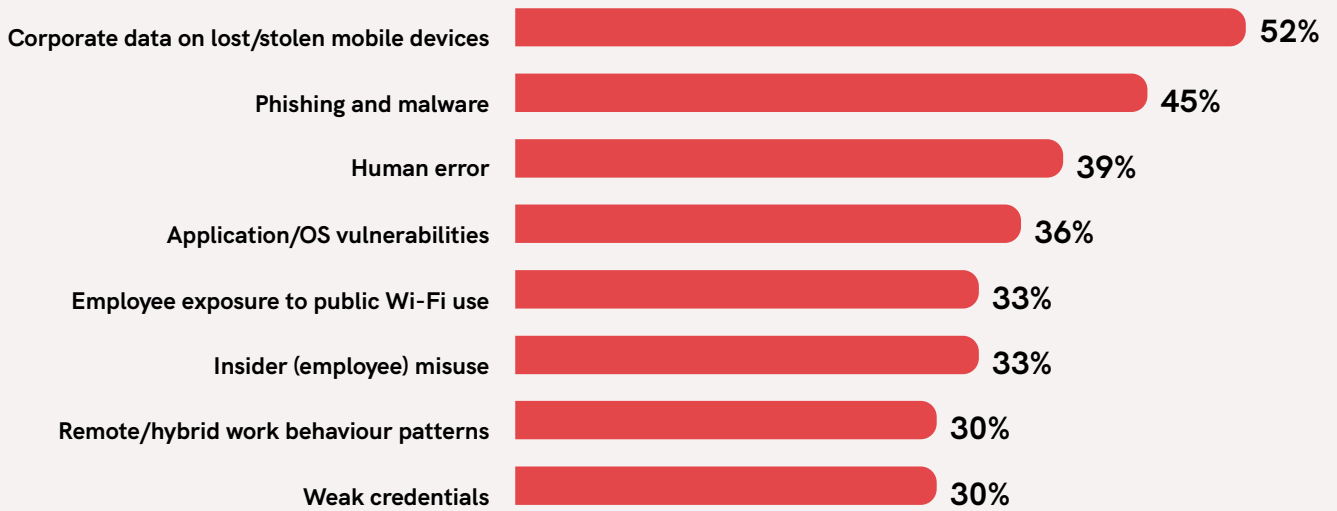→   In 2022 the average breach cost Australian organisations around $6.1 million

Figure 4: The Threat Surface for Organisations Continues to Increase

Corporate data on lost/stolen mobile devices	52%
Phishing and malware	45%
Human error	39%
Application/OS vulnerabilities	36%
Employee exposure to public Wi-Fi use	33%
Insider (employee) misuse	33%
Remote/hybrid work behaviour patterns	30%
Weak credentials	30%

Q. What are the top 3 cybersecurity threats your organisation is most concerned about?
Source: Ecosystm Digital Priorities Study, 2023

The threat landscape continues to evolve. Over half (52%) of organisations surveyed believe that end-user computing devices will be the largest risk to the organisation in 2023 – but there are many other potential weak points in organisations security credentials: phishing and malware is a significant risk for 45% of organisations, human error for 39%, and application or operating system vulnerabilities for 36%. Organisations need to continue improving and evolving the security of their devices, networks, data (in motion and at rest), applications, identity, operational technology, and IoT.

Improving security and data governance doesn't just keep the organisation safe – it allows employees to experiment with the comfort of knowing they are not exposing the organisation to risk; and it means that process owners can focus their energy on improving customer and process outcomes. Think of security and data governance as the brakes of the business. A car without brakes is a crash waiting to happen. Brakes don't slow you down – they let you move faster, with the knowledge that you can stop and course-correct when you need.

Improving Data Governance to Reduce Threat Surface

Much of the risk is in the way data is used and managed. The safest organisation is the one that keeps no confidential data – or keeps all confidential data encrypted. But with the importance of creating ever-improving, intelligent, automated, omnichannel customer experiences, data analytics, machine learning, and AI requirements mean that most organisations are vacuuming up every piece of data they can get their hands on. They are spreading this data across locations and business units, and analysing it to make better decisions for their customers and their stakeholders.
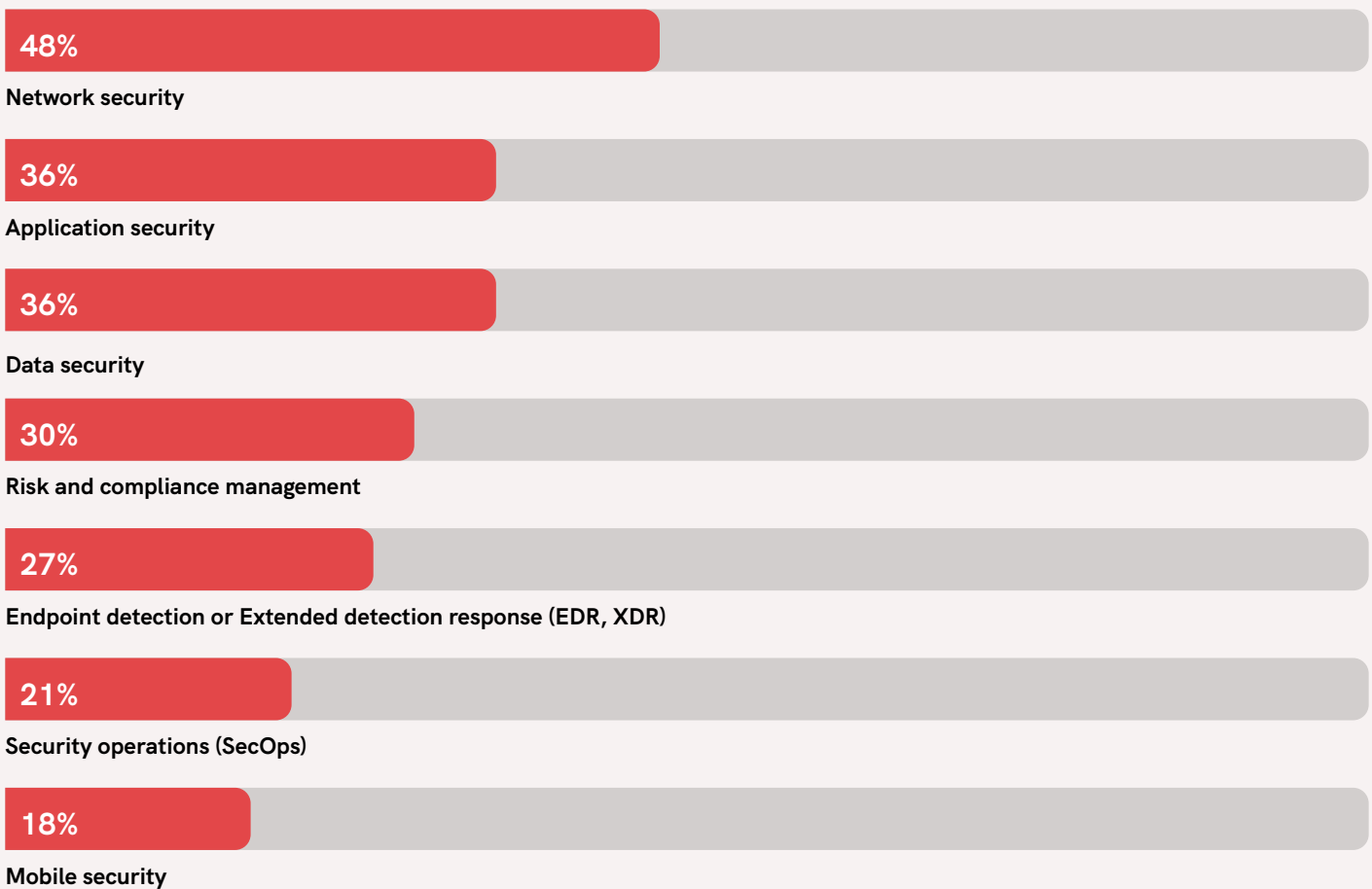
It is the unchecked search for insight that exposes organisations to the biggest risk.

Data governance now plays a role just as important as data security in protecting the organisation. Knowing and controlling what data is collected, shared, copied, moved, and deleted will protect organisations from the most sinister attack. Never sharing unencrypted confidential data is a good starting point. Deleting data after it has been used and only storing metadata is another approach some organisations are taking.

The next year or so will see many organisations tighten their belts, but all indications are that spending on security and data will continue to increase. The two now go hand in hand – and organisations are overlaying data with strong governance practices to automate the collection, management, and security of data, and ensure that the ever-increasing volume of data won't mean an ever-increasing risk landscape and security spend.

Figure 5: Security Capabilities Need Breadth and Depth

48%	Network security
36%	Application security
36%	Data security
30%	Risk and compliance management
27%	Endpoint detection or Extended detection response (EDR, XDR)
21%	Security operations (SecOps)
18%	Mobile security

Q. What are the top 3 focus areas for your cybersecurity measures in 2023?
Source: Ecosystm Digital Priorities Study, 2023

Network (48%), application (36%) and data security (36%) are the top security focus areas for Australian organisations in 2023. However, the list of focus areas is long – IoT, security analytics, identity and access management, Zero Trust, mobile security, and SecOps (security operations) are all important to many organisations across many industries.

Embrace the Essential Eight Strategies to Mitigate Cyber Security Events and Improve Availability

The Australian Cyber Security Centre, a part of the Australian Government Signals Directorate agency, have published **a number of key actions to mitigate cybersecurity events** – the most important of these being dubbed the "**Essential Eight**" and should be the starting point for any security strategy.

Starting Your Security Journey with the Essential Eight

Application control
Prevent execution of unapproved/malicious programs including .exe, DLL, scripts (e.g. Windows Script Host, PowerShell and HTA), and installers

Patch applications
Patch/mitigate computers with 'extreme risk' security vulnerabilities within 48 hours; always update to the latest version of applications

Configure Microsoft Office macro settings
Block macros from the internet and only allow vetted macros: either in 'trusted locations' with limited write access or digitally signed with a trusted certificate

User application hardening
Configure web browsers to block Flash (ideally uninstall it), ads, and Java on the internet; disable unneeded features in Microsoft Office (e.g. OLE), web browsers, and PDF viewers

Restrict administration privileges
Limit access to operating systems and applications based on user duties; regularly revalidate the need for privileges; and don't use privileged accounts for reading email and web browsing

Patch operating systems
Patch/mitigate computers (including network devices) with 'extreme risk' security vulnerabilities within 48 hours; use the latest operating system version; and don't use unsupported versions

Multi-factor authentication
Including for VPNs, RDP, SSH, and other remote access; and for all users when they perform a privileged action or access sensitive and/or high-availability data repositories

Regular backups
Including important new/changed data, software, and configuration settings; stored disconnected and retained for at least three months; test restoration initially, annually, and when IT infrastructure changes

Don't forget – the Essential 8 is only the beginning. Once you have your fundamentals sorted, the real opportunity to create a new, modern security paradigm is to embrace Zero Trust security architecture and management that trusts no one and creates many small security zones. So, even if defences are breached, the impact remains minimal.

#2 Modern Applications are the Enablers of Organisational Innovation & Agility

The past three years have seen an explosion in the number of technology-based business systems, often implemented quickly to solve a specific customer or process challenge. In the rush to reinvent themselves as digital-only or digitally-focused organisations, nearly every organisation across the world often took the route of simply modernising elements of their core systems and implementing new tools and applications to solve very specific organisational or customer problems. Most marketing teams now have more than eleven apps and tools just to create the online experience. Contact centres are now awash with applications and tools, which complicate the customer process and distract the customer service team. In Australia, a typical online sale touches over fifteen applications from sale through to fulfilment.

These tools, systems, and applications have been essential in creating the digital experiences that customers demand – but they have also created significant digital debt and honestly, slowed organisations down in evolving and improving customer experiences. The many integrations and dependencies mean that the simplest of upgrades can create technology complexity. Even stand-alone systems need to be supported by the Technology Service Desk and changes or upgrades can break monitoring tools and require change in the Service Management systems. RPA tasks can fail when field names or screen layouts change.

> **Applications implemented in haste can ultimately slow organisations down.**

As they prepare for the next evolution into agile, innovative, and customer-focused organisations, an opportunity exists to simplify the technology architecture and refocus the technology team on core applications and their native ecosystems. Every strategy has compromises:

Using best of breed applications will typically provide process outcome owners with exactly what they want and are usually easy to deploy, but it will slow the progress of future systems, as integration, management, and architectural complexity are the enemies of agility!

Using integrated application platforms provide process outcome owners with much of what they want today – with some or all being delivered either by plug-and-play ecosystem partners or by the application provider in a future release. These platforms are typically easier to manage and upgrade, but more complex to deploy.

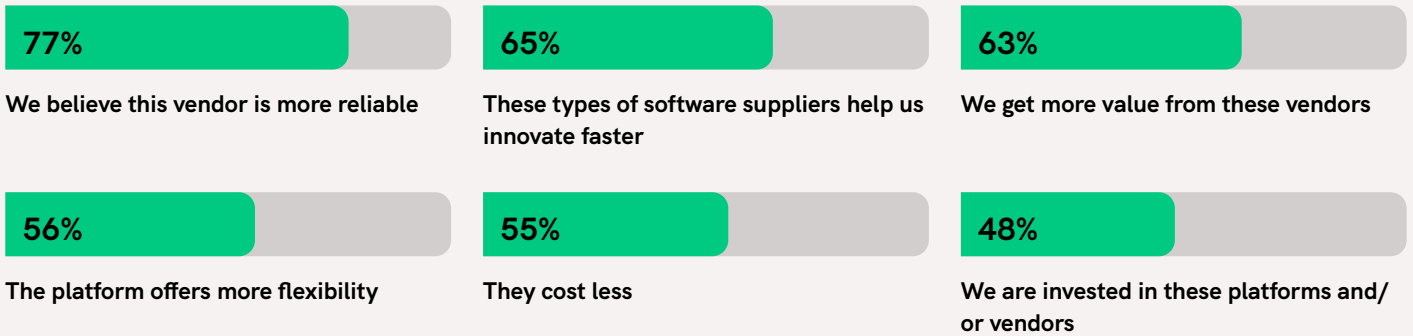> **Integration, management, and architectural complexity are the enemies of agility!**
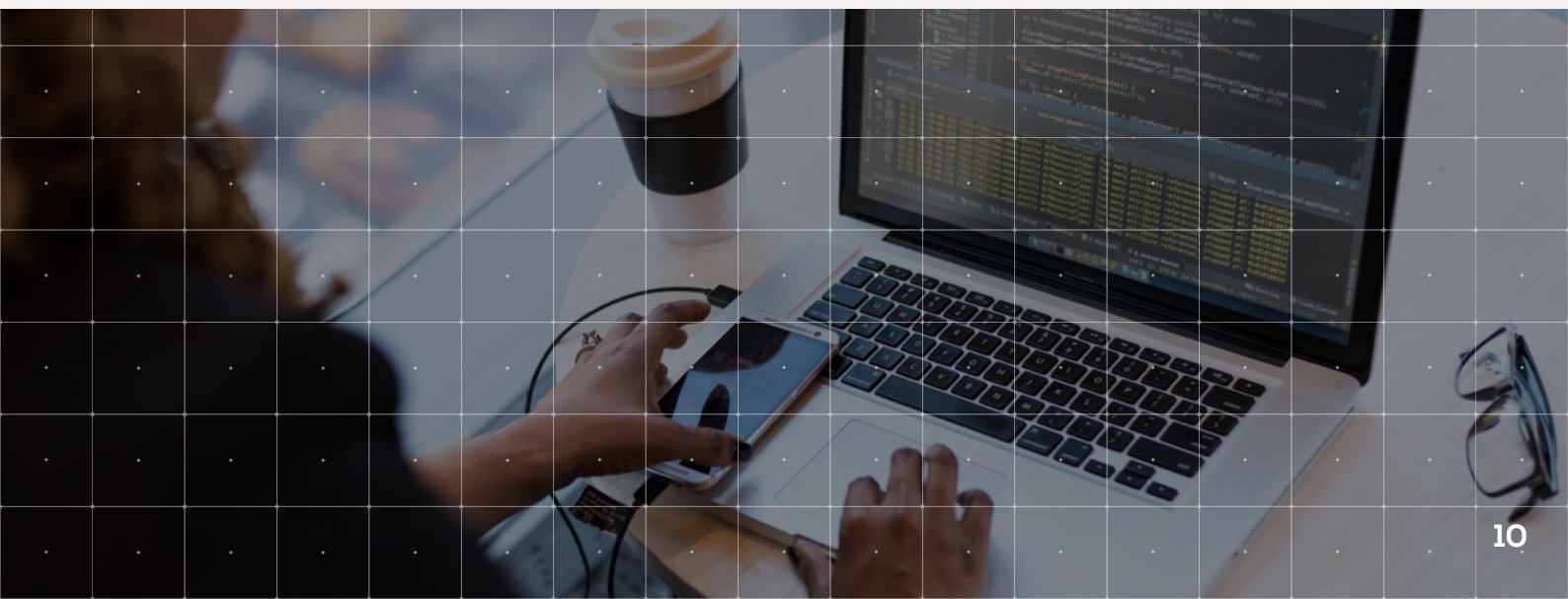
"Big Applications" – such as CRM, ERP, SCM and HRM – are making a comeback as many organisations look to finally retire their on-premises legacy applications and make the switch to modern, cloud-based application suites and ecosystems based on a subscription model that scale up or down as requirements shift.

On the flip side, many application providers are effectively retiring their on-premises applications, forcing customers to move to cloud-based systems. Even when companies choose to keep a component in their own private cloud or on the edge, they are modernising core elements of the application to provide an agility and speed of improvement that didn't exist previously.

Figure 6: Established Business Application Platforms Provide Stability, Innovation, and Greater Value

77%
We believe this vendor is more reliable

65%
These types of software suppliers help us innovate faster

63%
We get more value from these vendors

56%
The platform offers more flexibility

55%
They cost less

48%
We are invested in these platforms and/or vendors

Q. Why are you spending more on large, established software business applications and platforms?
Source: Ecosystm Digital Enterprise Study, 2023

Organisations are choosing more established providers because they are more reliable (77%), help them innovate faster (65%), provide greater value (63%), and offer more flexibility (56%). While the smaller, best-of-breed tools can appear more affordable, 55% of organisations interviewed have found that the high number of small software tools means they end up saving money when consolidating on an established platform and vendor.

Applications Done Right Payoff Huge

When applications and platforms are built, chosen, deployed, and/or maintained correctly, the payoff can be astonishing. Organisations will have the ability to:

1 **Change core processes and supporting systems faster**, with the knowledge that the entire end-to-end process will continue to work after the change as it is all part of the same system.

2 **Innovate where it matters.** The customer experience, the employee workplace, the ability to invent and continuously improve, and organisational IP are the factors that will drive differentiation in the market. By simplifying big horizontal applications, organisations will free their developer and IT resources to focus on the areas where innovation will make a difference to both the customers and the organisation.

3 **Take advantage of best-of-breed within the ecosystem.** Nearly every applications company – and the big hyperscalers – have strong ecosystems of software tools, middleware, industry-specific add-ons, analytics, AI, IoT, and a plethora of other components that can build on the core platform and provide specific business solutions. As organisations expand their investment in the large platform ecosystems, they will be able to quickly add new capabilities, such as more meaningful and relevant sales analytics, industry-specific and locally compliant processes, improved commerce, or faster employee onboarding. Faster time to value will improve organisational agility and enhance the ability to innovate at pace.

Build Platform Engineering Teams to Help Users to Continuously Improve their Core Applications

Organisations that transform their application support team into a Platform Engineering team will have the ability to not only drive faster change and improvement of their applications, but also drive improved automation, a greater opportunity for intelligent processes, and realise greater benefits from the application or platform ecosystem of software tools and add-ons.

Today, organisations manage their enterprise applications with teams of technology experts. They usually sit with the IT team or sometimes with the team the application supports – such as Sales for CRM or Finance for ERP. But despite the co-location, there is a disconnect between the users of the application and the technology support and management. Platform Engineering teams are more than just tech support. They include all the functions required to make the enterprise application everything the users need it to be. They might include DevOps for custom code creation and improvement; application experts for core functions and improvements; ecosystem and integration experts to find the new capabilities in the ecosystem and get them working in the organisation; and a data function – including AI and data science – to understand, govern, and analyse data for organisational outcomes.
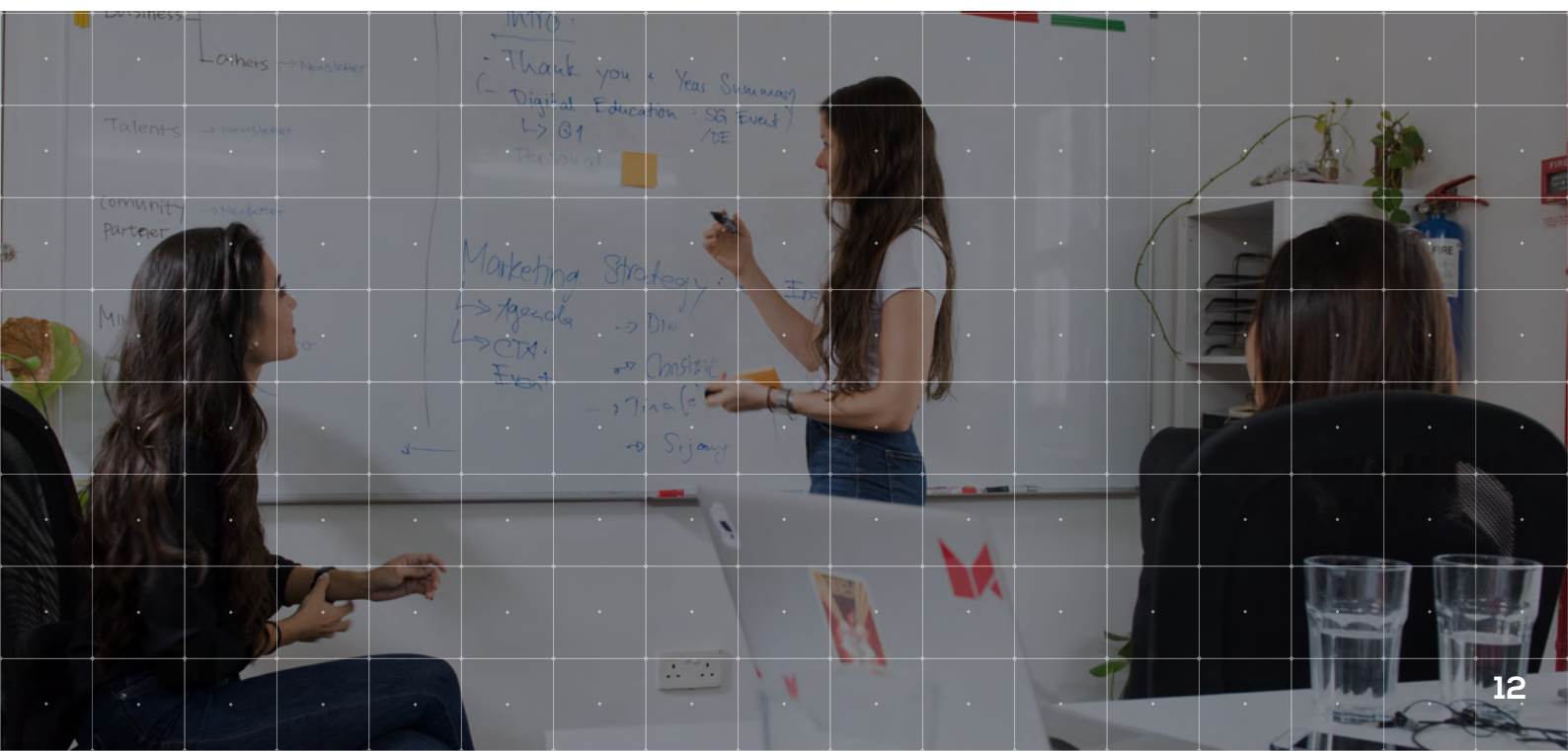
#3 Cloud Computing Helps Organisations Innovate at Pace

Building the digital solutions that will change the trajectory of the organisation takes very long and is too complex. Organisational and technology leaders spend months selecting and implementing the foundational capability. Cloud computing abstracts away much of this complexity and allows the organisation to focus its energy on building the right solution that will empower clients, stakeholders, and employees.

Figure 7: Australian Organisations Have Different Approaches to Cloud Computing

39%
Operate individual cloud workloads (minimal interaction between them)

27%
Employ a cloud first strategy when launching new services

21%
Do 'lift and shift' migration

12%
Build cloud native applications

Q. Which best describes your organisation's cloud strategy?
Source: Ecosystm Digital Enterprise Study, 2023

Irrespective of their approach to cloud adoption, it is perhaps the most important investment organisations can make that will drive the innovation, agility, and customer focus needed to succeed in the uncertain times that lie ahead. And as organisations embrace multi-cloud strategies, the question of location no longer needs to slow down the investment and deployment process.

Multi-Cloud is Witnessing Strong Growth in Australia

For the past 10 years, Australian organisations have built cloud strategies. Many planned for their systems and applications to move to the public cloud – with the belief that it would get easier and cheaper to lift-and-shift legacy applications. But the best planning cannot predict market trends and technology advances – in fact, many of the best and exciting advances have happened in the hybrid and multi-cloud technology space. With the simpler ability to manage and integrate workloads across private and public clouds, the option to keep applications in existing datacentres or move to hosted private clouds, is now more attractive.

Multi-cloud is allowing organisations to operate all their IT at high speed, enabling the leaders to pivot towards new opportunities and change at pace. The location of a workload (public, hosted or private cloud) no longer has to limit the speed, innovation and agility of applications and the organisation. Multi-cloud allows all applications to be connected, agile, and resilient.

Customer Story
Multi-Cloud Helps a Council Focus More Time on Resident Services and Less on Managing IT

A Queensland council had aging technology systems located across multiple computer rooms and a complex jigsaw of old and new software. This was limiting their ability to improve the services they provide to residents. They embraced hybrid cloud, moving all equipment offsite to a managed service partner cloud environment and the public cloud. This also brought automatic backup and disaster recovery capabilities along with increased levels of support. The managed services partner also took on the software platforms, upgrading them to industry best practices. The council now has the agility to focus its efforts on service improvement, with the knowledge that the technology required to support their new and improved processes will be available when required.

Multi-cloud is helping Australian organisations:

Transform their infrastructure

Transform their data and insights

Transform and create future-ready applications

Transform their organisation operating model

Challenges remain, and most organisations are using partners to help them develop and deploy their new multi-cloud strategies. Security, data privacy and regulatory compliance continue to test organisations in Australia regardless of the type of cloud and location of their data and applications.

Customer Story

Australian Payment Platform Adopts Multi-Cloud for Security, Compliance, Resilience, & Cost Savings

A significant Australian payment platform provider needed to modernise their offerings to compete with and offer services to new fintech start-ups. They embarked on a digital transformation journey, creating new ways for customers and partners to access services, creating and continuously improving services, and reducing the complexity of their technology environment. They embraced agile development and continuous automation and delivery, automated testing, and improved their security architectures and practices. They began to exit their own aging data centres and moved towards a hybrid private and public cloud infrastructure – placing workloads where they made the most sense from a cost, resiliency, compliance, and security perspective. The multi-cloud strategy underpins their ability today to respond to new entrants, offer new products and services and ensure existing products remain relevant in a constantly changing competitive environment.

Beginning the Journey to Become a Future-Ready Organisation

There will be disruptions in the future. The continued success of organisations will depend on their ability to safely navigate these changes and pivot towards new opportunities. Creating a future-ready organisation means change – right from technology and processes to skills and culture. Much of this change is already happening. Organisations today are adapting to a hybrid workplace, building a hybrid cloud strategy and capability, and delivering digital services to customers. Becoming an agile, digital, customer-focused organisation is inevitable for survival. The sooner an organisation makes that its destination, and builds a culture that embraces and manages change, while keeping employees and customers secure, the sooner it will succeed regardless of disruptions or market conditions.

1 Use Governance, Risk Management, and Compliance as the Organisation's Brake System

Too often, governance, risk management, and compliance (GRC) are considered factors that slow organisations down and inhibit innovation and agility. But there is a better way to implement GRC and a better mindset to use. If you are driving a car with no brakes, you will barely touch the accelerator, as you risk losing control. The same can be said for GRC. Implemented effectively – using guiderails, shared responsibilities, education and training, and real-time monitoring – GRC can act as the brakes for organisations, allowing them to speed ahead knowing the ability to "course correct" is available.

2 Change Management is Central to Success

The ability to continuously deliver change will dictate any organisation's ability to navigate disruption. Change management is still regularly overlooked in many digital and technology projects. End-user adoption of new systems and processes often under-performs projections and is a reason technology projects do not deliver on the use case – and this is usually due to poor change management. Organisations under-estimate the time and money required for change, and external partners often don't deliver beyond the technology change components.

3 Find a Partner That Understands the Challenges

When selecting a partner, look for those that can do more than deliver the technology required. Nearly every Systems Integrator and Managed Services Provider can implement some technologies – with varying levels of success! Organisations need a partner that understands them, the industry, and their challenges. One who is willing to take on the challenges that the organisation faces and help it overcome them. They need a partner that can help manage change to ensure the digital service or technology implementation delivers what the stakeholders and customers demand. While the organisation always carries the risk, a partner who is motivated towards the same goals and outcomes will help reduce risk and ensure that the technology team and the organisation as a whole, deliver on the set goals and objectives.
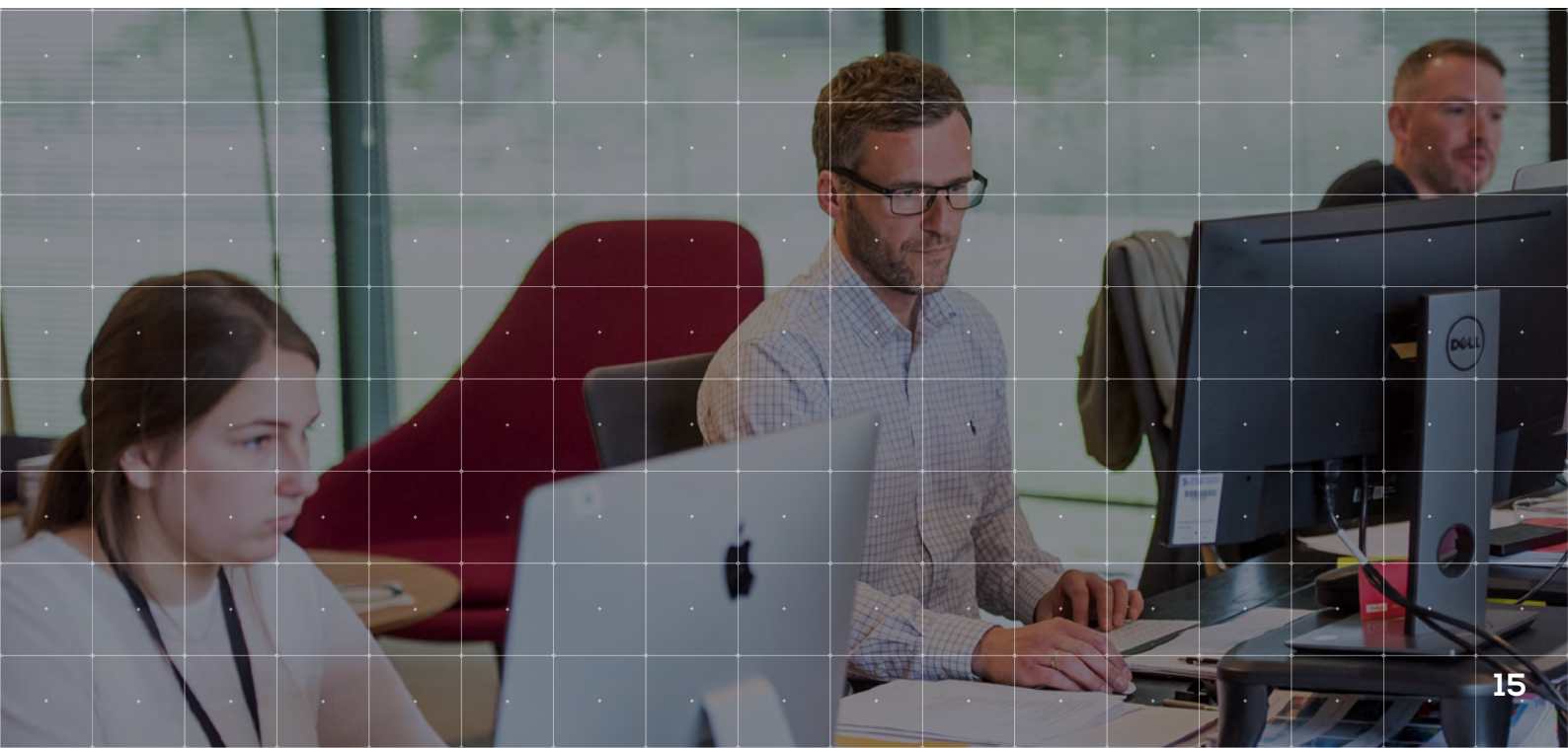
The Road to Success Starts Here

It is likely that you are already on the road to becoming an agile, innovative, and customer-focussed organisation. The opportunity for you is to accelerate your journey regardless of economic conditions. In fact, you should be accelerating the journey because of the uncertain economic conditions! If you haven't already, start with the following actions:

Review your application hosting, transformation, retirement, or modernisation strategy
Multi-cloud can help you focus your modernisation efforts on the applications that matter, with the knowledge your legacy and edge-hosted applications will remain relevant, available, and easy to manage.

Implement the Essential Eight security strategies – today!
Then review your security strategy – is Zero Trust security in your roadmap?

Continue to evolve your employee collaboration strategy – and integrate this with customer communications
Hybrid working platforms – such as Microsoft Teams – continue to evolve. The new features and functions will enable your employees to further increase their productivity and stay connected. The opportunity now is to take these features and open them to customers to allow better communication within and outside of your organisation.

Change your team and individual metrics to reflect the organisation you want to be
The best place to start change is by addressing your employees' satisfaction levels. Strive to improve their EX; have upfront and transparent discussions about salaries and KPIs; and don't forget to reward behaviour that will change the organisation and culture to be agile, innovative, and customer-focused.

Nexon Can Power the Change Your Organisation Needs

Power your organisation's agility with efficient, flexible infrastructure that grows and scales as you do. Achieve performance and scalability in the cloud.

Nexon can consult on, transform, secure, protect, optimise, and manage your critical data and applications with both expertise and care. Their flexible, hybrid cloud model is delivered by experienced, certified consultants to meet your organisational needs.

Nexon helps organisations accelerate cloud lead initiatives, integrating and modernising environments to deliver a better employee and customer experience:

- Nexon's end-to-end solutions help clients to solve problems, address frictions, and accelerate growth. They care about the client outcome – and are committed to the highest standards of responsiveness, competency, and transparency in every interaction.

- They don't just bring digital expertise - they bring organisation and industry understanding, flexibility, lateral thinking, experience, competency, and communication. Their high-touch delivery and integrated approach ensures you feel empowered and equipped and move forward with the needs of the organisation and the customer.

- Nexon provides high-quality, end-to-end digital solutions to customers across all industry sectors. They have significant expertise in Government, Health, Not-for-profit, Financial Services, and Professional Services.

- Nexon helps leaders to get ahead of organisational expectations, improving productivity, continuity, and efficiency in high-pressure environments. Their end-to-end capability can deliver an integrated solution that scales with your organisation.

- Nexon helps organisations overcome digital skills and resources gaps, ensuring the organisation remains continuous and productive, while seeking out new opportunities to improve and progress.

- Their change management team office assist organisations to deploy successful transformation initiatives with a people first approach.

Work with a partner who cares about the outcome and can deliver your future-proofed solution.

Better together

Our partnership with leading cloud provider NetApp – combined with our trusted service offerings – brings a new level of observability and automation that propels your journey to multi-cloud. With industry-leading platforms you can confidently scale, secure, and maintain critical always-on applications.

NetApp is a global, cloud-led, data-centric software company that empowers organisations to lead with data in the age of accelerated digital transformation. The company provides systems, software, and cloud services that enable them to run their applications optimally from data centre to cloud, whether they are developing in the cloud, moving to the cloud, or creating their own cloud-like experiences on-premises. With solutions that perform across diverse environments, NetApp helps organisations build their own data fabric and securely deliver the right data, services, and applications to the right people – anytime, anywhere.

■ **NetApp**®

About the Author

Tim brings more than 20 years of experience in designing and implementing Cloud, AI, CX and Automation strategies to the Ecosystm network, to support businesses in their IT decisions.

In his previous role, Tim spent 12 years at Forrester Research, most recently as a Principal Analyst, helping IT leaders improve their digital capabilities. Prior to this, he was Research Director for IT Solutions at IDC in Australia, where he assisted IT vendors in designing solutions to better fit market requirements and IT buyers in improving the effectiveness of their IT functions.

Beyond the office, Tim boasts an international reputation as an entertaining and informative public speaker on the key trends in the IT market.

Tim graduated from the University of Technology Sydney with a BA majoring in Marketing and Research. In his free time, Tim enjoys playing football (badly!) and tennis and watching rugby. But while he may enjoy that, he spends most of his time driving his two children to various sporting and social activities.

About Ecosystm

Ecosystm is a Digital Research and Advisory Company with its global headquarters in Singapore. We bring together tech buyers, tech vendors and analysts onto one integrated platform to enable the best decision-making in the evolving digital economy. Ecosystm has moved away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency, and autonomy.

Ecosystm's research originates from its proprietary "Peer-2-Peer" platform which allows Tech Buyers to benchmark their organisation in "real-time" against their industry or market peers. Ecosystm's broad portfolio of advisory services is provided by a team of Analysts from a variety of backgrounds that include career analysts, CIOs and business leaders, and domain experts with decades of experience in their field.

About Nexon

Founded in 2000, Nexon Asia Pacific (Nexon) is a digital consulting, cloud and managed services partner that helps mid-market and government organisations to drive productivity, continuity, and change.

Nexon's depth of expertise and end-to-end solutions help organisations to accelerate growth, overcome resources gaps, to consult, deliver and manage comprehensive and integrated solutions for their clients.

By engaging Nexon, clients get ahead of business expectations, ensuring the organisation remains continuous and productive while seeking out new opportunities to improve. But it is our ongoing service model that sets us apart because in short, we care.

For more information, visit nexon.com.au.