NETCALL
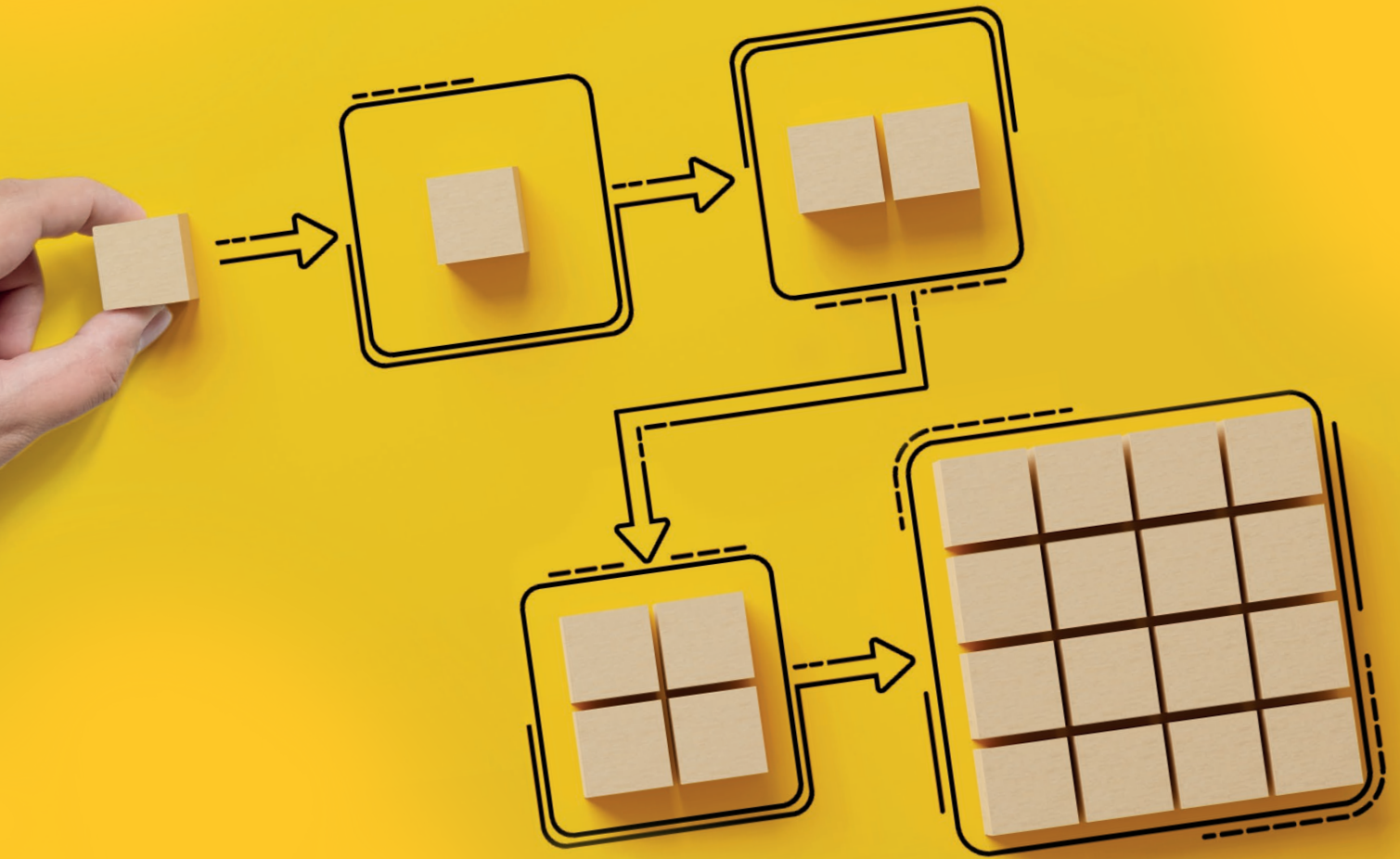
From Silos to Seamless

How E2E Process Transformation Drives Digital Success

The Evolution of Digital Transformation

Digital transformation has undergone a significant evolution over the past decade.

Initially, organisations pursued transformation as isolated IT initiatives - modernising front-end interfaces or adopting cloud solutions without addressing core operational challenges. While these efforts brought short-term improvements, they often resulted in fragmented systems that failed to deliver true business agility.

The rapid acceleration of technology, driven by artificial intelligence (AI), automation and cloud-native architectures, has reshaped how businesses operate. The focus has shifted from incremental modernisation to holistic end-to-end (E2E) process transformation - integrating technology across every function to enhance efficiency, agility and security.

From Two-speed IT to End-to-end Transformation

For years, two-speed IT was considered a best practice, separating IT into:

MODE 1

Traditional IT:

Focused on stability, reliability and compliance, managing core systems with stringent governance.

MODE 2

Agile IT:

Prioritised speed, innovation and rapid development, enabling digital teams to iterate quickly.

While this model initially helped companies manage IT modernisation, it created significant silos and inefficiencies.

Today, businesses require a unified approach that integrates innovation across all operations, ensuring a seamless customer experience, regulatory compliance and long-term scalability.

As organisations move beyond the limitations of two-speed IT, they need a comprehensive platform that not only integrates seamlessly with legacy systems but also enables rapid automation, scalability and agility.

Netcall's Liberty platform is designed to address the key challenges businesses face today and empower them to achieve true end-to-end digital transformation, without costly rip-and-replace projects.

The Foundation of True Digital Transformation

What are end-to-end processes?

E2E processes encompass entire workflows that span across multiple departments, systems, and customer touchpoints. Instead of focusing on isolated IT functions, E2E processes integrate all necessary steps from initiation to completion, ensuring smooth handoffs between teams, eliminating inefficiencies and driving real business value.

Why are end-to-end processes important?

A truly connected enterprise is built on strong E2E processes. These processes provide several critical benefits:

- **Seamless customer experience:** Ensuring smooth and consistent experiences across all touchpoints, reducing friction in sales, service and operations.

- **Operational efficiency:** Automating manual tasks, minimising redundancies and optimising resource allocation.

- **Data-driven decision-making:** Connecting previously siloed data sources to create real-time insights for faster and more strategic decision-making.

- **Business agility and scalability:** Enabling organisations to adapt quickly to changing market conditions and customer demands.

- **Regulatory compliance and security:** Ensuring transparency and governance across workflows, reducing risk and exposure to regulatory penalties.

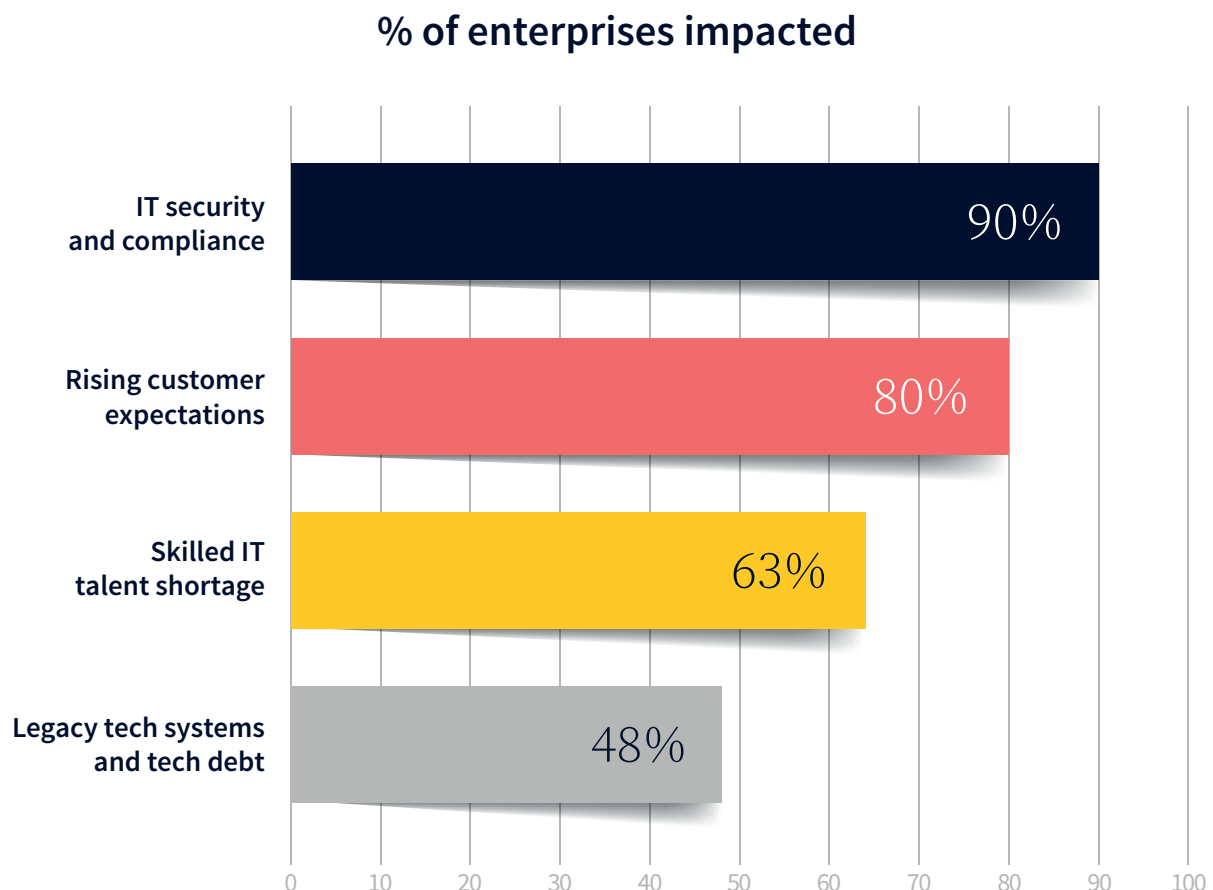# Challenges Associated with Building Smooth End-to-end Processes

Despite the clear advantages, implementing E2E process transformation comes with challenges:

- **Legacy system constraints:** Many businesses rely on outdated systems that lack the flexibility for integration and automation.

- **Siloed operations and data fragmentation:** Different teams and tools working independently create inefficiencies and disjointed workflows.

- **Complexity in process mapping & standardisation:** Defining and standardising cross-functional processes requires deep business and IT collaboration.

- **Change management and skill gaps:** Employees and leadership need clear guidance and upskilling to successfully adopt new ways of working.

Opportunities and Challenges in Digital Transformation

Despite increased investment in digital initiatives, organisations still face significant hurdles that prevent them from achieving transformation at scale.

% of enterprises impacted

Challenge	%
IT security and compliance	90%
Rising customer expectations	80%
Skilled IT talent shortage	63%
Legacy tech systems and tech debt	48%

1 Legacy Systems and Technical Debt

48%

SOURCE: KPMG 2024 REPORT*

Title: Low-code Adoption as a Driver of Digital Transformation – 2024

Challenge:

Legacy systems remain a major blocker, with 48% of enterprises still relying on outdated applications that slow innovation. Additionally, the scarcity of IT professionals with expertise in maintaining and integrating these systems exacerbates the problem. Studies indicate that 67% of IT leaders struggle to find talent proficient in legacy technologies such as mainframes and COBOL, further hindering digital transformation efforts.

Impact:

These systems are expensive to maintain, difficult to integrate with modern tools and lack the agility needed for today's business demands.

Solution:

Organisations must adopt a continuous modernisation approach, leveraging API-driven architectures and automation to connect old and new systems seamlessly.

2 Skilled IT Talent Shortage

63%

SOURCE: GARTNER CIO SURVEY 2024 (GARTNER CIO AND TECHNOLOGY EXECUTIVE SURVEY 2024)*

Challenge:

The demand for skilled IT professionals continues to exceed supply, with 63% of CIOs citing workforce shortages as a critical concern.

Impact:

Without skilled developers, businesses struggle to innovate, maintain security and comply with evolving regulations.

Solution:

Low-code and automation platforms empower business teams to build applications with minimal reliance on IT, accelerating development cycles.

3 Rising Customer Expectations

SOURCE: MCKINSEY DIGITAL REPORT 2023
(THE STATE OF CUSTOMER EXPERIENCE – 2023)*

Title: The state of customer experience - 2023

Challenge:
80% of customers now expect real-time, omnichannel digital experiences that are seamless and personalised.

Impact:
Companies that fail to optimise customer interactions risk losing market share to more agile competitors.

Solution:
Businesses must embrace customer experience (CX) automation, using AI-driven chatbots, self-service portals and workflow automation to enhance engagement.

4 IT Security and Compliance Complexity

90%

SOURCE: KPMG 2024 REPORT*

Title: Low-Code Adoption as a Driver of Digital Transformation – 2024

Challenge:
90% of executives rank security and compliance as top concerns, with regulatory requirements becoming increasingly stringent.

Impact:
Legacy security models struggle to keep pace with evolving cyber threats, putting businesses at risk of data breaches and fines.

Solution:
A zero-trust architecture, combined with automated compliance tracking, ensures continuous security and governance.

Moving Beyond Two-speed IT

In the past, organisations looked to two-speed IT as a strategy to manage transformation.

Companies adopted this model to separate legacy system maintenance from rapid innovation, ensuring that core business operations remained stable while new digital initiatives could move faster. However, while this approach initially allowed businesses to experiment with new technologies without disrupting critical operations, it ultimately led to greater inefficiencies.

Two-speed IT inadvertently created silos by dividing IT into two distinct operational modes. Traditional IT teams, focused on maintaining stability, often struggled to integrate with agile teams working on modern applications. This lack of coordination slowed down digital transformation efforts, increased technical debt and led to inconsistent customer experiences.

Instead of fostering innovation, businesses found themselves constrained by a fragmented approach that limited cross-functional collaboration and enterprise-wide agility.
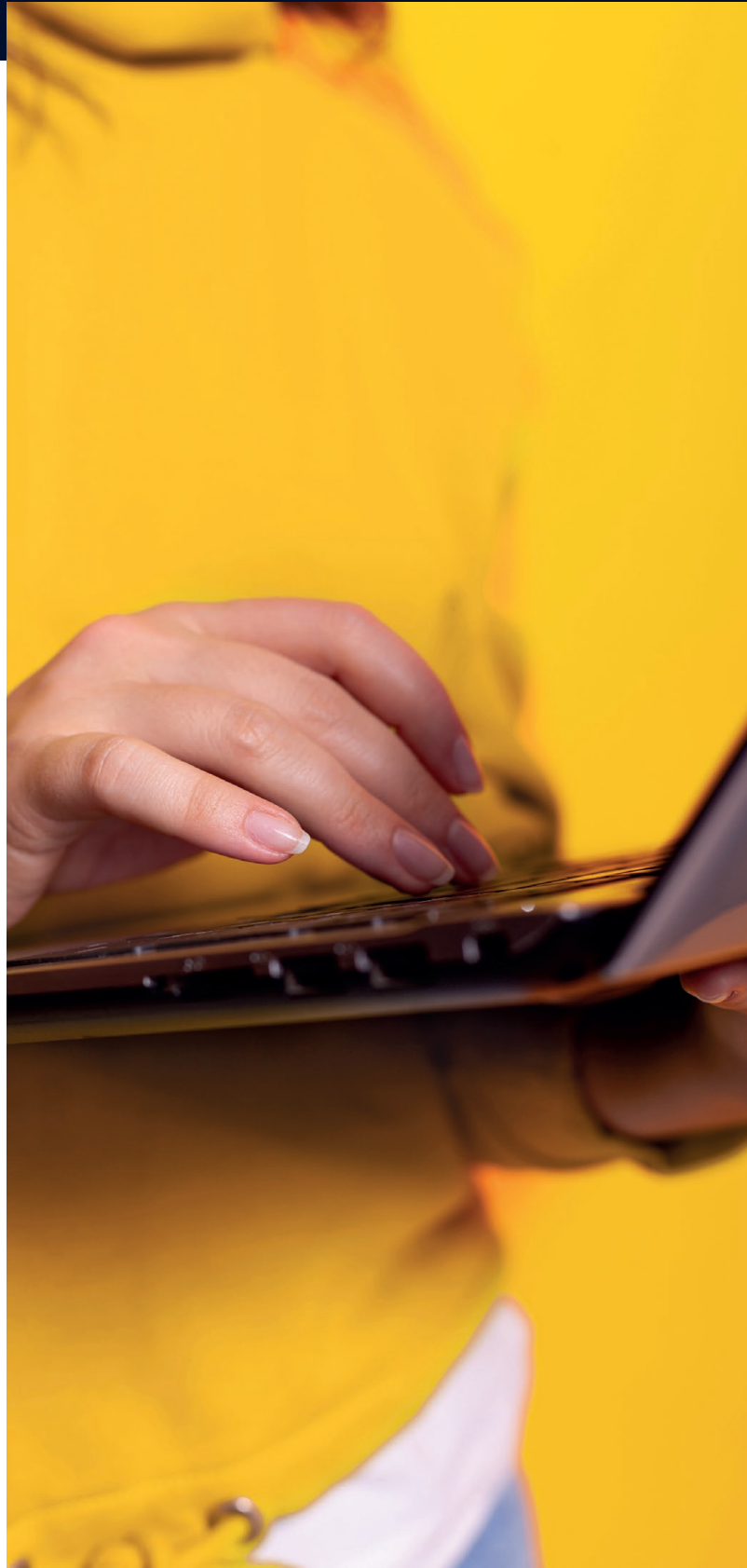
The new paradigm requires us to look at E2E processes and not just single systems.

Successful digital transformation today requires an E2E approach rather than just optimising individual IT systems.

This shift is necessary for several reasons:

1. Breaking Down Silos

- Many organisations still manage IT in isolated silos, where different teams own separate systems (ERP, CRM, marketing automation, etc).

- However, business processes cut across multiple systems (eg lead-to-cash, order-to-delivery, customer support).

- A fragmented approach leads to inefficiencies, poor user experience and data inconsistencies.

2. Enabling Business Agility

- True agility comes from optimising entire workflows, not just speeding up IT development in one area.

- If you modernise only the front-end (eg a digital customer portal) but the backend processes (eg order fulfilment) remain slow and manual, the overall experience is still sluggish.

- **Example:** An e-commerce company improving its website's checkout speed must also streamline fulfilment, inventory and customer support for real impact.

3. Integrating Legacy and Modern Systems

- Many companies still rely on legacy systems (eg mainframes, on-prem ERP) while adopting new cloud-based solutions.

- Instead of replacing everything at once, modern approaches use APIs, microservices, and automation to connect old and new systems seamlessly.

- This ensures business continuity while enabling innovation.

4. Focus on Outcomes, Not Just Technology

- Companies don't transform just to have "faster IT"; they do it to improve customer experience, efficiency and scalability.

- **Example:** Instead of just moving a CRM to the cloud, companies should analyse the entire customer journey and optimise processes across sales, marketing and service.

5. Data-driven Decision Making

- Digital transformation requires real-time insights across departments (finance, operations, sales, IT).

- Without an E2E view, data remains scattered, leading to poor decision-making.

- **Example:** A manufacturer using IoT sensors on equipment should connect that data to supply chain, inventory and maintenance systems for predictive insights.
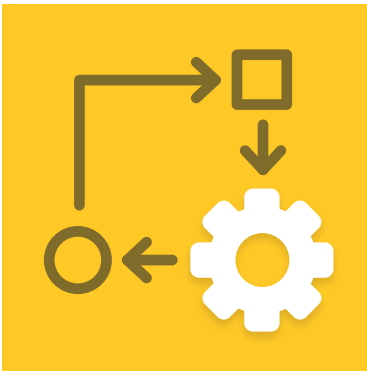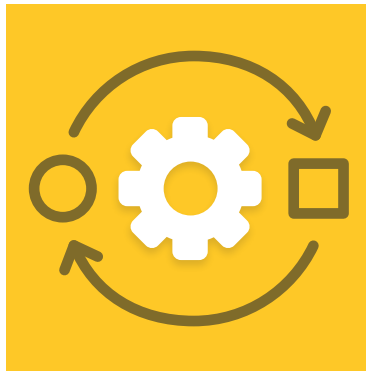
E2E Thinking is Essential

Instead of just modernising IT in isolation, companies must focus on end-to-end process transformation across business functions.
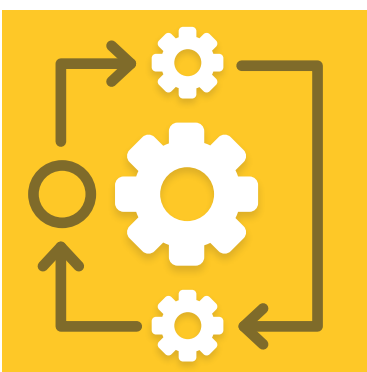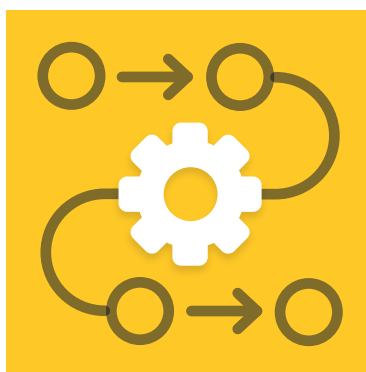
This includes:

Automating workflows across departments.

Integrating legacy and modern systems.

Removing inefficiencies in customer and employee journeys.

Using real-time data for decision-making.

How Netcall's Liberty Platform Enables End-2-end Digital Transformation

Netcall provides a robust Liberty platform, designed to help enterprises achieve seamless E2E digital transformation without the complexity of traditional IT modernisation efforts.

Legacy modernisation: A structured approach

Modernising legacy applications should not be treated as an all-or-nothing initiative. Instead, organisations should adopt a continuous modernisation strategy, where they identify, prioritise and address critical bottlenecks in legacy systems incrementally. This approach allows companies to balance stability with agility while minimising disruption to core business functions.

Key steps in legacy modernisation:

- **Assess and prioritise:** Identify the most significant friction points within legacy systems that hinder business agility. Leverage process mapping to continuously assess workflows and ensure alignment with transformation goals.

- **Encapsulate and extend:** Use APIs and microservices to integrate legacy applications with modern platforms, enabling incremental improvements without full replacement.

- **Automate where possible:** Implement robotic process automation (RPA) to reduce manual intervention and enhance operational efficiency.

- **Replace incrementally:** Instead of rip-and-replace, gradually transition critical components to newer technologies while ensuring interoperability. Process mapping provides visibility into system dependencies, helping to prioritise modernisation efforts.

- **Enable business and IT collaboration:** Leverage low-code development to empower business users to create applications that enhance existing systems.

By following this structured approach, businesses can modernise legacy environments in a controlled, scalable manner - ensuring they remain competitive while mitigating risk and cost.

Netcall's Liberty platform offers a holistic solution that enables E2E transformation at the speed and agility the business requires.

With Liberty, businesses can effectively orchestrate E2E automation, break down silos and drive meaningful transformation at scale. The future of digital transformation is not about individual technology adoption - it's about E2E process excellence.

- **Process mapping and automation** – Visualise and optimise business workflows, eliminating inefficiencies.

- **Low-code development** – Empower both IT and business users to build and deploy applications quickly.

- **Customer experience (CX) optimisation** – Deliver seamless, AI-driven digital interactions for customers.

- **Intelligent document processing (IDP)** – Automate the extraction, classification and processing of documents.

- **Robotic process automation (RPA)** – Eliminate repetitive, manual tasks across business functions.

- **Document generation** – Automated document generation ensures accurate, compliant and timely communication using pre-configured templates to pull data from various sources, reducing errors and streamlining approvals with minimal human oversight.
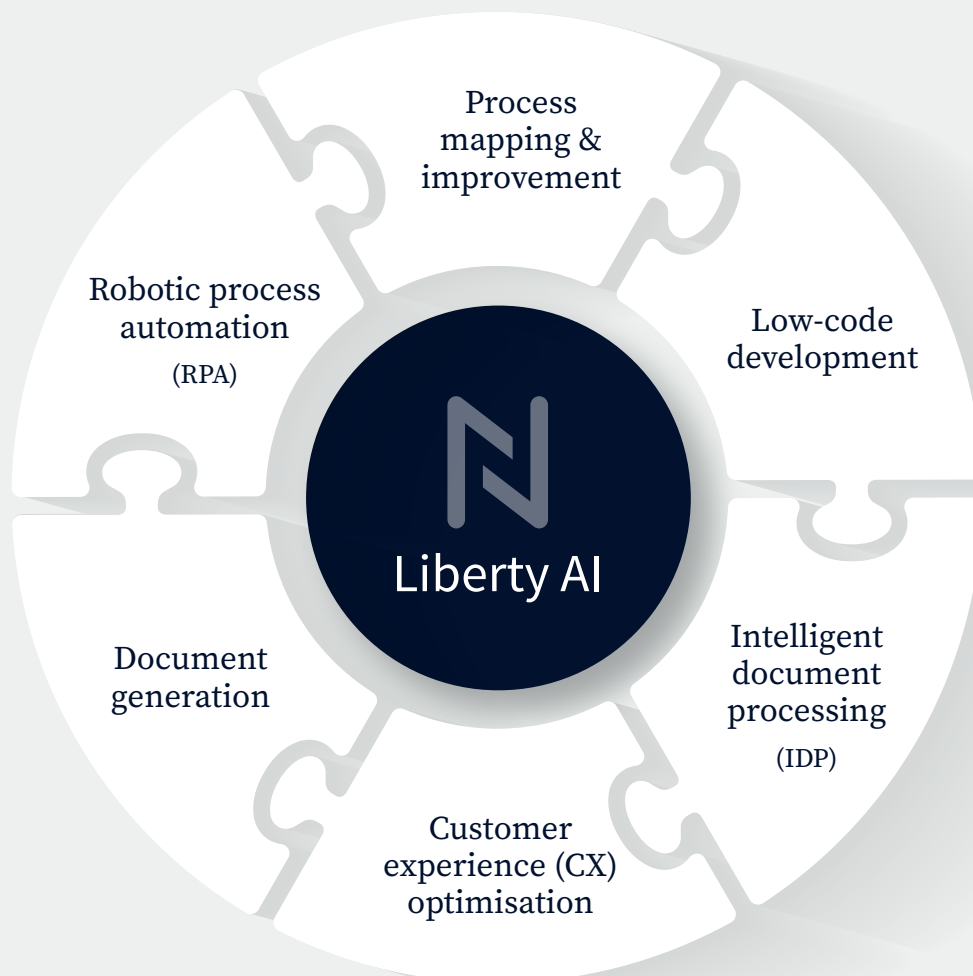
QUICK GUIDE:

A Smarter Approach

How Liberty drives business outcomes:

- **Accelerates** digital transformation by reducing the need for custom development.

- **Enhances** business agility through rapid deployment and automation.

- **Improves** compliance and security with built-in governance tools.

- **Future-proofs IT** investments by enabling modular, composable architectures.

Process
mapping &
improvement

Robotic process
automation
(RPA)

Low-code
development

Document
generation

N

Liberty AI

Intelligent
document
processing
(IDP)

Customer
experience (CX)
optimisation

BEYOND TWO-SPEED IT:

How Netcall Powers Business Transformation and Automation with a Platform Approach

Organisations can no longer afford to take a piecemeal approach to digital transformation. The future of IT lies in E2E automation, AI-driven workflows and agile development methodologies that eliminate silos and enhance operational efficiency.

Netcall's Liberty platform provides a seamless pathway to digital transformation, enabling businesses to modernise without disruption and achieve true enterprise agility.

By integrating process automation, low-code development and AI-powered workflows, companies can build a future-ready IT strategy that meets the demands of today's fast-changing market.

Are you ready to transform your business?

Discover how Netcall can help drive your digital transformation. Visit **www.netcall.com/platform/** and start your journey today!

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