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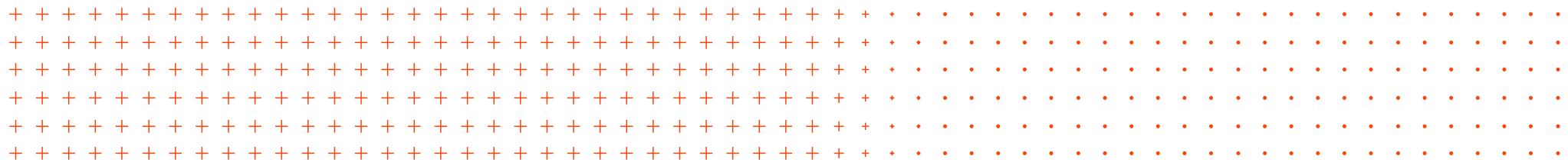
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Time to look beyond digital transformation

It's no longer enough to want to digitally transform your organisation. It's now a matter of necessity.

The pressures on organisations today are unprecedented. Rarely have economic, sociopolitical, environmental and regulatory conditions been so challenging. Employees have been stretched to their limits; budgets are following suit.

Now more than ever, you need to do more with less.

This **digital imperative**, as many are calling it, calls upon organisations to capitalise on the benefits of digital transformation; to urgently embed and optimise the technologies they need most.

For the most ambitious organisations, this is an opportunity. Facing up to the digital imperative is the chance to make life easier for your business and your people.

Whether it's optimising your cloud solutions, assessing the footprint of your estate or harnessing automation, you have the chance to deliver lasting value.

In this ebook we'll talk you through how technology can help you emerge from today's challenges even stronger.

**Standing still is not an option.
Now's the time to thrive.**



The digital imperative defined

The digital imperative isn't a new concept – but lots of people are now talking about it. Why?

Operating today is no easy ride. Rising inflation and a changing political picture are making business expensive and unpredictable. Environmental, security and regulatory requirements call on us to do things better. The pandemic has changed the ways in which we work forever.

We're guessing your organisation has by now invested in some form of digital transformation programme. The **digital imperative** is to maximise the value of your investment, creating resilience against current operating pressures so you can emerge stronger.

Technology alone cannot guide you through the complex challenges we face today. But it can empower your people and accelerate new ways of doing things.

Acting now could be the difference between future failure and success.

1. *The digital imperative for every organization*. Satya Nadella, Microsoft, July 2022

Five key imperatives

Microsoft has highlighted five digital imperatives facing all organisations:¹

Secure your business

Put security at the heart of every business process and technological change. Connect core security, identity, compliance and management solutions into a seamless whole.

Collaboration, everywhere

Create the digital fabric that connects your people, processes, places and technology together to deliver organisational optimisation and market differentiation.



Migrate to the cloud

From the infrastructure layer, through productivity services, to core ERP and CRM systems, cloud services can revolutionise the way you do business.

Empower everyone to do their best work

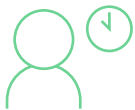
Embrace technologies that enable seamless and ubiquitous collaboration, connecting your dedicated and citizen developers to create new, innovative and disruptive applications and services.

Make your data work for you

Understand and modernise your data estate, and apply the power of AI and intelligent automation to deliver value to your business.

Modern challenges need modern solutions

As our world changes, organisations need to rise to new and evolving challenges.



Overworked people

48% of employees and 53% of managers report that they're burned out at work¹



Persistent cyber threats

31% of UK businesses and 26% of charities estimate they're attacked at least once a week²



Tighter budgets

35% of trading businesses in the UK report that economic uncertainty is having an impact on turnover³



Poorer office experiences

83% of people are working in the same office as they did pre-pandemic⁴



Spiralling costs

Controlling costs is one of the top three obstacles to implementing a cloud strategy⁵



Addressing these pressing issues is critical. But it will also set you up for prolonged success. In the pages that follow, we'll look at how the digital imperative gives you opportunities to thrive.

- + **Reduce costs, time and impacts** through cloud optimisation
- + **Solve problems more quickly** by empowering innovators and automating processes
- + **Reinvigorate talent** by helping your people be more engaged and content
- + **Achieve more with smarter, integrated tech**, enabling your people to be productive wherever they work
- + **Drive freedom and efficiency** with automation and AI
- + **Keep your systems and data safe** with intelligent security

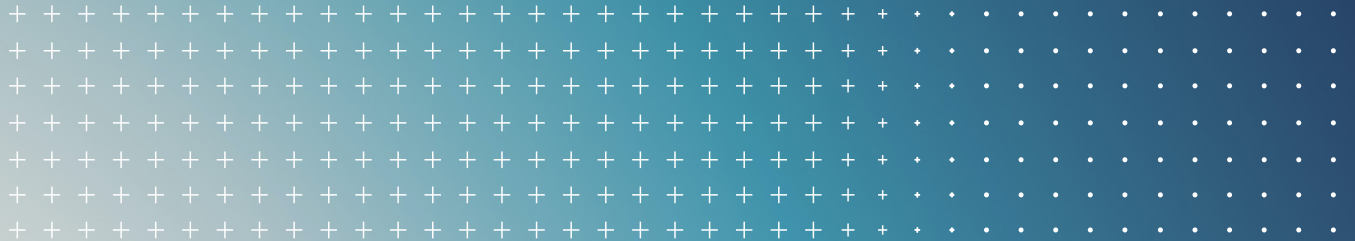
1. *Hybrid Work Is Just Work. Are We Doing It Wrong?* Work Trend Index Special Report. Microsoft, September 2022
2. *Cyber Security Breaches Survey 2022*. Department for Digital, Culture, Media and Sport, July 2022
3. *Business insights and impact on the UK economy*. ONS, October 2022
4. *The reimagined office: not a redesign but redefine*. Microsoft, October 2022
5. *Cloud computing study 2022*. Foundry, June 2022

Reduce costs, time and impacts

It's time to optimise. Doing more means getting more from your technology. And it starts at the foundations.

Migrating to the cloud is, for many organisations, the first step towards digital transformation, shrinking legacy infrastructure and moving away from costly, unpredictable capital expenditure.

This is when you can start to tap into the real value. It's the springboard for modernisation of your data and applications, and ultimately ongoing optimisation of your core technologies, helping you to shape your compute to the changing needs of your business.



Cloud solutions specific to your sector

Every sector has its own challenges and imperatives – that's why Microsoft has rolled out the following cloud solutions:

<p>+ Financial services Accelerate innovation and grow sustainably</p>	<p>+ Healthcare Use greater insights to deliver better experiences and care</p>	<p>+ Manufacturing Build resilience and a sustainable future</p>
<p>+ Nonprofit Make a scalable, transformative impact</p>	<p>+ Retail Connect users for an end-to-end customer journey</p>	<p>+ Sovereignty Security and compliance for the public sector</p>

To learn more about solutions in your sector, contact one of our consultants at Content+Cloud.

At Content+Cloud we work with Microsoft Azure to help organisations align, modernise and optimise their informational and operational technologies. The benefits of accelerating your transformation are too valuable to ignore.

Cut the cost of compute

- + Rationalise your resources with programmatic support
- + Streamline licensing by partnering with an MSP
- + Mature your financial management with FinOps methodologies

Harness faster, higher performance

- + Leverage SaaS, containers and serverless technologies
- + Easily move your .NET and Java apps to Azure App Service and Azure Spring Cloud for availability and scalability
- + Access SQL that's always up-to-date with Azure SQL

Fortify your defences

- + Strengthen your security posture with Azure Defender for Cloud and Azure Sentinel SIEM
- + Secure your endpoints in hybrid, remote and changing workforces with Azure Virtual Desktop
- + Benefit from Azure's inbuilt security: Microsoft employs more than 3,500 global cybersecurity experts

Flex and scale with ease

- + Manage, secure, and govern workloads in hybrid environments with Azure Arc
- + Extend datacenter services and capabilities to edge locations with Azure Stack
- + Use only the resources you need with right-sizing, reservations and self-service

Drive innovation with data

- + Stay ahead of volume, variety and velocity of data with better governance and management
- + Move towards advanced analytics and data intelligence
- + Build smart apps with inbuilt AI and intelligent apps native to the cloud

Deliver on green goals

- + Azure's cloud platform can be up to 93% more energy efficient and up to 98% more carbon efficient than on-premises solutions¹
- + Microsoft plans to run its Azure data centres on 100% renewable energy sources by 2025²

Content+Cloud is an Azure Expert MSP and Solutions Partner in Data and AI, Infrastructure, and Digital and App Innovation. We combine proven methodologies with the freshest knowledge to help you modernise, manage and optimise with Azure.

1. [The Carbon Benefits of Cloud Computing: a Study of the Microsoft Cloud](#). Microsoft, 2018
2. [Azure sustainability](#). Microsoft

Solve problems more quickly by empowering innovators

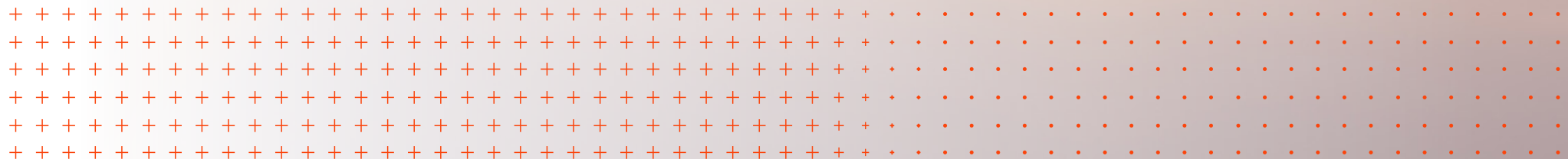
83% of digitally mature organisations depend on cross-functional teams to advance their innovation efforts¹

If the past few years have taught us anything, it's that circumstances change quickly. The quickest to react are the likeliest to thrive.

With the rate of change we now see in the world around us, it's unsustainable to change course every time a hurdle emerges. You can't budget for the unplanned.

You need to be prepared. You need to organise your business to be adaptable, to cultivate an innovation mindset, and to embrace the potential that comes from working across teams and with partners.

1. *Accelerating digital innovation inside and out. Agile teams, ecosystems, and ethics.* Deloitte, June 2019



So, how can you create the environment for innovation?



Make innovation part of business as usual with DevOps

- + + The speed at which organisations are required to work today means you can't simply develop and roll out solutions in a siloed, protracted fashion.
- + + DevOps gives you the agility to innovate at speed, putting software development at the heart of IT operations.
- + + Is a chatbot needed to help respond to increased customer enquiries? Need to improve an application's performance ahead of wider deployment? DevOps capabilities will help you deliver change as and when it's needed.



Tap into the ideas of your people

- + + To improve an existing process or tool, you'd seek your users' feedback. So why not put the power of creation in their hands?
- + + Microsoft Power Platform enables users with little or no code experience to create solutions that can take the time and effort out of everyday tasks, such as automating sign-off or task completion. We're now seeing organisations establish Centres of Excellence for Power Platform to nurture the innovative capabilities that can make a difference to your business processes.

By 2025, 70% of new applications deployed at enterprises will use low-code or no-code tools¹

At Content+Cloud we can help you tap into innovation within your organisation. We can deliver full consultancy for the Power Platform, as well as development as a service in Microsoft.

1. *The digital imperative for every organization*. Satya Nadella, Microsoft, July 2022

Harness talent with happier, more engaged people

The way we work has changed forever. In this new hybrid world, how can you ensure that your people are happy, motivated and succeeding?

If your people are happy, they're more likely to be productive – and your organisation will be better equipped to succeed. But the stats show a disconnect between what leaders and employees think about their productivity.¹

1. *Hybrid Work Is Just Work. Are We Doing It Wrong?*
Work Trend Index Special Report. Microsoft, September 2022



87% of employees believe they're productive at work, but only 12% of leaders can say confidently that this is the case¹

Visibility is an issue for employers, flexibility for employees. Four in five UK companies are concerned about how to increase office attendance – **but 73% of employees need more than just company expectations to persuade them back.**

And with a fluctuating jobs market, many employees are also thinking about their next steps – **76% of employees say they'd stay at their company longer if they could benefit more from learning and development support.**



Microsoft technologies can help you address the challenges of your workplace and reinvigorate your people.

+ Give clarity and purpose

At the busiest times, it can be helpful to keep focused on the big picture. As part of its Viva employee experience suite, Microsoft has introduced Viva Goals, allowing leaders to set objectives and integrate them into Teams.

+ Bring learning and development into the flow of work

Gone are the days of employees booking in training via corporate training departments. Knowledge is needed – and expected – quickly. Viva Topics helps you deliver this by bringing information to users quickly in Teams and SharePoint, with topics added manually or via AI.

+ Nurture and understand engagement

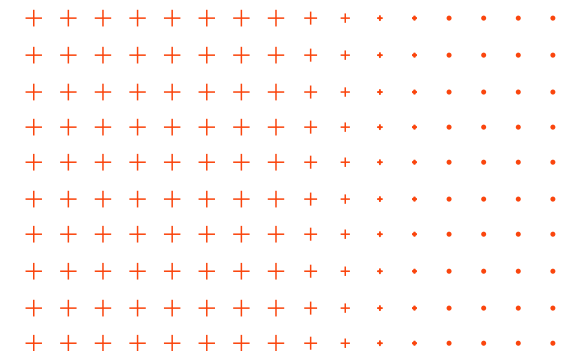
Viva Engage builds on the old Communities app in Teams to help you build connection and community with remote working through features like Storyline and Stories. You can also track employee sentiment with another app, Viva Pulse.

+ Make everything available through one digital workplace

The modern workplace requires you to think digital first. With Fresh, Content+Cloud offers a new way of looking at your intranet, delivering a seamless employee experience across your organisation. And as it's built in SharePoint, it can be fully integrated with your Microsoft estate.

At Content+Cloud we work with organisations to help them achieve the full potential of technology to inspire and empower their people.

Find out more about what we can do together.



Achieve more with smarter, integrated tech

Your people expect and demand high-performing services and consistently excellent experiences, wherever they're working.

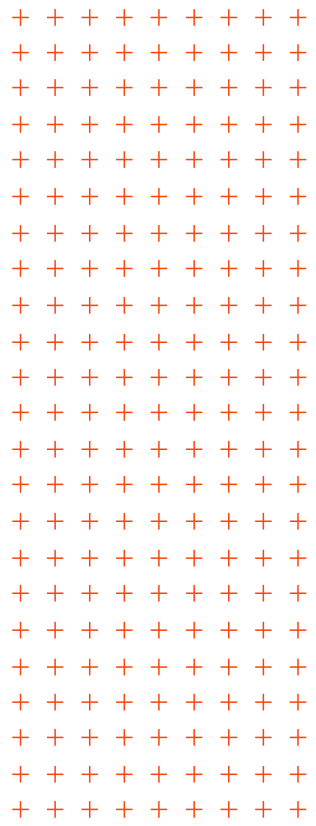
In many instances digital alternatives have overtaken in-person experiences. The cloud has transformed what's possible. Microsoft calls this new ecosystem the 'digital fabric' that binds people, places and processes.

It's no longer about connecting remote users and locations – it's now about elevating the experiences **everywhere** to meet the standards of the modern workplace.

Only 31% of employees say their organisation has invested in technology to help improve in-office collaboration over the past year¹

1. *The re-imagined office: not a re-design but a re-define.*
Microsoft, October 2022

How can the technologies out there help you achieve more? These are just a few examples.



+ Streamlined, scalable customer service

Give customers a unified experience across voice, video and other digital engagement channels through the Microsoft Digital Contact Center Platform, which pulls together the best of Dynamics 365, Teams, Power Platform and Nuance. In Teams, the Update app makes information sharing between business teams – such as head office and frontline workers – seamless.

+ Aligned physical and digital experiences

Microsoft Teams continues to be the catalyst for making seamless work and collaboration occur. Meetings have evolved with the release of key new technologies that help make experiences even richer, from IntelliFrame, for in-room attendees, to Cameo, which integrates your camera feed when you present.

+ Smarter, user-centred processes

With Dynamics 365, you can move your enterprise resource planning to the cloud, bringing security and agility to your processes, all integrable with your legacy business apps and your wider Microsoft stack. Customise and develop bespoke applications with Power Platform, and embrace content AI for your document management with Syntex.

+ Faster provisioning and onboarding

As your workforce expands, relocates or moves on, it's vital to be able to set up and stand down hardware and access at speed. Windows 365 and Azure Virtual Desktop allow you to equip your people securely and at scale. At Content+Cloud we also offer our own managed device service that includes proactive configuration, patching and security of your Windows and mobile endpoints.

Need help capitalising on your Microsoft workplace technologies? At Content+Cloud we provide consultancy and managed services to guide you towards greater value.

Drive freedom and efficiency with AI

AI is no longer something for the future. It's helping organisations today as they navigate data complexity and reduce operational burdens.

Artificial intelligence (AI) used to be the preserve of data scientists, complex machine learning algorithms and expensive projects. It's now within reach of every organisation and available in the cloud platforms your business already uses.

With simple implementation and cost-effective operation, taking advantage of AI no longer needs to be a future ambition.

“The new thing that is going to be most attractive is going to be something that you can do with scaled AI. The human skills are present, the tools are cheaper, and it's easier now to get access to data that might be relevant to what you're trying to accomplish.”

Whit Andrews, Vice-President at Gartner Research¹

1. *4 AI trends: It's all about scale in 2022 (so far)*. Sharon Goldman, VentureBeat, July 2022

Here are some of the ways you can start taking advantage of AI.

+ Take the pain out of processes

Whether it's a process to support interactions with clients, suppliers and partners, or a process within an internal function, Power Automate and its 400+ connectors can provide the integration glue. With integration to Microsoft Teams, SharePoint, e-mail and legacy platforms, processes involving tasks, approvals and notifications can be quickly automated and easily maintained.

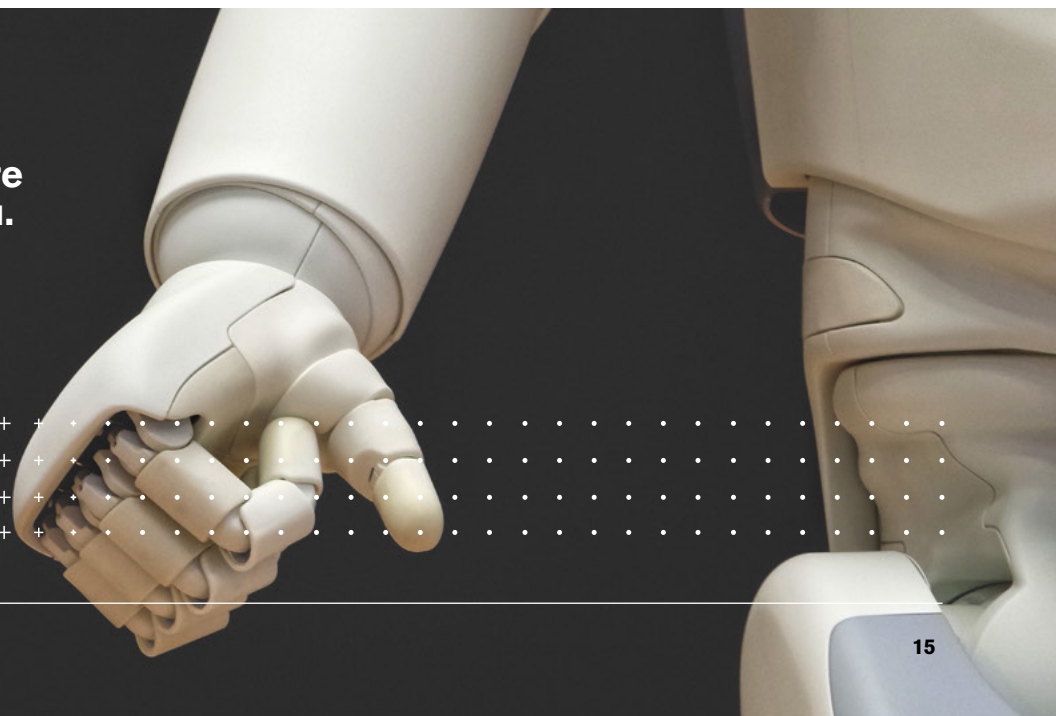
+ Streamline document management

Syntex is Microsoft's AI-powered document understanding capability, providing the ability to turn content into knowledge and streamline document-related processes. Syntex is able to create new documents as part of an automated process or recognise, understand and classify existing ones.

+ Integrate intelligence seamlessly

Azure Cognitive Services, AI Builder and Microsoft Syntex allow us to build intelligent services into our apps and solutions. You can take advantage of image recognition and tagging, language translation, speech transcription, document summarisation, key phrase extraction, anomaly detection, sentiment analysis, automated data governance and more.

If you're looking to accelerate integration with AI, Content+Cloud can help. As a Microsoft Partner across Azure solutions and Content AI, we're perfectly placed to guide you.



Strengthen defences with intelligent security

The variety and volume of cyber threats continues to grow. The more we transact in the cloud, the greater the risks have become.

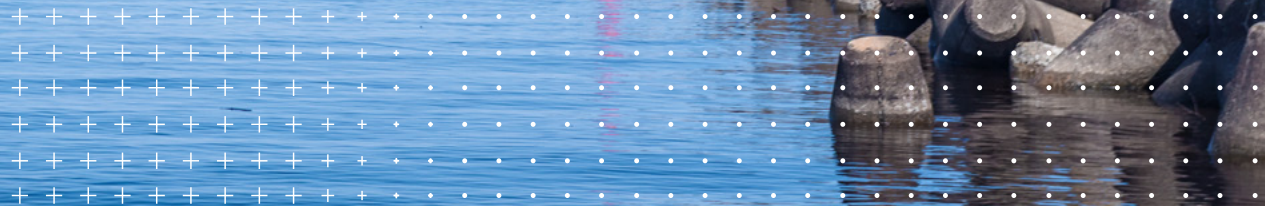
From nation state threats to disinformation, from vulnerabilities in your supply chain to phishing attacks targeting your users, the range of threats facing organisations is expanding rapidly.

Managing and governing security, access, privacy and compliance in this climate is a complex undertaking. Your technologies can help you simplify and streamline these processes, guarding your most valuable assets and relieving strain on your teams.

Cyber security at UK organisations: a snapshot

- + 20% of businesses and 19% of charities have experienced a negative outcome as a direct consequence of a cyber attack
- + 82% of boards or senior management at UK businesses, and 72% at charities, rate cyber security as a 'very high' or 'fairly high' priority
- + 54% of businesses have acted in the past 12 months to identify cyber security risks
- + Only 19% of businesses have a formal incident response plan

Source: *Cyber Security Breaches Survey 2022*. Department for Digital, Culture, Media and Sport, July 2022.



Here's a look at some of the ways prioritising security will benefit your organisation, and how you can do this with tools available to you in the Microsoft stack.

+ Govern and manage data and privacy

With Microsoft Purview you can protect the value of your data with holistic, intelligent data governance across your entire estate, including on-premises and SaaS data. Microsoft Priva helps you manage privacy risks, automate mitigation and educate employees. Dealing with growing multiparty data? Azure provides confidential computing tools and architectural solutions to protect data in use.

+ Control who accesses your systems

Imagine you could ensure trust across all interactions, for all users across all devices. This is the vision of Microsoft Entra, which builds a trust fabric across Azure Active Directory, permissions management and identity verification.

+ Reduce cost and complexity

With more than 50 security product categories to tap into, choosing Microsoft solutions streamlines your decision-making and cuts costs (Microsoft claims its customers save more than 60% compared to a multi-vendor solution).

If you're looking to ramp up security, speak to us at Content+Cloud. As a Microsoft Solutions Partner for Security and a member of the Microsoft Intelligent Security Association, we have expertise in the full cyber spectrum, from penetration testing to our managed SOC and assurance services.



Stay on top of your imperatives with managed services

Whether you need specialist expertise or simply more bandwidth, a managed service provider can help you rise to the digital imperative.

Technologies progress, operating conditions shift, user behaviours evolve. It's a familiar story, but one that has accelerated in these turbulent times. With teams stretched to their limits, how can you embed the agility to react and robustly manage your IT?

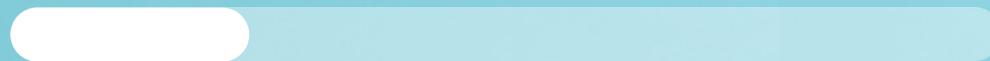
Pressures on today's tech leaders



46% of UK businesses are unable to hire the tech skills they need¹



68% of UK digital leaders say skills shortages mean they can't keep pace with tech²



18% of CFOs regard achieving outcomes on digital investments as a challenge for 2023³

1. [Confidence Index](#). CWJobs, July 2021
2. [Digital Leadership Report](#). Nash Squared, November 2022.
3. [Gartner Survey Reveals Talent is Top Challenge Facing CFOs Through 2023](#). Gartner, September 2022



Working with a managed services provider (MSP) gives you the expertise and capacity to focus on the activities that deliver value.

+ Plug your skills gaps

Recruiting, training and retaining skilled people takes time and expense. Whether it's an outsourced support desk or a Microsoft 365 specialist, an MSP gives you access to the expertise you need today.

+ Ensure availability and reliability

Your teams cannot work 24/7. An MSP can. With around-the-clock network monitoring and security operations, you can rest assured that services are performing reliably and safely.

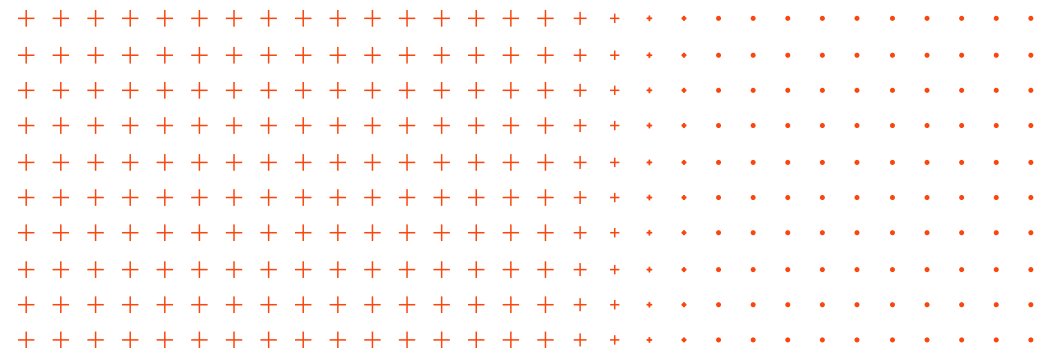
+ Bring down costs

Whether you're delivering services internally or coming to the end of a contract with a supplier, an MSP can help you move to more flexible models.

+ Evolve and innovate

Managed services are not just about outsourcing activity. A good MSP will work with you to understand what value means to you and draw up an operating model that will help you excel with technology.

**Need extra capacity to support your IT users?
Or are you looking for a long-term partner to bring agility and innovation to your services?
Talk to Content+Cloud to find out how we can help you.**



Choose the right technology partner

You don't need to face your digital imperative alone.

Working with a technology partner who understands the headwinds facing your organisation can help you turn the challenges into opportunities to thrive.



“Ribby Hall collaborated with Content+Cloud on our digital transformation project. The project included a move to Microsoft 365, Azure and Teams telephony. It was a challenging implementation, but Content+Cloud was up to the task and confidently guided us through the process. We're now 12 months into a successful implementation and the benefits are clear to see.”

Steven Lonsdale, IT Manager, Ribby Hall Village



What should you look for in a technology partner?

+ Capabilities

It can be hard to know what the solutions to your challenges are. A partner that has capabilities across a broad range of technologies is more likely to be able to advise on what combination will address your needs.

Look also at the outcomes they'll help you deliver – and their approach. It's not about adopting the latest tools or seeing digital transformation as a goal in its own right. It's about how a partner will help you achieve the specific objectives of your organisation.

+ Credentials

Badges, certifications, standards – these all indicate the quality of a partner. If you're seeking a Microsoft specialist, do they have Solutions Partner status and Specialisations? If you need support with security, do they have relevant cyber accreditations?

Awards can also show that the quality of the partner has been recognised externally. Look at what the partner has won or been shortlisted for – it's a good indicator of esteem.

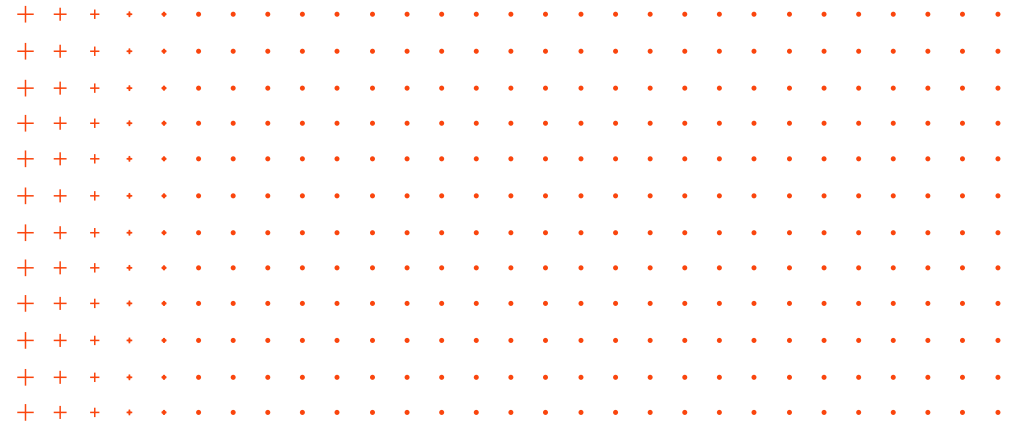
+ Values

It's also important to choose a partner whose values align with those of your organisation. All Microsoft partners, for example, must pledge to grow talent in our industry, to enhance diversity and inclusion, and to shape a desirable world. At Content+Cloud we're proud to be a signatory of this pledge.

What drives us is helping your organisation and your people to succeed. This commitment was recognised in 2022 when Microsoft named us **Partner of the Year for Customer Experience.**

At Content+Cloud, our focus is always on the user – providing world-class support and in turn maximising adoption and optimising your technology investment.

Our approach is to help you transform, evolve, secure and support your business.





Embrace the digital imperative

It's time to learn how to optimise the value technology brings to your organisation: do more with less, differentiate and build resilience.

Beyond transformation: the digital imperative

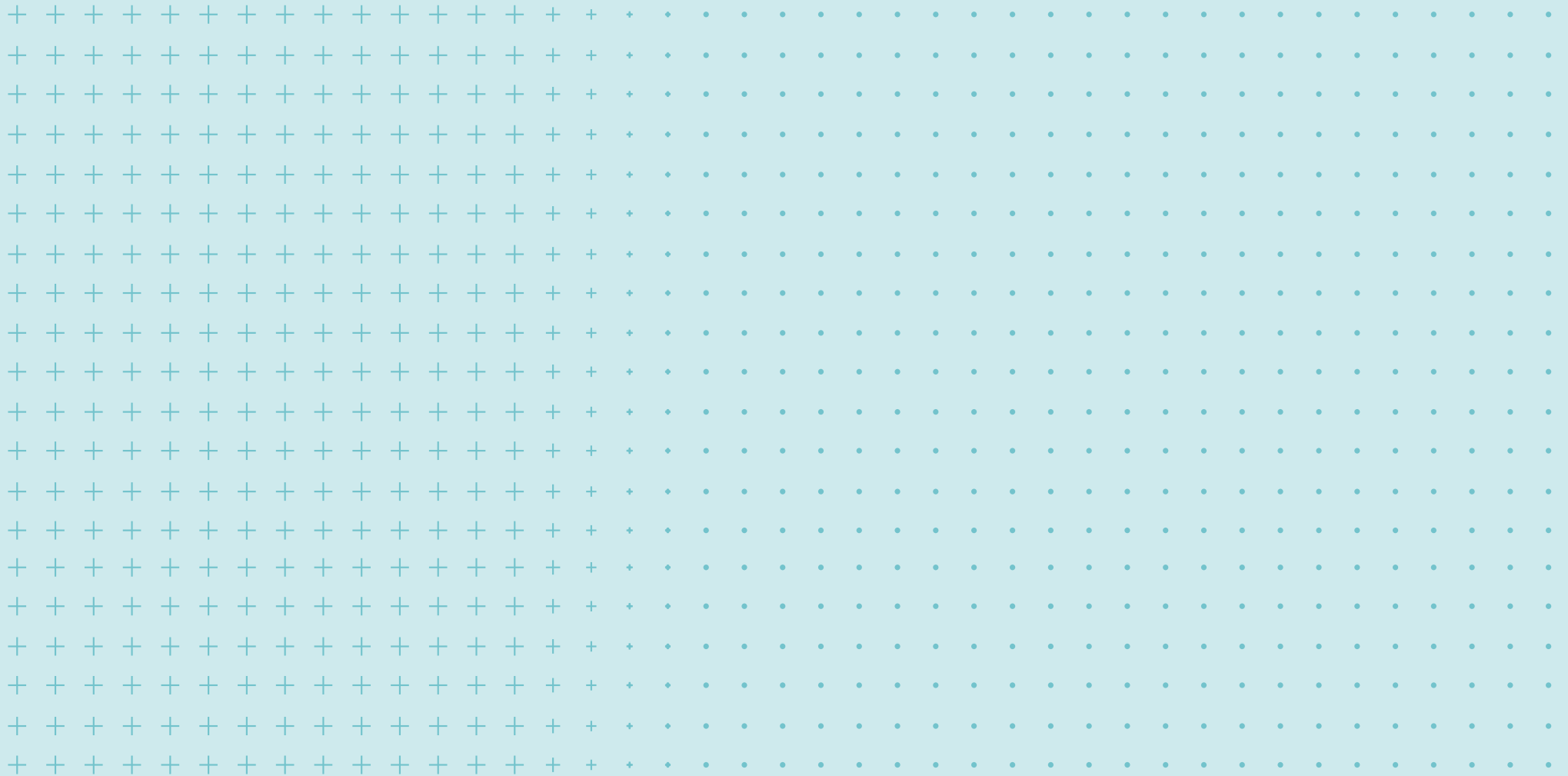
Digital Revolution³ is a virtual event that addresses the new challenges facing us in the form of the digital imperative. You'll hear in-depth, expert advice from people who know Microsoft technologies inside out.

Join our team of product experts, thought leaders and Microsoft MVPs to learn how you can rise to the challenge. You'll hear from Microsoft experts and Content+Cloud clients too.

It's time to move beyond digital transformation and experience the exponential value technology can bring.

Welcome to your #DigitalRevolution.





Content+Cloud

e hello@contentandcloud.com **w** contentandcloud.com **t** 0333 241 7689

5th Floor, One Old Jewry, London, EC2R 8DN

