

# Why and how to digitize your business

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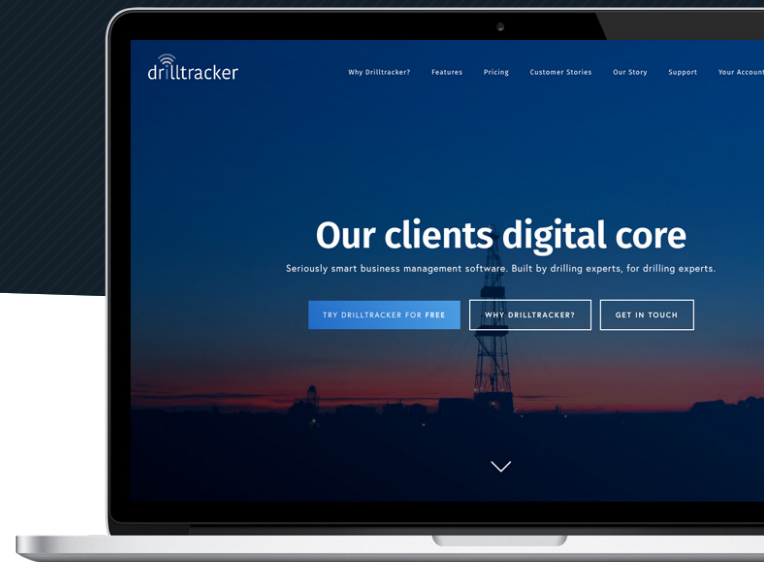
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Going digital stopped being a buzz term long ago. The statistics claim that nearly half of the world population are active internet users. No wonder that exploring the world or doing business online are not trends but an everyday necessity.

With thousands of options available there seems to be an app for everything, digitizing your business is challenging. A big issue is intergrating (Making these systems talk to each other).

Digital transformation & other digitalization has worked into every aspect of society, including businesses, government, healthcare, mass media, science, etc. Its become a driver for companies' internal operations and external activities.

**Digitizing as a global phenomenon provokes fundamental changes in how companies operate and how they deliver value to their customers.**



## What does it mean to go digital or to digitize your business?

**The increasing investment by businesses in digital initiatives are driven by customers who expect services and products to be delivered fast and efficiently. Have a plan.**

This basically means the transformational steps for any business engaging technological advancements step by step, starting from paperless processing and up to heavyweight VR and blockchain. In fact, mastering digitalization is about establishing an updated layer for future new tech applications for making a life of a business more streamlined and introducing a new quality of customer experience. **In laymans terms, having some plan around technology. No matter how small or big you are.**

In the struggle to actively embrace digital trends, companies move their products and services into the digital environment and build new business models in order not to be left behind. As an example, digital innovators like **Drilltracker, PayPal, Uber, Airbnb** deliver conventional, business / job scheduling, hospitality, financial, retail and transport industries in a completely different manner. And they prove to be successful, or in many cases meteoric.

“ **Businesses that do not get accustomed to change soon will become on the verge of extinction.** ”

**Digitizing your business delivers multiple benefits like reduced costs, increased security, and improved productivity to name a few.** Among the whole spectrum of digital transformation, we'll touch upon 2 aspects of the digital environment: data and mobility.

In a information-driven world, it's data we keep in mind when thinking about digital trends. **Capturing + Managing data + information helps you build a better business.**

**1 Firstly, you save on costs and time.**

Documents in digital format **stored in the cloud optimize your expenses.** Less office space, fewer folders, less paper, fewer resources to operate on them physically. Printing, sorting, filing requires tons of billable working hours instead of a few clicks of a mouse.

**2 Secondly, you get enhanced performance and productivity.**

With all the critical business data available in real-time on a mobile device, you and your employees access it any time from virtually anywhere, starting from comprehensive financial information quotes, market data, communication with customers. Field staff are able to communicate all changes instantly.

**3 Thirdly, and vitally. Your data is secure.**

Needless to mention, vulnerability issues when working with physical paper based documents can be severe. Storing data on the cloud in multiple sites is unbeatable from a security standpoint.



## The Generation Connected

This emerging & hyper-connected digital world generates the need for business to offer exclusive and personalized services for their clients that differentiate them from their competition.

**Also The Generation C - (Connected) demand timely + quick service.** Remember these are **not just staff they are clients** and suppliers. They prefer to interact with service providers via mobile devices and won't spend time or effort to attend a branch or store to make a transaction, or to book a flight at the airline's company office, or to drive to a restaurant to make a table reservation. Today people would rather enjoy consistency and around-the-clock availability from the providers using screen leveraging capabilities of smartphones and tablets.

## Connected business in the connected world

There is hardly an industry in the modern environment which is immune from this disruption. **Every business owner no matter how small is obliged to invest in a strategy around technology.** The immense potential of cutting-edge technology accompanied by connectivity and personalization unlocks new opportunities for businesses, opens new markets and inevitably brings additional revenue and differentiates a business from its competition.

These opportunities to digitize your businesses ensure you are ready to respond to the needs of staff and clients. Ask yourself how you manage real-time intelligence, manage your vital data, adopt techniques and methodologies that boost productivity, enable smooth interactions and make your business profitable and value-bringing to everyone dealing with it. Clients, staff and suppliers alike.

See how Drilltracker can save you time and money, take our complimentary digital Health check to see if you need to digitize your business.

**For more information check out our website**

[www.drilltracker.com](http://www.drilltracker.com)

**Or drop us an email**

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