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Why Adding Mobile to Your Systems of Engagement Is Critical for Digital Transformation
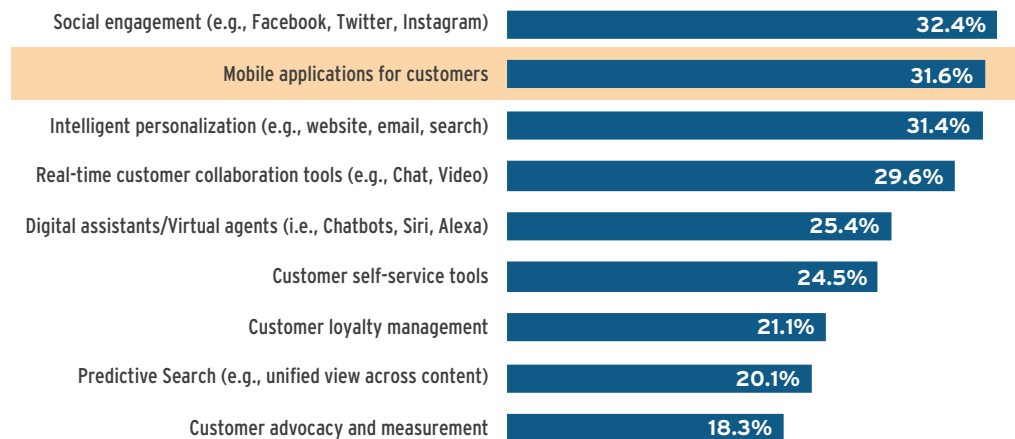
The 451 Take

Digital transformation is no longer a developing trend; it's a reality. In fact, recent 451 Research survey data reveals that 70% of enterprises either have a formal strategy or are in the planning phases of a strategy for digital transformation. Survival is the ultimate priority, but there are many reasons why organizations embark on a digital transformation project, including the need to increase business agility, improve customer-centricity and reduce long-term costs. But digital transformation can be a highly complex and involved effort.

Mobile devices are expected to play an increasingly critical role in digital transformation efforts, mostly because mobile devices have become the primary means by which users interact with and within organizations. As organizations' digital transformation initiatives mature, there is a strong correlation with the maturation of mobile strategies. Businesses will want to capitalize on the fusion of social, mobile and intelligent personalization to create differentiated experiences and improvement in customer and employee engagement. According to a 451 Research Voice of the Connected User Landscape study (see Figure 1), mobile applications are expected to have a significant transformational impact in the immediate future.

Impact of Mobile Applications on Digital Transformation

Source: 451 Research's Voice of the Connected User Landscape, Corporate Mobility and Digital Transformation Representative Survey

Q: Which of the following customer experience technologies do you anticipate will have the biggest transformational impact over the next 12 months? (Choose No More Than Three)

Technology	Percentage
Social engagement (e.g., Facebook, Twitter, Instagram)	32.4%
Mobile applications for customers	31.6%
Intelligent personalization (e.g., website, email, search)	31.4%
Real-time customer collaboration tools (e.g., Chat, Video)	29.6%
Digital assistants/Virtual agents (i.e., Chatbots, Siri, Alexa)	25.4%
Customer self-service tools	24.5%
Customer loyalty management	21.1%
Predictive Search (e.g., unified view across content)	20.1%
Customer advocacy and measurement	18.3%

While mobile applications will be a significant part of most organizations' digital transformation strategies, to ensure success these mobile apps must be built on technologies that enable highly interactive, personalized and responsive experiences. These technologies are what make up systems of engagement platforms, and it is NoSQL technology with embedded storage sync that underpins these systems of engagement. Such systems are particularly well suited to power mobile applications given their ability to scale, manage disparate data sources, incorporate flexible schemas, maintain performance and be highly available.

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Business
Impact

HANDLE A VARIETY OF USE CASES. Pairing mobile with systems of engagement can drive new functionality for a variety of use cases. This includes everything from personalized customer experiences to enabling employees in the field and powering IoT data management.

DATA AGGREGATION. NoSQL-based systems of engagement are schema-less systems and are particularly well suited for aggregating data from a variety of heterogeneous data sources such as mobile devices and IoT applications. They can provide a single view of data from one platform.

ALWAYS-ON AVAILABILITY. More so than with other access methods, mobile users have always-on requirements, whereby the application is usable even under conditions of poor network connectivity or none at all. If an application isn't available, the user at best stops using it, or at worst chooses another solution. Choosing a locally embedded database with cloud sync means that mobile users will be able to use that application whenever they need it, both online and offline.

DEPLOYMENT FLEXIBILITY. Deploying your systems of engagement database and mobile component at scale is important for digital transformation. Whether it's physical, virtualized, containerized or a public cloud environment, flexibility is critical and must be global.

Looking
Ahead

With mobile devices expected to be the dominant means for users to engage with organizations at all levels, it would make sense, then, that systems of engagement also evolve for the future. Specifically, as the world shifts from physical to virtual assets and methods of engagement, there is an increasing need for systems of intelligence – and the data platforms that enable them – to deliver contextually relevant systems of engagement alongside more traditional systems of record.

These new systems of engagement maintain the three imperatives of digital transformation – intelligence, agility and customer-centricity – but are being developed and adopted to replace or augment traditional transactional databases or mainframes (systems of record) that have been used to record the results of interactions that occur in the physical world. Machine-learning-powered applications play an important role in the evolution of these emerging applications. It is these systems of intelligence that support new systems of engagement, enabling enterprises to communicate and transact intelligently with customers through operational applications and other engagement channels.

Couchbase

Today's applications are highly interactive and call for technologies that enable personalized, seamless interactions across all user touchpoints. These technologies make up systems of engagement platforms. And this is why Couchbase built the world's first system of engagement database, powered by NoSQL. Learn more at https://www.couchbase.com/resources/why-an-engagement-database or https://resources.couchbase.com/c/engagement-database-whitepaper?x=49kQ7H