

Solution Brief

How to Adapt to the Top 10 Digital Transformation Trends in 2024

with IBM and Logicalis



Digital transformation has been a major trend for some years now, but emerging technologies are threatening to cause more disruption than ever before. Companies are rethinking business models to become more digital, agile, and competitive, while simultaneously facing an ever-increasing number of startups and established organizations, all of whom are also pursuing the same goal.

Below, we'll look at how the IT landscape is evolving, and we'll also explore how IBM's offerings can tackle each of these challenges listed below.



1. Increased Adoption of Generative AI Tools

Generative Artificial Intelligence (AI) took the world by storm in 2023, and this technology will continue to gain steam in 2024 and beyond. According to a recent survey from the IBM Institute for Business Value¹, three out of four CEOs believe competitive advantage depends on having the most advanced generative AI capabilities.

IBM® watsonx™², IBM's end-to-end AI development platform, provides the advanced generative AI capabilities organizations need to foster innovation and maintain a competitive edge. These tools can be used to build generative AI-powered solutions, such as customer service agents, digital assistants in the workplace, robotic process automation (RPA) tools, and more.



2. Expanded Use of Machine Learning

Generative AI is powerful, but it is only one use-case of artificial intelligence and machine learning. A few of the many other applications of AI include improving supply chain management, cybersecurity, fraud detection, and self-driving vehicles. As with the other trends covered here, there are plenty of opportunities for innovation and growth, which is why this trend will only continue to accelerate in the years ahead.

IBM's machine learning platform³, part of IBM watsonx, offer robust MLOps features. With IBM's platform, data scientists and engineers can take advantage of automation, flexible scalability in the training and production phases, a wide range of integrations, top-tier security, and improved governance. Businesses, in turn, can leverage these capabilities to more quickly build, deploy, and integrate AI into their business processes.



3. Rise of Robotic Process Automation (RPA)

Automation will be a huge driver of productivity. Workflow automation, or RPA, focuses on streamlining repetitive tasks, which frees up workers' time to focus on more valuable, interesting activities.

Solutions such as IBM watsonx Orchestrate™⁴ and RPA enables businesses to automate and streamline repetitive tasks with custom skills, offering the flexibility to train IBM watsonx on your specific needs. The business benefits are many, including boosted productivity, increased throughput, reduced human error, lower operational overhead, and more.

1. www.ibm.com/thought-leadership/institute-business-value/en-us/report/business-trends-2024

2. www.ibm.com/watsonx

3. www.ibm.com/blog/how-to-choose-the-best-ai-platform/

4. www.ibm.com/products/watsonx-orchestrate



4. Shift Towards Cloud Computing

The cloud reduces costs associated with self-managed data centers, while offering many other benefits, including scalability, financial flexibility, and a unified operational experience. Leveraging the cloud also helps free up IT teams to focus on more strategic, value-added business initiatives.

IBM® Cloud⁵ offers a comprehensive suite of cloud computing services, including infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS), and software-as-a-service (SaaS) solutions. The full-stack cloud platform includes over 170 products and supports a wide range of industries, including highly regulated sectors.



5. Heightened Importance of Cybersecurity

Cybersecurity is a top concern for many IT leaders - and for good reason. Cyberattacks are growing in number and sophistication, the distributed IT environment introduces more complexity and a greater attack surface, and new technologies are enhancing the capabilities of malicious actors.

IBM Security⁶ provides an array of cybersecurity solutions that evolve with your business, including proactive threat management, risk assessment, and data protection strategies. Whether you need an endpoint detection and response (EDR), extended detection and response (XDR), security information and event management (SIEM), SSI/SSDI outreach, access, and recovery (SOAR), data security, endpoint protection, unified endpoint management or identity and access management (IAM) solution, IBM has products that can help improve your security posture.



6. Growth of Edge Computing and IoT

As the internet and organizations become more distributed, devices will require increased interconnectedness to drive value. The Internet of Things (IoT) enables technologies to connect and communicate with each other, which opens the door to an array of new business use cases, products, and services - but it also requires new computing solutions.

IBM's edge computing solutions⁷ and IoT platforms enable data processing closer to where that data is generated, which improves data control and costs, speeds insights, and supports operations that are more autonomous and continuous. This is crucial for applications requiring real-time data analysis, such as those in manufacturing and healthcare.



7. Industry-Specific Transformations

Digital transformation affects every industry in different ways, and each vertical faces distinct needs. Healthcare, supply chain management, ecommerce, and manufacturing are all driving transformation, but because each industry is unique, their needs are also unique.

IBM offers diverse industry-specific solutions tailored to the challenges of various sectors, from healthcare to finance to retail to manufacturing. These solutions are built with specific needs and use cases in mind and leverage a diverse set of IBM technologies, from compute to storage to data and AI.

5. www.ibm.com/cloud

6. www.ibm.com/security

7. www.ibm.com/products/edge-application-manager



8. Advent of No-Code and Low-Code Development Approaches

Low- and no-code development approaches are helping to democratize innovation by simplifying some aspects of coding for DevOps and introducing non-developers to coding. Visually oriented coding can help break down silos and encourage everyone to participate in building products and solutions.

IBM offers products that support both low- and no-code development, making it easier for those without extensive programming knowledge to automate, create, and deploy apps. With IBM Cloud Pak for Business Automation, for example, anyone can analyze and execute workflows with low- and no-code tooling, assign tasks to bots, and track performance.



9. Continued Impact of Remote Work

The trend towards remote work was already occurring before the pandemic, and today, a great many companies are opting for hybrid or even fully remote workplaces. In this distributed workplace, organizations are rethinking workflows, how they track productivity, attendance tracking, and how they implement digital technology.

IBM provides a number of solutions that can support the mobile workforce⁸, including zero-trust security solutions, virtual servers, virtual machines, and a range of cloud solutions. Tools such as these can help maintain productivity and connectivity among dispersed teams, facilitating flexible workplace policies.



10. Greater Emphasis on Sustainability

Today, organizations recognize the increasing need to implement IT solutions that are more sustainable and energy efficient. At the same time, they must balance this need against the growing need for more compute and more technology-driven innovation.

IBM is keeping up with these shifts and has fully committed to products that are more energy efficient, decreasing the environmental impact of their own supply chain, and building solutions that help customers do the same. Solutions such as IBM Envizi, IBM Maximo, and IBM Sterling can all improve environmental reporting, asset management, and data management, respectively. That improved visibility and management, in turn, translates into more efficient, cost-effective, and environmentally friendly operations.



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A Global IBM Platinum Partner, Logicalis helps organizations large and small modernize their infrastructures, drive digital transformation, and manage complex IBM solutions. In today's fast-paced era, staying competitive depends heavily on technology and innovation, so no one can afford to fall behind. With Logicalis Professional and Managed Services, you can leverage IBM's solution portfolio to drive transformation, fuel innovation, and stay ahead of the curve - while freeing up your own IT team to focus on what matters most: your business.

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