

Using Digital Self-Serve to untangle your legacy IT estate

An enterprise IT estate often spawns from a single digital solution and grows to become an integral part of the business, with all internal functions slowly building a critical dependency on the service. So when the objective of step changing this IT estate comes about, the enterprise CTO or CIO has to deal with the challenge of dealing with the tangled complexities and sheer scope of current legacy system.

You have the vision – perfectly executed front end UX and design, consistency across all sites and portals, a seamlessly integrated CMS, flexible and dynamic CRM system, and the capability to integrate with new technology such as apps, beacons or wearables. The reality however, is attempting to execute this vision within a hybrid of legacy developments, bolt-ons, quick fixes, and expensive new technology designed to solve only single specific problems.

The trick is finding a solution that harnesses the positives of the current system. Our methodology is to design from a user-perspective, internally and externally, so that both your internal efficiencies are optimised and your customer receives the experience they deserve.

The first step is to challenge your existing assumptions, so that during the strategic planning phase you can avoid the usual practical discussions and approach the solution holistically. We start by thinking about the role your website plays in the wider market place, what potential it has and how it communicates your proposition.

Next, the user experience – the plan isn't about attempting to map a UX 'join-the-dot' journey with hundreds of wireframes and user flows, it's about creating user-personas, so you can consider what's really going on when customers and internal users access parts of the system.

The IT estate nirvana is to achieve a consistency of design and UX across multiple devices, so that whether a user access a site on a smartphone, tablet or desktop, they'll receive the most appropriate content at each given touch point and be able to access their key information on the go. This is achieved with responsive design – by building the foundations of a web experience from the ground up you're future proofing for any device, wearable or new browsing technology of the future.

The successful introduction of new technology is often determined by staff adoption rates. By initially approaching the project with internal users in mind, you immediately create a positive experience for staff, and with people naturally familiar with using multiple devices, an intuitive self-serve tool will help staff see the benefit of change.

At TRW we focus on the integration of a digital tool with a client's current ecosystem, to help improve the delivery of a business offering. We work with enterprises to challenge their perceptions of digital transformation, with the result of creating beautiful digital experiences that works to enhance their customer proposition, but also improve internal workflow efficiencies.