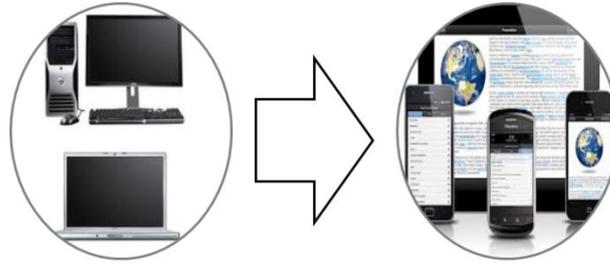# Service Delivery Channel Transformations within enterprises


Internet has revolutionized the enterprise IT systems across industry verticals. Business enabler IT systems existed till then have transformed from segregated point solutions to integrated internet driven solutions. The introduction of house hold adoptable desktop and laptop systems have accelerated the business model transformation around web. The Internet infrastructure growth and the subsequent evolution of web based systems have seen the entrance of new players entering into the business landscape where only traditional business model players were competing till then. Rapid and consistent growth of Internet users across the globe and the disruption of established business models by the new entrants who have come up with web based business IT infrastructure have made the direct customer facing businesses to adopt web as a channel to do business transactions.

Let us see how media industry distribution and customer delivery channels have transformed due the evolutions led by IT. Media was one industry who was always under the scanner from the perspective of how technology evolutions impacting the industry as such. Rapid transformation of the media formats and media types from magnetics tapes to CD ROMs to DVDs have seen emergence and disappearance of some of the key players in the media industry. Distribution and customer reach out channels were remained more or less as brick and mortar rental shops and home delivery models until web channel emerged on top of the Internet infrastructure. Key business players who have adopted quickly the media type transformation still remained as leaders at the start of web based IT evolution as web based IT systems were initially used basically to enhance the operational efficiencies associated with order collection and deliveries. Media formats and size and the available Internet infrastructure were a hindrance to disrupt the media industry as a whole. But later on, emergence of media streaming technologies and new players like YouTube, Netflix

etc have forced a complete revamp and restructuring of the business models in the media industry. Traditional players who always showcased the capital assets of large repository of media contents on physical storage mediums such as CD ROMs and DVDs struggled to survive in the new business eco system revolutionized by streaming technologies and associated enterprise IT infrastructure for media distribution and customer management.

There are several casualty stories in the market showcasing how technology driven business enabler IT infrastructure transformation and their business adoptions have disrupted the traditional business eco systems. Percentage of Americans watching movies at home than ever have increased drastically, and they rent more movies than they purchase, and yet the Blockbuster, one of the movie rental giant in USA has become bankrupt and not in business anymore. Compared to 20 years back, the number of photographs being taken has multiplied 10 times, but still Kodak, one of the iconic names in the photography industry has gone bankrupt. More news is being generated and the boundaries have really expanded for publishing industry with the transformation of world into a global village as a result of globalization of all the fundamental aspects of human life starting from economy to governance, but still most of the iconic publishing industry names have either disappeared or became irrelevant. Now the whole world is fast embracing the evolutions driven by smart phones and ever increasing wireless infrastructure from mere GSM around 10 years back to 4.5G offering upto 21 Mbps of wireless bandwidth. Latest analyst trends indicate a drastic shift of Internet usage from traditional desktops and laptops towards mobile devices, especially smart phones and tablets. Analysing the history of business model transformations driven by evolutions in the information technology space, especially the transformation brought in the delivery channel space would be very important while Industries define business strategies and roadmap for driving and sustaining their business in the coming years. With IT systems and channels empowered by IT systems like web and mobile becoming more and more intelligent and the future transformation predicted towards "internet of things", any business whether it is still running successfully on traditional brick and mortar (store channel) delivery channel mode or having a mix of both web and store or web alone have to absorb the transformation led currently by mobile channel and connected devices channel (that comprise of smart appliances and devices like smart TV, smart set top boxes etc) in the futuristic era of "Internet of things".
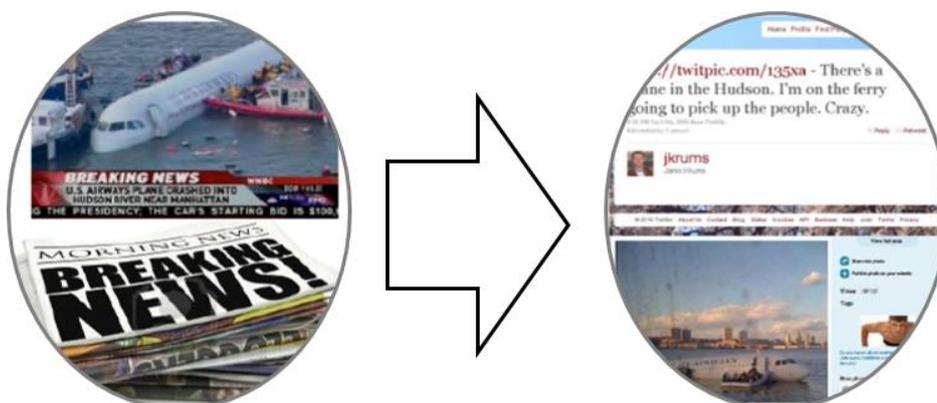
See below some of the service delivery transformations driven by technologies in the SMAC stack:
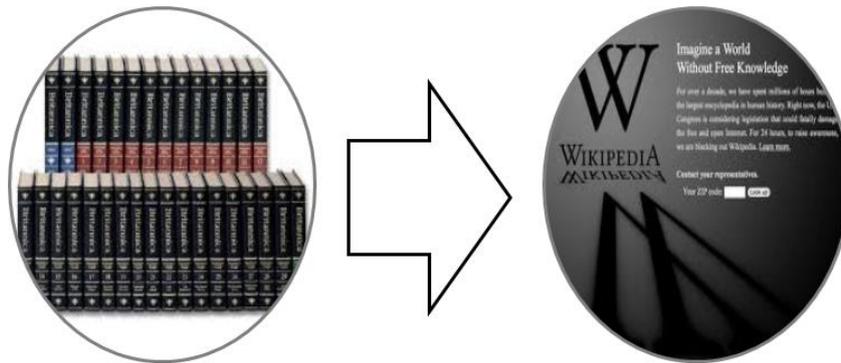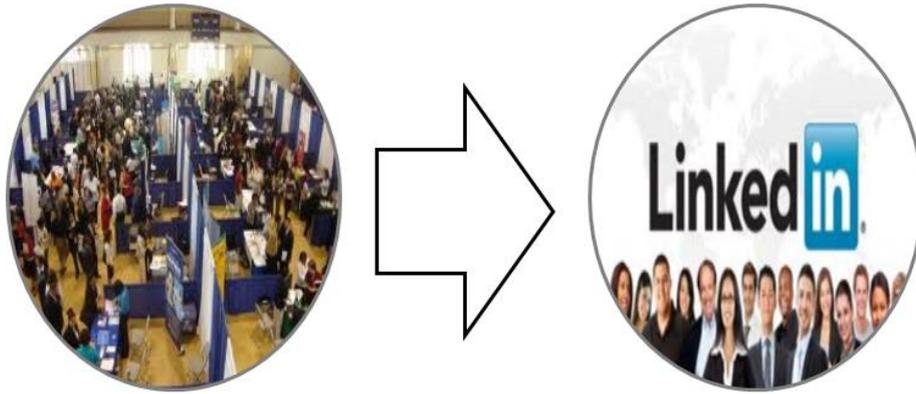

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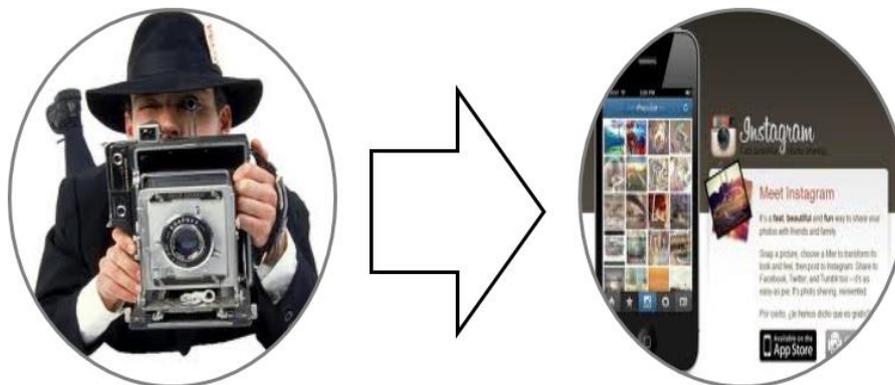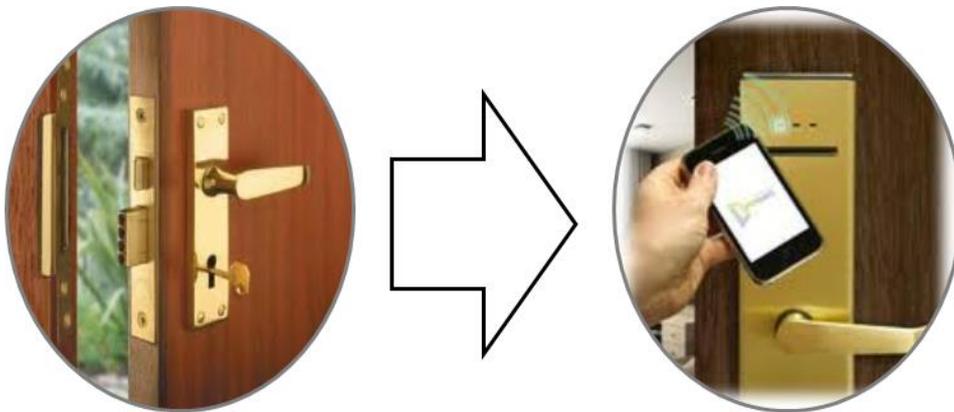

From traditional photography and print copies to smartphone with built in camera and instant real time sync to social platforms

From traditional reporting models with constrained reach to citizen reporters reporting on social platforms accessible over mobile devices

From traditional job fairs to social recruitment and online resumes

From keys and latches to keyless entry with smart phones

About Attinad Software

Attinad Software is a software company specializing in new generation technology driven solutions around Social, Mobile, Analytics and Cloud (SMAC) across various industry verticals. Attinad Software's key objective is to become the right technology and IT solutions partner for its clients by delivering them the best in class software products and solutions that best suits their context. Our products, proven solution frameworks and the implementation methodologies have helped our clients rollout the best fit solution that suits their business contexts, both from functional workflow context and non-functional growth, sustainability and scalability angle.

Attinad Software, one of the fastest growing company has won several prestigious awards and accolades since its inception for its unique differentiators and state of the art solution deliverables. Attinad has been bestowed with the prestigious Red Herring Global 100 award in the year 2013. Red Herring is a prestigious award given to

technology companies who bring differentiation in converging and transforming technologies into business solutions. In the year 2012, it has been selected as the EMERGE 50 companies in India by NASSCOM, the association of software companies from India. The mobile patient management solution developed by Attinad has been chosen for the final round of NASSCOM Innovation Award for the year 2013. It has also figured out in other leading technology magazines such as IDG Channel World, Silicon India as one of the hot 50 companies with unique market differentiators.

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In order to reap in the best benefits from IT technology landscape evolving from time to time to remain competitive and succeed in the market, leverage our in depth and diverse technology expertise landscape, rich industry domain expertise and capability to relate and adapt to your needs and the delivery process maturity. Contact us at inquiry@attinadsoftware.com or visit us at www.attinadsoftware.com.