The Experts in Digital Transformation

As the world moves increasingly to digital, so too do business processes, customer interactions, and client engagements. To stay competitive, you need to be prepared to digitally transform your legacy business processes and procedures. But you also need to know how to do that properly. Poeta Digital has 15+ years' experience developing and integrating digital applications that companies can use to build their businesses. We are experts in leveraging existing technical infrastructure as required and in finding maximum value through strategic improvements. Most importantly, we know how to help you define and measure success so that your digital transformation results in cost-effective value-adds for your operations, services, customers, and employees.

How Can We Help?

As a recognized vendor in Canada's Digital Adoption Program (CDAP), Poeta Digital can assist your business determine if you're ready to adopt digital. If you are ready, we can pinpoint the processes required and help you identify, document, and prioritize the projects you would like to implement through a cohesive action plan.

You have a technical project. You know what you would like to achieve with this project but are uncertain as to the best approach. Poeta Digital will work with you to fully understand the project requirements and then identify suitable solutions that meet your goals, all the while keeping in mind time, total cost of ownership, and internal and external technical expertise.

You have deployed technology but it is not meeting your business goals. This could be due to aging technology, inability to scale, missing functionality, or a desire to modernize into a cloud environment from on-premises services, among others. Poeta Digital will use our experience in this field to assess your business needs in relation to potential technical solutions, recommending why you might want to use one technology over another or why you might want to split an application or process across multiple different pieces of technology to achieve a better result.

What it looks like

Initial Assessment

Here we evaluate your business needs in relation to your market, your competition, your business model, and your future business goals.

Current State Analysis

There are a series of components we need to analyze and document in relation to your digital adoption needs or technological project. These include your process and workflows, operations usage and cost recording, organizational infrastructure and security requirements, roles and permissions, security assessment, stakeholder engagement, success criteria identification, and risk assumptions.

New State Design

We now analyze your current state against your business requirements and design a new technological solution for each of your identified technology goals, which may include security infrastructure, software integration, and budgetary considerations.

Implementation Roadmap

This is a proposed timeline for implementing the proposed solution(s) and covers milestones, deliverables, dependencies, cost to acquire the technology, and the responsible parties.

Solutioning

This is a summary of the proposed digital solutions including cost-benefit analysis and high-level requirements.

What are the Benefits?

Over the last 10 years, Poeta Digital has developed a comprehensive approach to executing digital transformation projects that empower organizations to achieve business excellence. Our team of technological and business experts have the experience and knowledge required to successfully guide you on your transformation journey.

We use proven processes and workflows that can be customized to meet your specific business and market requirements. The output you can expect includes executable plans designed to deliver business success such as top line growth, performance management, reduced FTE, optimized margins, or future growth preparation.

Poeta has built over 300 mobile and web applications for a diverse range of clients in countless verticals. We have implemented workflow automation and integration against multiple SaaS applications for SMEs to enterprise-class clients including SONY, Verizon, and Corsair. We have established a track record of cloud excellence with Azure, AWS, and GCP. We have established partnerships with AWS, HubSpot, Workato, and IBM, to name a few. We know technology.

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