Digital business transformation (DX) requires connected platforms and services that span the entire company. These platforms enable new business models and revenue streams by satisfying modern business drivers such as:

- The need to be more customer-centric using data to focus the business strategy and innovate and delight
- The need to improve operational effectiveness by automating services and processes to drive faster, error-free performance at lower cost
- The desire to reinvent the business, to shift from worrying about market disruption to instead initiating it

The key to winning is a bold, tightly integrated digital strategy that lets you adapt quickly to capture gains and differentiate from organizations that are less equipped to do so.

And yes, many organizations struggle to get the expected value from their transformation initiatives and risk falling behind with slower revenue growth and profit. According to research from IDG and IDC, 93% of organizations have plans to pursue digital business transformation, but 59% are stuck in stages 2 or 3 (out of 5), progressing but not reaching their end goal of transforming the entire organization.

Over the past several years, TIBCO has worked with hundreds of organizations on their digital transformations, providing the enabling platform for the world’s most challenging IT conversions. Using the experience we’ve gained, we will work with you to plan and execute your strategy to ensure you get the most out of your transformation efforts and investments.

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A Prescriptive Approach to Transformation

The question is, what steps should you take to ensure your transformation efforts yield the desired results? This is exactly what TIBCO DX is designed to answer. Its proven methodology quickly demonstrates value to the business while laying the foundation for a future-proof platform that helps you accelerate innovation and continuously transform.

At the heart of TIBCO DX is our digital-business reference architecture. Instead of a specific solution or vendor, it sets out the critical building blocks for broad functionality. To lay the foundation enabling your business to innovate like never before, the prescribed architecture usually combines open source, commercial solutions, and cloud platforms built using a combination of your existing systems and applications plus new modern application architectural services.

TIBCO’s Reference Architecture for Digital Business lets you enable more people within your organization to work together to achieve the benefits of digital transformation. It all starts with having access to the data, regardless of where it resides. Access to the right data, at the right time, is critical to laying a digital business foundation. Get it right, and building up to real-time event processing and advanced analytics becomes significantly easier and typically yields better results faster.
Definitive Business Value

TIBCO DX delivers real, measurable business value on a defined timeline. Using the DX methodology and acceleration tools, such as our automated Migration Factory, the approach is designed to take initial use cases into production within two to four months. You demonstrate value quickly, helping fund longer term transformation efforts.

Four phases of the methodology:

- The workshop, a one-to-three-day collaborative session to validate business drivers, understand the as-is state, define the to-be architectures, identify the barriers to innovation, and determine the top use cases for initial value realization.
- A short proof-of-value project to demonstrate tangible results, onboard business stakeholders, and further develop the business case for continued innovation.
- Business value realization in which initial use cases are quickly deployed into production with ready-to-use design patterns, TIBCO accelerators, TIBCO Migration Factory, and broader DevSecOps tooling, as well as establishment of a longer roadmap.
- Continued implementation of transformation use cases as prescribed by your digital strategy.

Your TIBCO DX Workshop

For TIBCO customers, the initial one-to-three-day workshop (or virtual online sessions) with your teams is a free engagement to understand your goals and start outlining a strategy for how TIBCO can accelerate your digital transformation.

Call your TIBCO representative today to schedule.