

The background of the entire page is a grayscale photograph of the Dubai skyline. The Burj Khalifa is the central focus, extending from the bottom to the top of the frame. Other buildings, including the BurjDubai and the BurjDubai, are visible in the mid-ground. In the foreground, there is a large, circular fountain area with water spraying upwards. The sky is a uniform light gray.

Digital Transformation in the Middle East: Challenges & Solutions

What does Digital Transformation mean for organizations?

A successful digital transformation is a strategic initiative that focuses on serving your digitally savvy customers and employees with new operating models that are driven by data and enabled by technology. **So, this is not simply digitizing your existing processes.**

“It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change.”

- Charles Darwin

We are looking at streamlining processes, eliminating repetitive manual work, and creating a culture of innovation. Technology is used to shift the role of your team to higher-value tasks and create scalable processes that are centred around delivering a better customer experience.

“The only wrong move when it comes to digital transformation is not to make a move at all.”

- Capgemini

What are the challenges to Digital Transformation?

Modernization hindered by Legacy Systems: Thousand of applications have made their way into the Middle East Region and these have now become almost redundant over time. The way these applications were designed does not allow them to be fluid to adapt to the needs of a modern enterprise. The way forward from here is the adoption of modern technologies like [Robotic Process Automation](#) to bridge the gap.

“At least 40% of all businesses will die in the next 10 years if they don't figure out how to change their entire company to accommodate new technologies.”

- John Chambers, Executive Chairman, CISCO

Language Barrier: A common and grave challenge faced is the absence of powerful tools that support Digital Transformation in the native language. The inability to provide the end-user with the comfort of working in the native language is a major setback. Tools powered by AI and [Natural Language Processing](#) are the need of the hour.

Skills gap in the emerging technologies: With the onset of the wave of Digital Transformation, traditional jobs and roles to a great extent would be automated by technologies like [Artificial Intelligence](#). This would directly translate to the requirement of a tech-savvy workforce to make the most of the newer technologies and that would call for analyzing the knowledge gap and bridging the same. While this is imperative, a lot can be achieved by providing the end-users with tools that are intuitive and do not require a high technical acumen.

Selective application of Digital Transformation: Transformation in the true sense can only be achieved through the application of modern technologies and methods across the organization. This helps in streamlining functions and improving efficiencies in departments like Accounting, Administration, HR, Customer Services, Payroll, etc. A realistic plan and budget for Digital Transformation have the proven potential for unimaginable success in the region.

How can organizations prepare themselves for the journey of Digital Transformation?

According to a [McKinsey & Company](#) report, **80% of Digital Transformations fail globally**. The correct strategy is the key to success.

Getting decision makers to go all-in: Among senior executives, there is a widespread recognition that the role of digital transformation is shifting - from driving marginal efficiency to being a catalyst of innovation and disruption. CEOs must act now and take decisions or risk to fall behind. And going digital does not necessarily mean starting with a big investment. The adoption of a phased approach to tackle manageable chunks and generate quick wins is always a winning scenario.

Companies that excel in digital transformation allocate 9% - 12% of revenues to it for 5 years

Bridging the skill gap: Attracting the best talent entails three things, offering an interesting business challenge, creating an agile working environment and allowing working with inspirational people.

Only 2% of the Middle East workforce is digital talent

Overcoming resistance: In large organizations, change is unsettling and resistance is inevitable. The challenge for senior executives is clear but difficult. Empower small teams with great independence and resources, while retaining accountability.

Becoming more agile: Silos with conflicting incentives have always been a drag on collaboration and performance. Creating cross-functional and co-located agile teams can improve productivity by **25-30 percentage** in **6-18 months**.

Choosing the right partner: For an organization undergoing a digital transformation, partnering with **trustworthy vendors** from day 1 can de-risk the journey and help accelerate the process towards the desired goals, ensuring a high Return on Investment.

How can Somnetics empower Digital Transformation in the Middle East?

Somnetics is a leading Software OEM and technology solution provider. We offer hybrid solutions that propel Digital Transformation for Governments, SMEs and Enterprises of all scales and business verticals.

With over a decade of experience in creating enterprise-class and cost-effective solutions in Digital Transformation, we have enabled various Fortune 500 companies and Government Organizations to bridge the OT-IT gap.

Our product, **i-doc Pro Arabic** is a disruptive Intelligent Business Process Automation tool with an immensely capable Document Management System, all from a single web-based platform.

Take the journey of Digital Transformation in the comfort of your native language.

Dual Language English-Arabic Menu: The intuitive and easy to use dashboard allows users to [switch between English and Arabic](#) language across all menus. The language choice option is provided to users even in the login window.

Right to Left Writing & Right Hand Side Menu for Arabic: The Arabic language is written in the [Right to Left](#) (RTL) writing system. For ease of use, i-doc Pro Arabic was structured similarly, with the menu shifted to the right side, to retain the writing system of the language across all sections.

Full-Text Search in English-Arabic: The blazing-fast speed of i-doc Search owing to [Elastic Search](#) is accompanied by the ability to search in multiple languages. Users can search in English, Arabic or with a mixed string of both languages and have results populated instantly. [Fuzzy Search](#) enables accurate search results even with erroneous search input terms.

Electronic Document Creation in Arabic: All types of documents can be created from within i-doc Pro Arabic with text, graphics, e-signs, tabular fields in Arabic, as well as in English.

Memo Creation with E-signature & Digital Stamp in Arabic-English: Memos come in handy, where all the information is captured systematically, and the reviewers put their remarks as they process the same. The feature of [e-Signature](#) and [Digital Stamp](#) helps ease the process of approval.

Arabic OCR Plugin: The issues related to the accuracy of Arabic OCR are no secret. Years of R&D in this area has enabled i-doc Pro Arabic with an [Arabic OCR Plugin](#) that is widely accepted by our clients for its [high level of accuracy at low cost](#).

Som Imaging Informatics Private Limited

Somnetics is an IT software products and solution company providing seamless digital transformation services for Indian and global enterprises. Incorporated in 1996 and headquartered in Kolkata, India, Somnetics is an ISO 9001, ISO 27001, ISO 20000-1 and CMMI Level 3 organization.

Tel. : + 91-8017430000, + 91-8017540000
Fax : +91 33 2401 7088
E-mail : info@somnetics.in
Website : www.somnetics.in