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Taking the digital transformation road together

Itility deals with digital transformation in businesses. "We assist our customers in carrying out big IT projects," says Daniel Koops, Data Scientist at the company. "For a long time, IT was seen as a separate, supporting component within businesses, but now it is increasingly becoming part of the organization. Companies are starting to realize that IT can help in supplying products and services."

But there is still the question of how businesses should tackle this. "We're convinced that we should do this together with the customer," says Koops. "We can't supply digital transformation as a ready-made package and it's difficult for our customers to build it up from scratch. So we need to work together."

According to Koops, the process consists of two steps. "First of all, you have to record everything you do within your business in code, as far as possible. For example, our data centers are managed with the help of smart software. We record business processes in code, but as an analyst I also write code so that the analyses we make are reproducible and legible for everyone who understands the language."

Step two is to analyze all the data. "If we carry out a smart analysis of the data, it can be fed back into the software in a feedback loop. This means that if we need to carry out an analysis

in order to improve a product, then we don't just analyze the product itself, but also look at how we can write it in code, so that the product becomes smarter and better. As a Data Scientist, I have a set of techniques I can use for this, such as machine learning and linear programming—always with the goal to create value."

In practice, this means improving back-ups in a customer's IT landscape, for example. "Backing up this data often took place at an arbitrary moment during the night, but because so much data then comes in all at once, it upsets the network and possibly the business-critical systems," Koops explains. "By using new algorithms, we can spread the back-ups optimally over the day, without disturbing customers. As well as saving on material, this also reduces the downtime."

Digital transformation: a collaboration between customer and technology, through software and analytics.

