MODUS CREATE

Digital Transformation Trends to Watch for in 2021

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Introduction

What a year!

To say 2020 was full of surprises is an understatement. Because of that, it might seem slightly audacious to make predictions for 2021. That might be true for most disciplines but digital transformation is a glaring exception.

Why? Because when COVID-19 compelled most organizations to adapt, they followed a predictable path. Popular digital trends such as remote work, DevOps, and Agile methodologies gained further momentum.

2020 might have caught most people off guard, but it affirmed what those who had been preaching the gospel of digital transformation had been saying all along. Organizations of all kinds, from multinational juggernauts to mom & pop shops started studying the effects of technology on their businesses with greater urgency. For many, digital transformation ceased to be a buzzword and became a reality.

Modus Create's Pat Sheridan, Jay Garcia, and Drew Falkman have a combined 60+ years of experience solving technology problems for some of the world's biggest corporations. In this e-Book, they have highlighted **five digital transformation trends that we can expect in 2021.**

These trends touch various areas of business, across marketing, engineering, recruitment, and company culture. Which executive leader is best suited to own product innovation? Are consulting firms themselves being disrupted? How will organizations react to Zoom fatigue? This e-Book will answer these relevant questions.

Whether you are an executive looking for a competitive advantage in 2021 or a technology enthusiast curious about how organizations might transform, we hope you will find this e-Book valuable.

Let's look at our first prediction.

Transformational CMOs will own product innovation

Most teams get caught in one of the two extreme product development approaches - 1) feature war with competitors due to an obsessive devotion to user requests. 2) tech for tech's sake, i.e. deploying radical features, just because they can.

Neither a company that only follows customer requests nor one that dances to the beat of its own drum can innovate successfully. Product innovation requires a passion for understanding customer needs even when customers struggle to articulate them.
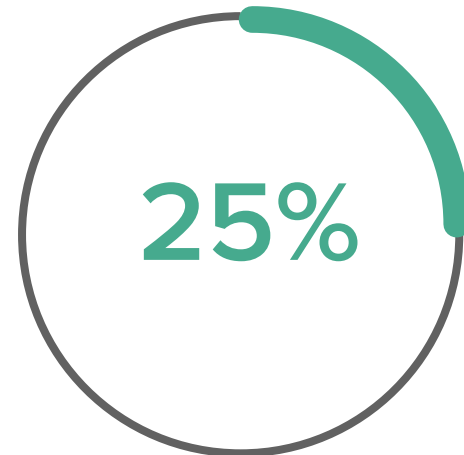
"**In 2021, transformational CMOs will own product innovation and leverage omnichannel product strategies to not only understand how they fit in the marketplace but how they can transform it for the better.**"

- Patrick Sheridan, Co-founder, Modus Create

Why CMOs?

25%

CMOs are spending over *25%* *of their budget on innovation.*
- Accenture

The shift from traditional to digital and opinion to data-driven marketing has compelled CMOs to innovate. In a winner-take-all world, you have to innovate to gain and sustain market share.

To stay ahead of the curve, transformational CMOs are always trying to get a deeper understanding of both their customers and competitors. The recent explosion of martech tools has empowered marketers with data and insights to deliver customized marketing experiences.

Marketing's scope is no longer limited to just awareness. Revenue capture and retention are equally if not more important. Businesses must deliver digital experiences that deliver value to their customers. This is a marketing problem. With CMOs at the helm, retention and feature accretion would become important goals of product innovation.

Marketing isn't just lead generation

To entrust CMOs with product innovation, some CEOs would need to change the way they look at marketing. If you only view marketing as a lead generation engine for sales, then you discourage the CMOs from thinking strategically about the product. For CMOs to lead product innovation, marketing needs to be a core function of your product team.

The advent of product marketers has sparked a change in the way organizations look at marketing. Marketing teams are already shaping how the products are packaged and priced. 2021 will see them go a step further as CMOs play an active role in forging the product roadmap.

This would change the way CMOs manage the marketing budget. They'll no longer focus on spending exclusively on lead generation. We will see higher investment in product-related functions such as competitor research, customer, and usability analysis. The world's leading brands attract, engage with, and retain customers with digital technology. Marketers must spend accordingly.

Bringing innovation from the fringes into the boardroom

Traditionally, product innovation in most companies has been fragmented and sidelined to the organizational fringes. Executive leadership often views innovation as a luxury rather than a necessity.

Under the CMO's purview, product innovation will become aligned with the day-to-day operations of the organization. We'll see wider participation from the marketing leadership in Agile workflows, especially feature prioritization.

66 **With the shift to digital technology and an increasingly digital customer base, CMOs and their marketing teams are well-poised to drive their organization's product innovation strategy.**
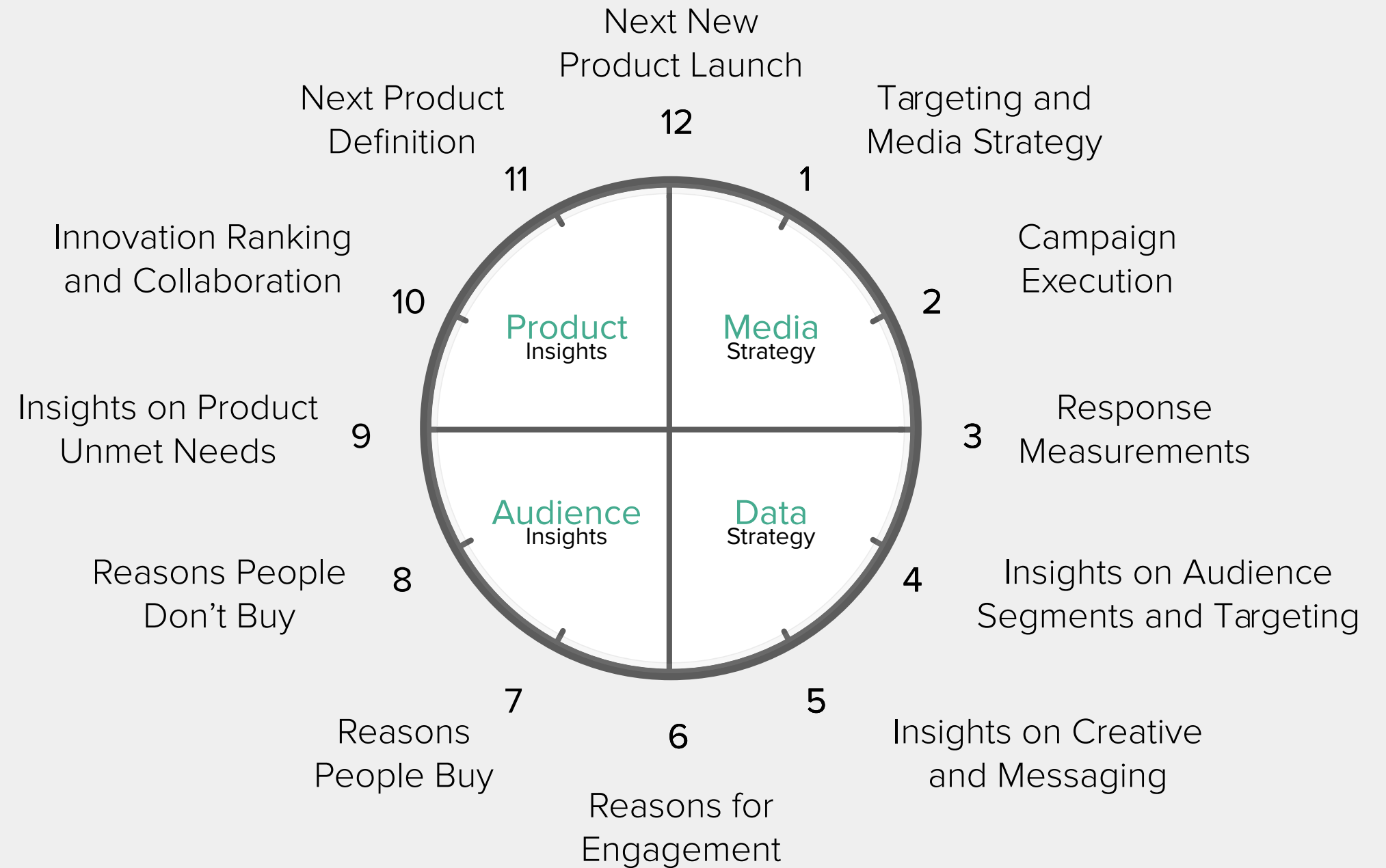
- Patrick Sheridan, Co-founder, Modus Create 99

Skyfollow's innovation clock is a wonderful depiction of how media/ marketing strategy ties to product innovation.

The Innovation Clock
The Cycle from Media Strategy to Product & Service Innovation

Next New
Product Launch

Next Product
Definition

Targeting and
Media Strategy

Innovation Ranking
and Collaboration

Campaign
Execution

Product
Insights

Media
Strategy

Response
Measurements

Insights on Product
Unmet Needs

Audience
Insights

Data
Strategy

Insights on Audience
Segments and Targeting

Reasons People
Don't Buy

Insights on Creative
and Messaging

Reasons
People Buy

Reasons for
Engagement

12 11 1 10 2 3 9 4 8 5 7 6

©skyfollow inc

Personalized user experiences

An effect of CMOs leading product innovation will be deeper personalization in user experiences. With greater access to in-house developers, CMOs will aim to optimize the conversion of various stages of the growth marketing funnel. For example, customizing onboarding based on user information such as the company size and industry will encourage both engagement and adoption.

Personalizing user experience will be further accelerated due to the emergence of new products designed for it. Tools like Mutiny and Optimizely let you personalize and A/B test your website for visitors to get a better understanding of users. Similarly, services like Intercom help with personalizing the onboarding and in-app content.

What can you do?

90% of both CEOs and CMOs in a survey by [Accenture](#) believe that the marketing function would change fundamentally in the next three years. The time to take action is **now.**

1 **As an executive leader,** treat marketing as more than just a lead generation engine. Bank on the department to own and drive product innovation because technology is now the first and most frequent touchpoint with your brand. This changes the way you look at your CMO. Work on a plan to upskill your marketing leaders by involving them in product-related projects.

2 **As a CMO,** you are in for a ride that's both challenging and rewarding. There will be a surge in demand for marketing leaders who have expertise in cross-functional collaboration and who can marry the wisdom of the market with the product. Invest time in learning the product development process and Agile workflows. For any marketers who aren't already doing it, the time is now to allocate a significant part of your marketing budget to gain a deeper understanding of the customers.

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Rise of the "super boutique" consultancies

The average lifespan of an S&P 500 firm has gone down from 60 years in the 1950s to less than 20 years. As much as it sounds like a buzzword, digital disruption has been shaking organizations around us, including traditional consulting companies.

Traditional "Big 5" consultants have historically relied on long-standing relationships with Fortune 500 firms to gain critical projects. However, in an age where five of the world's ten biggest companies are less than 25 years old, the foundation of consulting relationships is evolving.

"Emerging technologies, prioritization of workforce culture and the need for shorter, more cost-effective engagements are making legacy consulting models obsolete.

- Patrick Sheridan, Co-founder, Modus Create **"**

52%

Since 2000, 52% of Fortune 500 has either gone bankrupt, ceased to exist, or been acquired
- HBR

In the past 5 years, management consultancies have witnessed an annual growth of only 3%.
- DataScientist

Democratization of knowledge

Traditionally, organizations looked at consulting firms as pundits who provide guidance based on expertise and research. Consultants would educate clients with tried and tested templates and help them apply those to their business.

This isn't good enough anymore.

The internet has democratized knowledge. Anyone can gain insights on any subject under the sun. All they need is time and intent.

For example, when GDPR (General Data Protection Regulation) was introduced a few years ago, all organizations that dealt with the data of European users had to comply with it. Lack of information wasn't the problem, the internet was saturated with it. The challenge was to collaborate with various teams, prepare a strategy, and execute to self certify within the window.

Organizations no longer need consultants for just advice. They need them for something a lot more valuable - **execution**.

Execution is the future for consulting partners

1/5

Digital transformation is the fastest growing sector in consulting and accounts for 1/5th of the entire industry in mature markets
- Source Global Research

In 2021, we will see an increase in "super boutiques" - consulting firms that can deliver a collection of highly-skilled subject matter experts across full-stack app dev, while still having the ability to scale.

- Patrick Sheridan, Co-founder, Modus Create

Digital transformation is a skill game. Consulting firms must be able to not just make recommendations, but have the skills to execute those changes. For example, it isn't very helpful to just suggest to a client that they should use the Ionic framework for their app. How would the client find people skilled in it?

That's where super boutique consultancies come in. The new "super boutique" firms have end-to-end support; combining global scale with high-quality delivery. To continue our previous example, a skilled digital consulting team will not only suggest technologies, they will also provide experienced talent to work on them.

That isn't to say that super boutiques only exist to lend technical expertise. Super boutiques bring full-stack, full-lifecycle product support. They are partners that help firms take products from conception and development to scaling.

There is a fundamental difference between super boutiques and boutique/niche consultancies - scale. More than providing specialized services, the super boutiques can also scale them for rapid business growth.

Nimble partners in an Agile world

In the past decade, Agile philosophy has captured the imagination of the entire world. The Agile Manifesto might have been intended for software developers, but today all kinds of teams are applying its methodologies at work.

The Agile values of people over process, smaller teams, responsiveness to change, and prioritizing customer satisfaction have leveled the project management playfield. Modern teams require consulting partners that can shed their process-heavy skins and adapt to the dynamic needs of today's businesses.

The super boutique digital consultancies are often able to move faster than traditional agencies because their background in technology makes them much more adept at Agile processes.

Race for talent

A consulting firm is as good as the people that work in it.

Until recently, a career in consulting meant 12-14 hour workdays that would often spill over to the weekends. However, the new generation of consultants who often come with experience in tech place greater emphasis on culture and quality of life.

They gravitate towards modern super boutique consultancies due to flexibility, open culture, and flat hierarchies. Many super boutique consultancies also have well established remote environments.

According to a survey by HBR, most respondents from traditional management consulting firms felt that work-life balance is simply incompatible with their job. This normalizing of "overwork" is preventing traditional firms from tapping into young technical talent. People are realizing that what they feel at work is more important than big names on their resumes.

In 2021, we'll continue to see a few super boutique consultancies attract the cream of the crop and build a strong talent pool to help their clients.

What can you do?

> **If you are currently on the leadership team of a consultancy and you're inclined to be sanguine about disruption, ask yourself: Is your firm changing (at least) as rapidly as your most demanding clients?**
>
> *- Clayton Christensen, Harvard Business School Professor & Disruption Innovation Expert*

1 **Leaders in traditional consultancies** will get better at attracting top IT talent because digital disruption projects require exceptional technical expertise. They would need to overhaul their work cultures to become more open, balanced, and flexible.

2 **Organizations looking for consulting partners** should make their decision based both on the quality of the consultant's research and their ability to execute. They need to prioritize outcomes over output and look for partners that are capable of implementing and not just proposing recommendations.

**Enterprises will embrace
open source projects**

Enterprises will embrace open source projects

" **In 2021, we'll see open source projects become more strategic as they move from unaffiliated communities to the boardroom.**

- Jay Garcia, Co-founder, Modus Create "

Open source software (OSS) refers to software whose source code is released into the public domain. This allows any developer to study, edit, and redistribute it.

At first, the idea that enterprises would embrace open source projects seems strange. Why would businesses that have traditionally gone to great lengths to preserve their trade secrets, release their work to the public?

Yet more than half of the Fortune 2000 companies either already have or plan to have OSS programs. - TODO group

Proving domain expertise

We owe some of the most revolutionary technologies of our times such as IoT (Internet of Things), artificial intelligence, big data computing, and autonomous driving to open source development.

Open source projects benefit from the collective wisdom of the world's brightest talent. Organizations don't have to reinvent the wheel and can build on top of the work done by the community. No matter how good your in-house technical talent is, it can't match both the scale and creativity of the open source community.

OSS allows organizations to project themselves as innovators. When the code developed by your organization gets used by the community, it proves you as a leader in your domain. Enterprises that are active in the open source world often acquire the reputation of being creative and progressive.

" **As companies increasingly see open source as both a source of innovation and a solution to their biggest pain points, we also expect to see open source initiatives as a stepping stone to a greater digital transformation journey.**

- Jay Garcia, Co-founder, Modus Create "

Attracting and retaining developers

There are over 50 million developers on GitHub who contribute to the open source community. Talented developers not only want to work on exciting projects but also share their contribution with their peers. They cherish interactions with fellow professionals and crave recognition from them.

The ability to attract and retain talented developers plays a vital role in the business strategy of modern organizations. Sponsoring open source initiatives is a great way for enterprises to keep their developers engaged and motivated. This also accelerates the pace with which developers acquire new skills that can benefit your organization. Many organizations such as Stripe, Zendesk, and VMware hire from the open source community and encourage their developers to share best practices. We too hire actively from the open source community.

Enriching culture with open source values

"Companies don't create good corporate cultures and atmospheres that inspire growth; the employees do. With their bias toward action, those with an open-source background will gladly spend time figuring out ways to get around a hurdle, even if that hurdle involves working on something that's outside of their experience."

- Jay Garcia, Co-founder, Modus Create

In 2021, enterprises will realize that the greatest benefit of hiring open source contributors is their impact on the company culture. Many modern business philosophies such as Agile require cultures that are transparent, flat, and creative. Open source collaborators cherish and thrive in teams that promote these values.

Open-source contributors understand that for them to succeed, everyone must succeed, so they're willing to help others learn and grow. They share best practices from previous projects to show their colleagues how to tackle new challenges; in turn, those colleagues can pass that knowledge on to others. When people help each other, it can have a lasting impact on the organization's culture. Everyone raises their game, which can lead to new ideas and growth, both for employees and businesses.

Doing the right thing

99% +

Over 99% of newly built applications have at least some open source code
- Synopsys

As much as change can intimidate enterprises, companies will go to great lengths to save both time and money. By having access to a wider talent pool and codebase, organizations save critical resources that they would have otherwise invested in reinventing the wheel. Instead, they can use the same resources on developing product-differentiating features that will help them gain an edge over competitors.

Almost every enterprise today benefits from open source code. Therefore giving back to the community is the right thing to do. In fact, it's also the smart thing to do.

Sponsoring open source projects can also help validate new product ideas. For example, if your code contribution is helping developers solve problems, you might consider packaging it in the form of a product. That's exactly what Stripe did with Sorbet.

Companies that contribute to open source capture up to 100% more productive value from open source than their peers. - Harvard

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What can you do?

1 The first step is deciding at a strategic level that your organization wants to invest in open-source projects. You don't have to start big, but the leadership team needs to be aligned and supportive of the open source initiative.

2 **Talk to your IT leaders about ways to contribute to the open source community.** Some organizations empower their developers to allocate certain hours every month to open source contribution. Some share non-proprietary code of new features on Github to test the ideas and make quick fixes. Some have reward programs for open source contributors. Again, you don't have to jump into something big all of a sudden. Your IT leaders can guide you through embracing open source projects and making them a vital part of your business strategy.

3 While recruiting, **look for candidates who embody the open source ethos.** One doesn't have to be a developer or technical professional to do so. Candidates who have a passion for sharing knowledge and working towards a community-driven goal will be great assets for any company. Your organization's ability to reap the benefits of the open-source community will increase when you have open source collaborators in your own team.

The workplace evolution will continue

Workplace evolution for knowledge workers has long been overdue. The remnants of the industrial revolution era were (still are) visible in the form of 9-5 routines, on-site only teams, and definitions of productivity. It took a global pandemic to wake organizations up and make them smell the coffee.

Even organizations that used to get jitters at the mention of "remote work" are now delivering desks to their employees' homes. Tools like Trello and Slack that seemed playthings of new-age startups have become worldwide phenomena. Flexibility isn't a perk but a prerequisite for the younger generation entering the workforce. Here is a report by Google trends on "remote work". Notice the spike due to the pandemic.
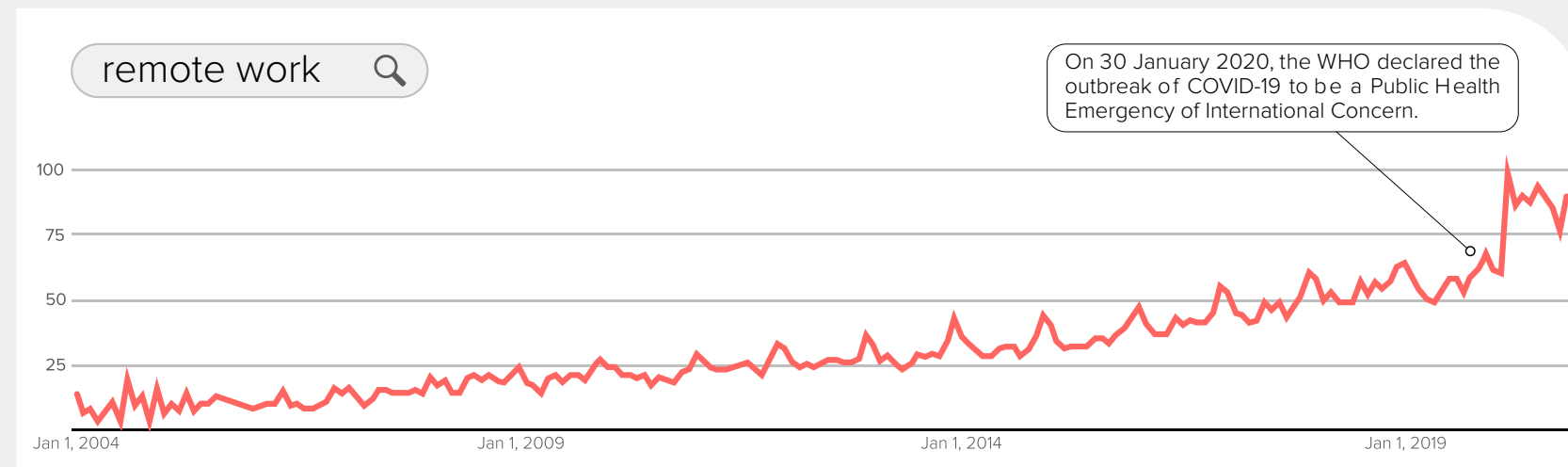
However, remote work isn't the only offshoot of workplace evolution triggered by COVID-19. This is just the beginning. 2021 will see workplaces evolve with even further acceleration.

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The end of passion projects?

The pandemic has turned the typical workplace on its head: no offices, no in-person meetings, no casual chats by the water cooler – and in some cases unexpected cash crunches. In many organizations, this will lead to the end of passion projects.

" **As companies continue to tighten their belts in 2021, employees will be asked to redirect their in-office "passion project" energy toward projects that drive revenue, either directly or indirectly.**

- Jay Garcia, Co-founder, Modus Create "

As a knowledge worker, for every project that you undertake, ask these two questions:

+ Is my work helping the company generate more revenue?
+ Is my work helping the company cut costs?

If you answer "No" to both questions, then you might want to reconsider whether the project merits your attention. In 2021, organizations will get more efficient at focusing on work that affects their bottom line.

Not all passion projects will disappear. However, you'd need to build a strong case for how they would affect either the revenue or cost. For example, as discussed in our previous prediction, enterprises would still sponsor open source projects because of their direct impact on the company's strategic goals.

Organizations would also get better at identifying and reducing unproductive work. According to a survey by Asana, an average knowledge worker spends 60% of their time on unnecessary tasks that add no real value. Yet 80% of them feel close to burnout. This culture of work for work's sake is going to change. Being busy will stop being a badge of honor and organizations will prioritize outcomes over output.

The rise of asynchronous collaboration

" As the pandemic lingers on, we also anticipate some changes to an organization's tech stack. Zoom fatigue will lead to the rise in asynchronous collaboration tools that provide capabilities for virtual ideation, whiteboarding, and consensus-building. "

- Jay Garcia, Co-founder, Modus Create

Zoom fatigue is real. As many organizations went remote for the first time in 2020, video conferencing became a way to compensate (occasionally overcompensate) for the lack of physical proximity. This resulted in many Zoom meetings that could have been emails.

Another reason why video conferencing feels so exhausting is that people feel like they are being watched, as if on a stage. Suddenly silences get more awkward, conversations become less organic and the entire experience becomes more draining than in-person conversations.

This fatigue will lead to wider adoption of project management and collaboration tools such as Aha!, Miro, Taskworld, Trello, and Jira that allow teams to track work without jumping on a call. Such tools facilitate both real-time and asynchronous collaboration and planning without the necessity of video calls. When you can update the status of tasks in comments, access files, and visualize workflows, you can eliminate most status update calls. Instead, video calls can be solely focused on brainstorming and problem-solving.

"66% of companies using project management software completed projects within their original budget, compared to 47% of businesses operating without a project management tool." - PMI
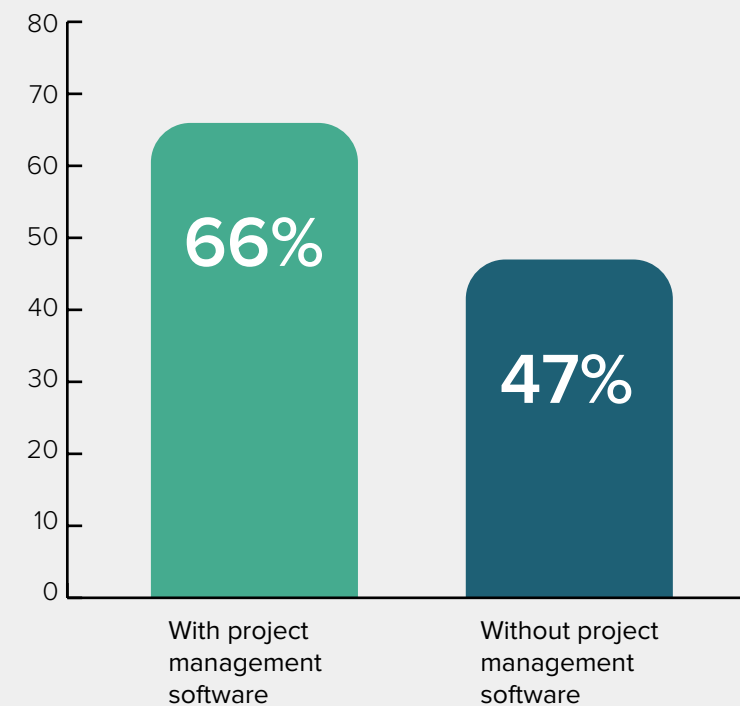
Greater transparency at all levels

When faced with crises, teams with a culture of transparency can respond more effectively. A few decades ago, many experts believed that teams could only foster transparency if they had established trust. Now, we know that it's the other way around. You need transparency to establish mutual trust.

While everyone enjoys a healthy dose of optimism, it shouldn't come at the cost of false security. Senior leaders shouldn't downplay critical risks by focusing only on best-case scenarios.

Furthermore, effective remote collaboration requires better access to information. When your team is spread across different continents and timezones, it helps to have quick access to data instead of relying on rigid hierarchies. That's why many collaboration tools have knowledge management features to boost transparency. In 2021, as organizations adopt asynchronous collaboration tools, they'll also aspire for higher transparency across all levels of the company.

39%

Only 39% of U.S. employees strongly agree that their employer has communicated a clear plan of action in response to COVID-19.
- Gallup

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Finding the remote work sweet spot

98%

98% *of remote employees would like to continue working remotely (at least for some time) for the rest of their careers*
– Buffer

COVID-19 compelled organizations to go remote. Multiple studies have since shown that an overwhelming majority of teams saw their productivity increase as a result. There is a good chance that many such teams would continue to thrive remotely even after the end of the pandemic.

If in 2020, organizations were forced to find ways to work remotely, in 2021 they will try to find their remote work sweet spot. Would they go 100% remote? How often should they meet in person? Should there be a hybrid model that combines the flexibility of remote work with the stability of a physical office?

So many questions. Yet there are no right or wrong answers. Each organization will try to find the right balance based on their experience in 2020. However, it's safe to assume that the vast majority of teams will continue to offer remote work flexibility. Once people have tasted the remote work life, they will struggle to get back to 100% on-site availability.

What can you do?

1 Analyze your current/planned projects and see how they impact your organization's cost or revenue. Prioritize based on their impact. This will help you save time on work that doesn't affect the company's bottom line, and focus your efforts on critical tasks.

2 Understand the project management pain points of your team, and find collaboration software that solves most of them. There are hundreds of tools in the market for budget and teams of all sizes.

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5

Innovation will be a speed game

Innovation will be a speed game

People often say, "slow and steady wins the race," but laggards will find 2021 a hard year to navigate. After all, as companies look to break into new markets or develop new solutions, many fail—not because their ideas or strategies are bad, but because they're unable or unwilling to deploy fast enough.

"**As organizations shift from the initial turbulence of COVID-19 to revamping their innovation efforts, the companies that succeed in 2021 will be the ones with the ability to move fast.**"

- Drew Falkman, Director, Strategy, Modus Create

Successful innovators will quickly understand the voices of their customers, invest in technologies that will allow them to rapidly analyze customer data, and develop and deploy solutions at speed.

Accelerating with DevOps and CI/CD processes

Agile product development owes a lot of its success to innovations in the field of DevOps. DevOps is a collection of ideas, tools, and practices that help organizations build, test, and deploy software faster. Traditionally, software functional teams such as development, IT operations, QA, and security operated in silos. DevOps empowers them to collaborate seamlessly across all phases of the product development lifecycle.

CI/CD (Continuous Integration/Continuous Deployment) is a DevOps tactic that uses automation to monitor all the stages of software development. Organizations that invest in it have a tremendous edge over competitors as they can deploy both new features and bug fixes much faster.

2021 will see wider adoption of DevOps practices, especially continuous integration and delivery, in large enterprise IT teams as well as smaller product-based companies. With organizations being more sensitive to cost, we'll see a higher investment in DevOps tools that reduce the cost to scale applications.
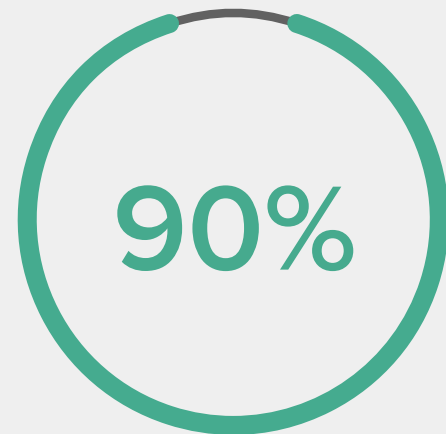
Widespread adoption of DevOps practices would boost the demand for talent that is skilled in Golang, the programming language developed by Google that is used in various DevOps tools like Jenkins, Docker, and Kubernetes.

Countries around the world are strengthening their data protection regulations. This will further increase the need for a robust DevOps function, especially for organizations that have a global user base.

Rapid customer insights with AI and ML

If innovation is a speed game then the speed with which you gather customer insights is the fuel that powers your rocketship. This isn't easy because of the sheer volume of data organizations collect nowadays.

Data fatigue is a real issue. It can overwhelm executives, slow down decision making, and prevent leaders from going with their gut. Thankfully, 2021 will see wider adoption of two technologies that have been on everyone's lips since the past few years - AI (Artificial Intelligence) and ML (Machine Learning).

90%

Artificial intelligence and machine learning will help companies gain customer insights more quickly, allowing them to streamline time-sensitive user research processes and ultimately beat out their competitors.

- Drew Falkman, Director, Strategy, Modus Create

90% of all data created in human history has been generated in the last 5 years
- Forbes

There are already tools that use AI to uncover customer insights at a deeper level than traditional sources. For example, the Emotional Analysis API from Parallel Dots can uncover the underlying emotion from a customer message. SmartGaze from Karna API can map the consumer's gaze on your website and give valuable insights. We'll see much wider adoption of such technologies at work.

Machine learning algorithms can do predictive analysis and inform you which customers have a higher chance of churning, allowing you to take proactive action. However, as organizations adopt both AI and ML to better understand their customers, they'll also have to be careful of adhering to relevant data and privacy regulations.

Smelling fake Agile

In today's world, it's impossible to discuss the speed of innovation without mentioning Agile. In the past decade, Agile has become the go-to project management philosophy for not just IT companies but all kinds of teams.

Agile has undoubtedly been a force for good, but its shoddy implementation and understanding has also created problems for some organizations. In 2021, many teams will re-evaluate their Agile practices to see whether they are true to the spirit of the Agile Manifesto.

There are some tell-tale signs of incorrect Agile practices, such as a Scrum master acting as a team lead, massive Scrum teams, absence of any documentation, or abhorrence to changes in the sprint backlog. By identifying such signs and embracing Agile in its true form, organizations will be able to innovate at a much faster pace.

28%

Agile projects are 28% more successful than traditional projects
- Project Management Institute

What can you do?

1 It all begins with evaluating your existing processes and highlighting areas that are preventing innovation.

2 If your team lacks DevOps practices or doesn't see the value for it in your organization, you are missing out on a critical competitive advantage. Consider having a tech audit to see how DevOps can elevate your software development lifecycle.

3 If you have a DevOps team, ensure that their KPIs also include customer-oriented metrics. DevOps teams occasionally can get absorbed in their technical KPIs such as deployment frequency and time, change volume, etc. It's also important for them to have access to qualitative customer feedback.

4 Read about AI and ML technologies that can give you high-quality customer insights and at the same time operate under your privacy and data protection guidelines. Finally, organize an external audit for your Agile process to reveal blockers and opportunities to improve.

Conclusion

There are some common themes in these predictions. Understanding these themes is fundamental to analyzing the success of other digital trends that might emerge in the near future.

CMOs owning product innovation and the rise of super boutique consultancies stem from the validation of customer-centric product strategies. There has never been a better time to reiterate the age-old market mantra — *the customer is king.*

At the same time, companies can't afford to take their talent for granted. Digital transformation is a skill game that has exponential rewards. It's often said that a highly skilled developer can be 10X more productive than average. The same is increasingly true for other knowledge workers. To succeed in such an environment, organizations have to get skilled at both attracting and retaining top talent.

We are moving towards a world where organizations are losing the luxury to choose between speed and quality. SaaS has leveled the playing field for many industries by lowering the barrier to entry. This has led to an influx of nimble teams using the latest technologies. At the same time, enterprises are investing more resources to compete in this dynamic business environment. The key to success is using the latest technologies to understand customers deeply and create products swiftly.

Thanks again for downloading our e-Book. We hope you enjoyed reading it. If you have any questions or feedback, please write to us at contact@moduscreate.com.

About Modus Create

Modus Create is a digital consulting firm that helps global firms transform for success in the digital future. It offers full lifecycle, full-stack product development services, from strategy, user experience, design, and development, to security and scalability.

A remote company with a globally distributed workforce of the world's top technologists, designers, and strategists, Modus Create has been named one of the fastest growing private companies in America by Inc. Magazine for six consecutive years.

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