



Globant ▶

Let's connect to discuss the challenges of 2021



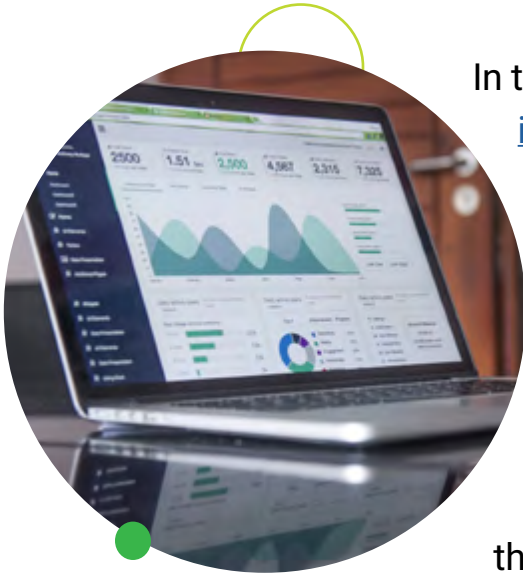
Guillermo Bodnar,
Chief Solutions Officer at Globant

Introduction

Now, more than ever, businesses around the world are looking to rapidly transition to more digital models. Here at Globant, we have seen firsthand with our clients the challenges that 2020 has presented. Fortunately, we're a digitally native company where innovation, design and engineering meet scale, allowing us to be prepared for the obstacles this year has presented.

We're proud new partners of the Argentina Texas Chamber of Commerce. This holds special meaning as Globant was born in Argentina, although we are now present in 16 countries around the world. Our work with leading companies like Google, Rockwell Automation, Electronic Arts, and Santander, means we have to be at the forefront of technological and business trends - and as a result, we've been helping numerous companies rapidly adapt to the challenges of 2020.

We worked with companies to, firstly, rapidly implement new digital channels to ensure business continuity as governments implemented lockdowns around the world. And then secondly, worked with them to further optimize and improve these digital channels to adapt to the ongoing "new normal".



In the public health sector, we quickly [built and implemented](#) a real-time dashboard that the Argentine Ministry of Health is using to manage healthcare resources around the country, such as the availability of intensive care beds. For one of the leading airlines in Latin America, we've been helping them become "cloud-first" and rapidly move their technology infrastructure to the cloud, to help them better serve their customers. Based on this work with businesses in various industries we see two central challenges heading into 2021, which I want to highlight.

Two central challenges for 2021



The first challenge is that every business must be able to operate digitally throughout its ecosystem. This means that human interactions must be digitized and automated as much as possible. BizToBiz communications have to be fully integrated and seamless to drive actions and provide real-time visibility of the supply chain. For 2021, more than ever, data-driven decisions will be essential to drive continuous organizational alignment.



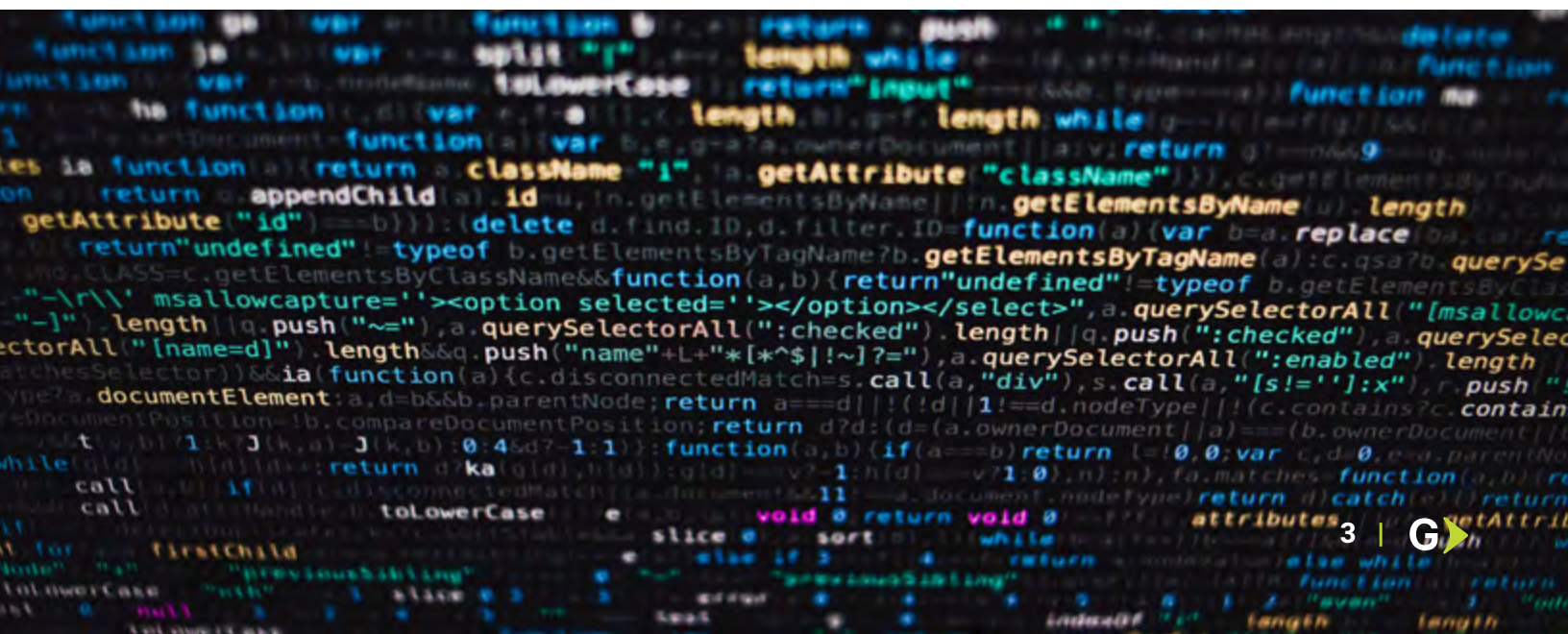
And secondly, forward-thinking businesses are rapidly moving to "digital cultures". As a large percentage of their workforce may be working from home, they need new ways to motivate, collaborate, and recognize their employees. Here at Globant, we call this "[augmented collaboration](#)" - the idea that organizations can use technology to improve the personal relationships between people and help teams work better together.

Organizations aren't yet ready for this new world

To respond to both these dynamics, businesses from around the world, are having to change how they are structured, and how they go to market. Recognizing what these changes may mean, we partnered with the leading research company, Forrester Research, and [conducted a survey](#) to explore what the future of work has in store for organizations.

We undertook the research because the shocks of 2020 made it clear that most organizations lacked the cultural, technological, and operational agility to respond to change. And indeed, the results of the survey backed up those beliefs. The survey demonstrated that despite all the talk of digital transformation over recent years, organizations still struggled when push came to shove, and they had to transform their way of working during 2020.

However, it's not all bad news - in the survey, we found that 94% of leaders are focused on innovation more than ever. Meanwhile, 88% have accelerated their focus on automation as they seek to rapidly increase everything from their speed of doing business, to responding to customers, to optimizing software development processes.



Learning from each other

While this year has been very challenging for us all, it has also been inspiring to see the speed at which people and organizations have adapted to our “new normal”. I'd love to connect with fellow members of the Chamber to find out more about your challenges and objectives for 2021, and see how we can learn from one another. Don't hesitate to reach out to me via [LinkedIn](#) or email my colleague Larry.Deckerhoff@Globant.com to find out more about Globant.



Guillermo Bodnar

Chief Solutions Officer

Globant