

Sysdyne Blog - August 2021

## The Hype Is Real for Ready Mixed Concrete Producers

The term “digital transformation”, especially in the ready-mixed concrete industry, is often met with skepticism. Despite the existence of this common phrase for over ten years, digital transformation strategies can be interpreted as vague, complex, and difficult to understand.



According to this year's **study** by Harvard Business Review Analytic Services, 95% of executives believe that digital transformation in their industry is of growing importance – a new record. What could explain this increase?

Among the things no one wants to hear – COVID-19

Using technology to improve business operations has been highlighted by the global pandemic. COVID-19 has tested the effectiveness of our digital transformation strategies. Companies capable of responding quickly and effectively to change are far ahead of those who are not, demonstrating the value of a digital transformation strategy – In other words, **the hype is real.**

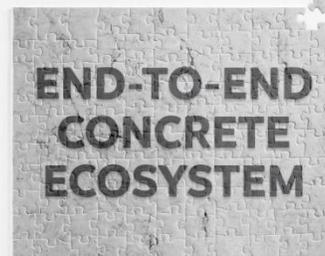
Because COVID-19 made it clear that all engines for innovation and growth have a finite life span and are always at risk of radical disruptions. As Mike Tyson once said, “Everybody has a plan until they get punched in the mouth.”

We’ve seen dramatic shifts in ways of working, such as team-based remote and hybrid working models, and an overall focus on business agility. These shifts, catalyzed by COVID-19 response and accelerated by technology adoption, are solidifying into business cultures that can provide greater resiliency in a post-COVID-19 world.

What steps will your company take? If your RMC company has yet to consider benefiting from digital transformation, you’re in the right place. I invite you to explore the **digital solutions** we have to offer to you – please **contact us** if you’d like to learn more.

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## About Sysdyne

Sysdyne Technologies is the leading Cloud software provider for the ready mixed concrete industry. Our goal is to assist concrete producers in leveraging the latest cloud technology to improve production efficiency and their bottom line. Sysdyne's fully integrated product suite includes **Pioneer®** Cloud Batch, **ConcreteGO®** Cloud Dispatch, and **iStrada®** Cloud GPS/Truck Tracking.

To find out more, contact your local Sysdyne representative by emailing [sales@sysdynetechnologies.com](mailto:sales@sysdynetechnologies.com), visiting our website and using the **LIVE CHAT**, or by calling 203-327-3649.

Thank you,  
Sysdyne Team

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Sysdyne Technologies, LLC | 203-327-3649 | [www.sysdynetechnologies.com](http://www.sysdynetechnologies.com)



Sysdyne Technologies, LLC | 9 Riverbend Drive S., Suite 9D, Stamford, CT 06907

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