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BDO USA, LLP, one of the nation's leading accounting and advisory firms, has launched BDO Digital, LLC, a digital advisory business focused on helping middle market organizations harness innovation and capture the full power of technology.

For the middle market, digital disruption is both an existential threat and an unprecedented opportunity. It's a new world order of increasing connectivity, complexity and risk, one that no business can ignore: According to BDO's forthcoming 2020 CFO Outlook Survey, 54% of middle market organizations are pursuing digital transformation strategies this year. However, many lack the resources and experience to make digital transformation a success—or as successful as it could be.

Dedicated to meeting the specific needs of the middle market as they navigate disruption, BDO Digital offers clients a holistic portfolio of technology and

transformation strategy capabilities, tailored by industry. Solution areas include:

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“BDO Digital is focused on the transformational impact of technology on business and people—not just delivering systems,” said Bob Knott, partner of BDO USA, LLP and co-leader of BDO Digital. “We help clients envision the possibilities, develop and implement solutions and, most importantly, guide them through the change management necessary to achieve the desired results. Digital is in our DNA, but we never forget the human element.”

The team of more than 400 digital advisory professionals is built from the firm's legacy Technology & Business Transformation Services practice and SWC Technology Partners, LLC, a wholly owned subsidiary of BDO USA, LLP and an award-winning provider of IT solutions to middle market businesses throughout the Midwest.

“Over the last decade, BDO has built up a formidable range of digital capabilities, including data privacy and cybersecurity, analytics and automation, IT consulting and digital transformation services,” said Stephanie Giammarco, partner of BDO USA, LLP and co-leader of BDO Digital. “With the formation of BDO Digital, we are integrating those capabilities to provide more comprehensive solutions and strategies that address every aspect of our clients' digital needs, from architecting a digital transformation strategy to figuring out how to pay for it.”

“BDO Digital is a natural outgrowth of our core purpose: helping people thrive, every day,” said Jay Duke, National Managing Partner for Advisory Services at BDO USA, LLP. “Thriving in this era of digital disruption requires new ways of thinking and new approaches. The launch of BDO Digital reinforces the firm's commitment to helping our clients navigate the digital environment through a holistic, industry-centric lens. We will continue to build out our digital capabilities through service innovation, investment in top talent, as well as strategic partnerships and acquisitions.”

To learn more about BDO Digital, visit www.bdo.com/digital.

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