Become digitally disruptive:

The challenge to unlearn

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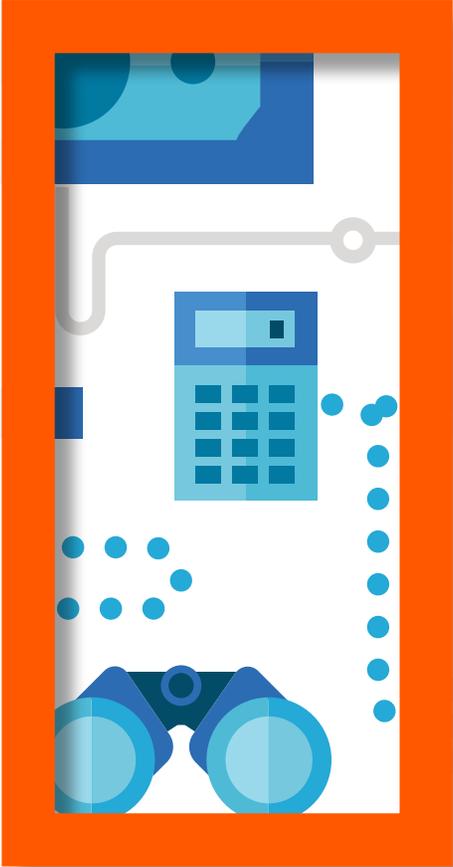
INTRODUCTION

"To improve is to change; to be perfect is to change often."

This life lesson from Winston Churchill has been vindicated time and again in business. Organizations that don't take the time to rethink or unlearn old habits may soon find themselves out of business.

Avoid being left behind

An MIT study found that the rate at which companies drop off the S&P 500 rankings has accelerated in recent years. In 1958, a company could expect to stay on the list for an average of 61 years. These days, the tenure is just 18 years.[1]

Why is that? It's widely accepted that technology is among the most potent accelerators of the rate of change. All businesses are, to a greater or lesser degree of effectiveness, digital businesses. Digitization is the irresistible force driving (and enabling) businesses to rethink their response to markets and reshape their operations. Failing which, Gartner predicts, 20% of market leaders will by 2017 be overtaken by a disruptive digital business that was created after the year 2000.[2]

There's simply no upside to remaining fixated on ideas that once worked, but no longer do.

Change starts at the edge

Change is never easy to put into practice, but we believe the technology trends outlined in this vision make it a necessity. The impact will be fundamental, requiring businesses to rethink their business models, employee and customer relationships, risk decisions and partnerships. We also believe change is most beneficial when driven from the edge of the organization, by our customers and the employees who work with them.[3] At Avanade, we call it customer-centric innovation.

1   "Technology Is Wiping Out Companies Faster than Ever," MIT Technology Review, September 10, 2013
2   https://www.gartner.com/doc/2636049/predicts--seizing-digital-business, quoted by research firm Blanc & Otus on http://blog.blancandotus.com/2014/04/10/xtc-examining-the-change-changing-the-relationship-with-risk/
3   The Institute for Innovation in Large Organizations, "Sensor-Based Monitoring in the Workplace – Opportunities and Challenges," October 2014

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Are your current habits prohibiting future growth?

Make a resolution now to challenge yourself and your organization to become a truly digital business.

Four trends shaping the change

We challenge you to think about investing more in digital enablement for your employees, to work and operate in ways that deliver on your customer experience promise. The digital business requires a digital workplace to serve the digital customer.

Get ready to unlearn some time-honored principles that simply don't work anymore. The following four trends will shape and accelerate the digital workplace and customer interactions:

1. **Borderless platforms:** Today a new class of business ecosystems based on technology platforms is reaching out beyond organizations' borders, nudging businesses from me-centric engagement models to we-centric collaborative models and challenging traditional notions of control and power.

2. **Data currency:** Savvy organizations no longer only want meaning from data; they are extracting value and manufacturing new revenues from it. These "digital disrupters" are giving their customers what they really want— more meaningful outcomes, not more products or services.

3. **Shift to individual centricity:** It is no longer enough to be customer centric. Delivering tailored digital experiences requires catering to the behaviors, wants, needs and intentions of individuals (employees and customers).

4. **New workplace: Battle for brains:** As companies make their way in the new digital reality, demand for digital skills is outpacing supply. Rethink and regroup: The next generation of talent is not necessarily only human; it is a dream team of humans, data, algorithms and intelligent software.

Some of this may sound like science fiction, but it is taking shape all around us. Being digitally disruptive is about taking the next step of growth and avoiding the path of good to great to gone. Challenge us to show you how.

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About Avanade

Avanade helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high-quality solutions using proven and emerging technologies with flexible deployment models — on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 23,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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