



## Momentum Now: Innovation with Excellence CIO Summit Top 10 Takeaways



### 1. Proliferation of Devices

IT cannot control devices coming into the enterprise given the increasing demand. But security concerns associated with these devices make it imperative to have a solid security strategy. Security must be placed on the network because it is the one common infrastructure among all of those devices.

### 2. Process and Innovation

Technology enablers and increasingly collaborative business models will make sure of continued innovation. Process wins out over innovation, but success lies in combining both with speed and a keen sense of grabbing market transitions. There is no need to spend more money to innovate since ultimately it is collaboration that fosters innovation.

### 3. Business Models

Business and IT strategy are merging. What is crucial is building architecture-enabled business models designed around speed, scale, flexibility, and replication. Enabling technology is often easier than changing process and culture.

### 4. Dynamic Networked Organization (DNO)

This is the next generation of organizational structure; the concept of the assembly line, command, and control is gone. This new movement, DNO, is a transparent integration of business and technology architectures that uses the network as the platform. It is the future of work where you are in a different organization with every meeting you enter. This has huge implications on productivity and efficiency.

### 5. Cloud Computing

The cloud is still seeking its definition, but it will produce flexibility in the ability to consume IT resources. Biggest cloud concerns? Who will manage and integrate it from an end-to-end business perspective and how it will be regulated. Biggest incentives? Agility and cost. The cloud is going to happen, but it might evolve as a hybrid as consumers of IT weigh security and regulatory risks along with consistency of user experience. In the end, the needs of business will determine the evolution of the cloud.

### 6. Data Management

Data is proliferating rapidly, and video will exacerbate this. It is necessary to define good data versus bad, assess what to eliminate, assign strategic data, establish data ownership, and reduce it to "one version of the truth." Video brings data that requires management, storage capacity, and reusable components in order to be strategic. For utilities, new consumer-based smart grid devices will also present data management and security challenges.

### 7. Video

Pervasive video will be the knowledge and communications platform of the future. Not all video is equal. As long as the message sticks and is real, it is perfectly acceptable to have YouTube-style video versus professionally produced video.





#### 8. Collaboration

Collaboration and Web 2.0 provide the connection between people, information, and communities, with video being the predominant application. Collaboration promotes productivity and compresses time to market for innovation. Front-end the architecture so that technology disappears for the end user and the experience is as transparent as possible, but allow the user a customized experience.

#### 9. Customer Experience

Differentiation lies with the consumer, based on customer loyalty and personalization. As companies carve out their niche, social networks will play a critical but still-evolving role. The challenge is to deliver a superior customer experience and use revenue streams from user-generated content.

#### 10. Culture

Adapting to culture has two facets: internal and external.

- a. Internal adaptation allows for operational efficiency, speed, and scale to forge a competitive edge. It also allows for adoption of technology such as social networks.
- b. External adaptation allows organizations to create a viable consumer class, especially in emerging markets. The organization must understand the importance and potential of expanding globally and be knowledgeable of local culture as it sets its strategy. Executive leadership must be aware of where expansion is taking place, as well as the culture, and support the process.