

Lead the Responsive Organization Revolution: How to Inspire, Transform & Facilitate Business Driven IT

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CTO, AvePoint Public Sector
#sptechcon @meetdux





1999 - IPO

2004 - 9000 stores

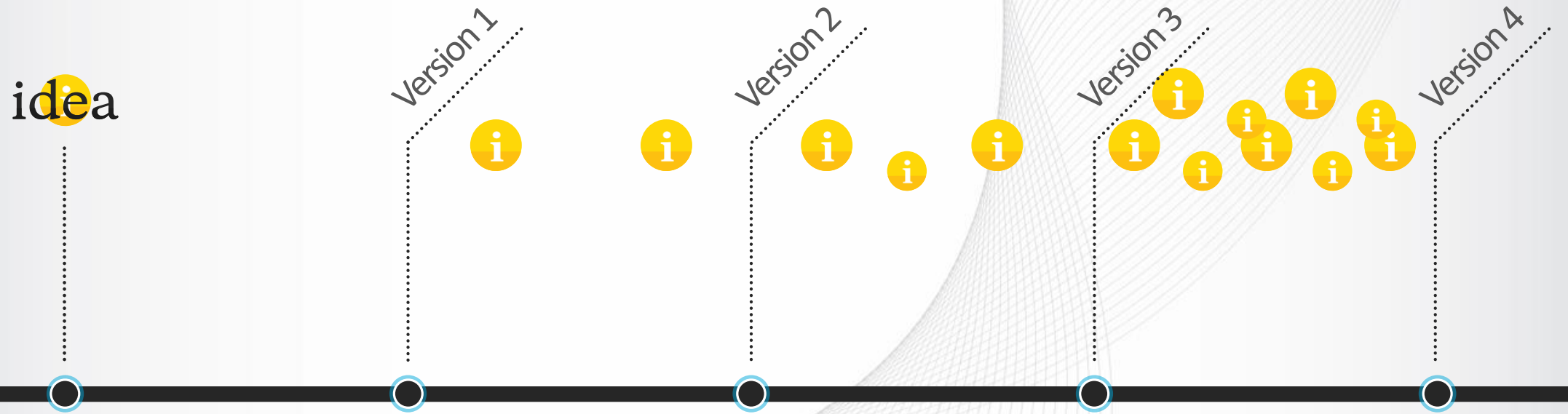
2010 - Bankrupt

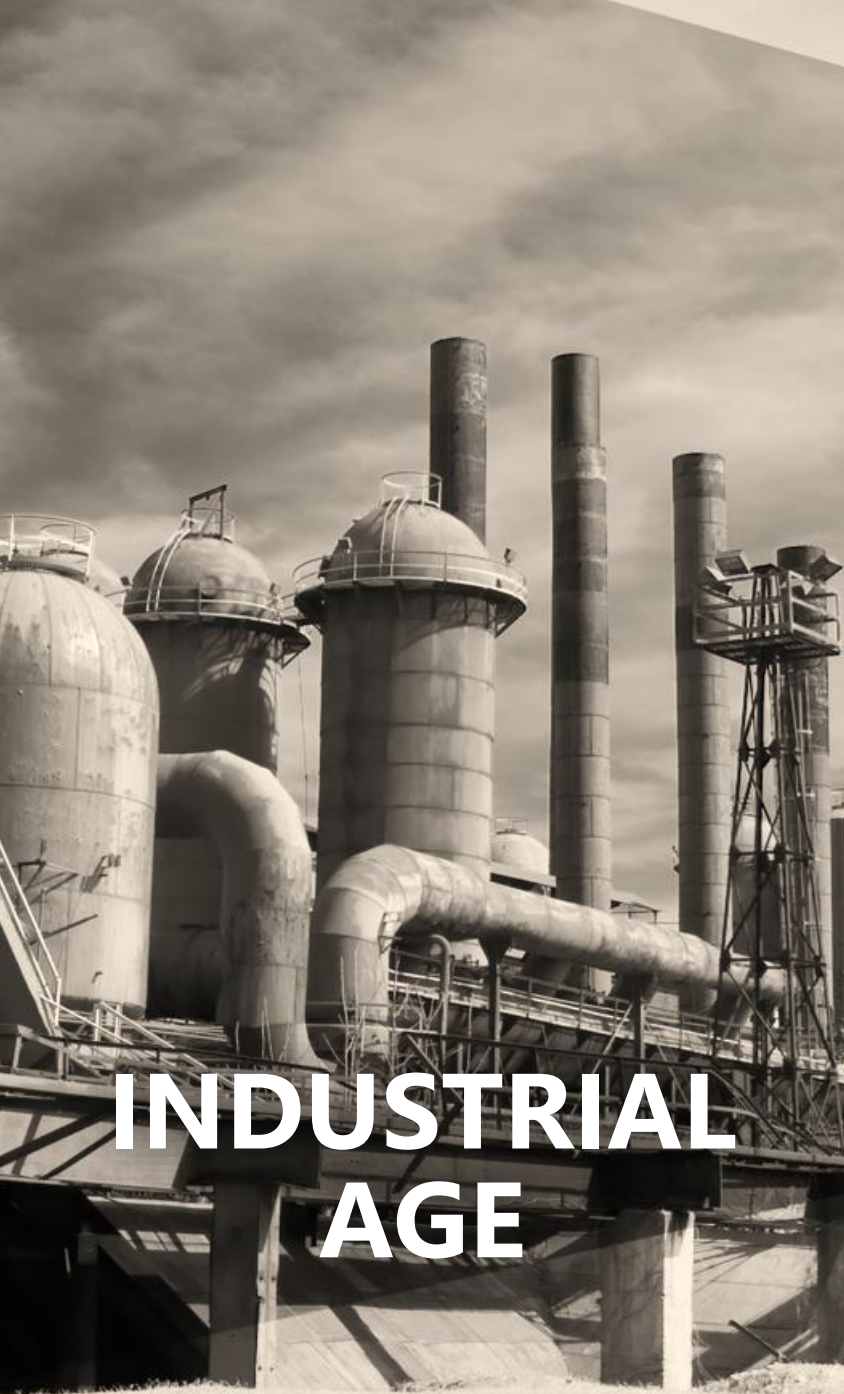
2013 - RIP

A black and white photograph of a long line of vintage cars, likely from the 1920s or 30s, parked in a factory or showroom. The cars are arranged in a perspective that recedes into the distance. The lighting is dramatic, with strong highlights and deep shadows. The text "COMPANIES WERE NOT BUILT FOR CHANGE" is overlaid in large, bold, white capital letters across the upper right portion of the image. The text has a slight glow or drop shadow effect. The background shows the structural elements of the building, including pillars and arches.

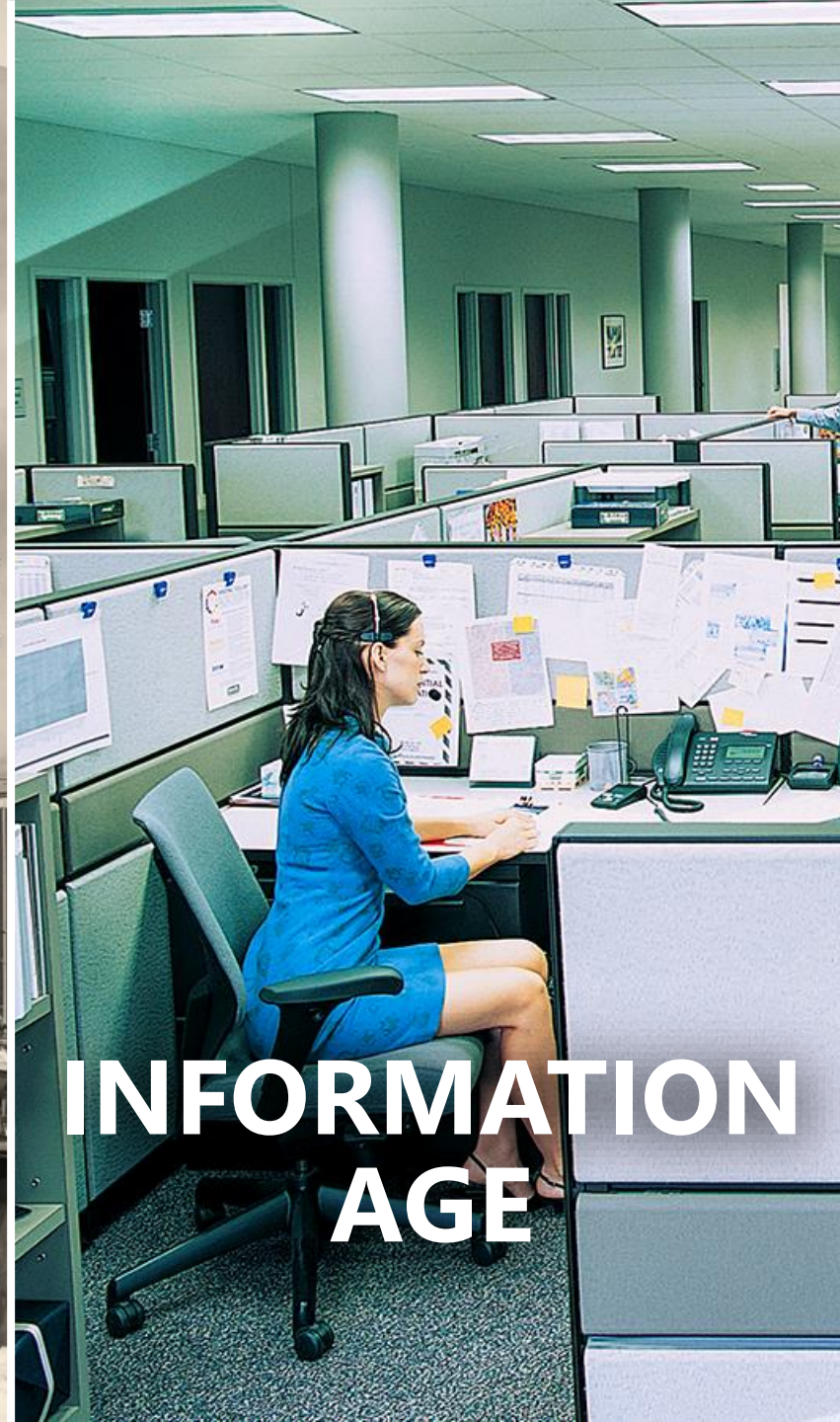
**COMPANIES WERE
NOT BUILT FOR CHANGE**

Old World vs New World





**INDUSTRIAL
AGE**



**INFORMATION
AGE**



**CONNECTED
AGE**

Long cycle

Rapid innovation

Less Data

Big Data

#ShiftHappens

Workplace

Mobile

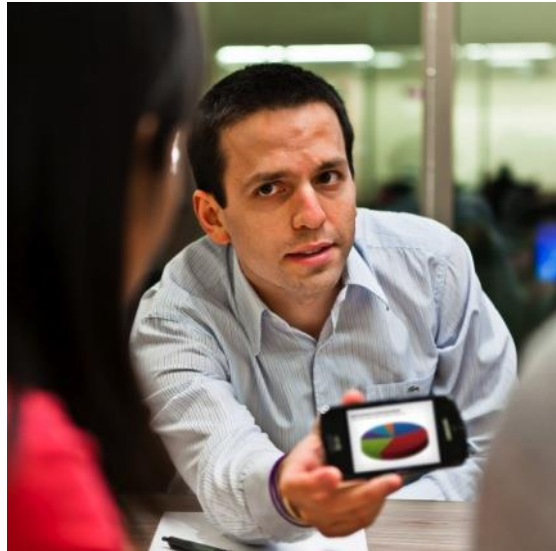
Reactive

Responsive

The Next Revolution is Here



BYOD



Speed of Business



Do More w/ Less



Evolving Comms

Will & Kate are having a baby!!!
#RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)

#Breaking The royal family is
going to have a new addition!

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)

The Royal Family welcomes their
new member!!

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)

This just in! Kate & Will are having
a baby boy! #RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)

Kate Middleton is pregnant! OMG!
#RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)

Congratulations to Will & Kate on
the birth of their baby!
#RoyalBaby

[Reply](#) [Retweet](#) [Favorite](#) [...More](#)



**Presiden Aquino Kritik Pejabat
Lokal Tak Sigap Hadapi Dampak
Topan Haiyan t.co/bCDR8EviTq**



Muhammad Agung, 1 minute ago

**THE SPEED OF INFORMATION
DRIVES CHANGE**

“ If the rate of change on the outside exceeds the rate of change on the inside, the end is near. ”

JACK WELCH



How to Facilitate Business Driven IT



Transform Your Organization

Map to Business Value

Drive Sustainable Adoption

Transform Your Organization

1

CMO vs CIOs


By 2017, CMOs will spend **MORE** on technology than their counterpart CIOs



Changing Dynamics...

Gartner

*Gartner Research
2017 Prediction*

	High-Tech Marketing	Marketing	IT
Budget as % of Revenue <small>*2011 Gartner Research</small>	4.8%	10%	3.6%
Increased Budget <small>*2012 Gartner Research</small>	11%	9%	4.7%
Challenges <small>*Mckinsey survey & Robert Half Technology's survey</small>	98.8% CMOs who say that getting the necessary data talent is a problem		1400 CIOs indicates that governance concerns are high on the CIO agenda

“Digital marketing is not going to be solved by IT. We need to integrate the CIO, CTO, and CMO insight, leadership, and decision making.”

– Chris Meyer, McKinsey & Company

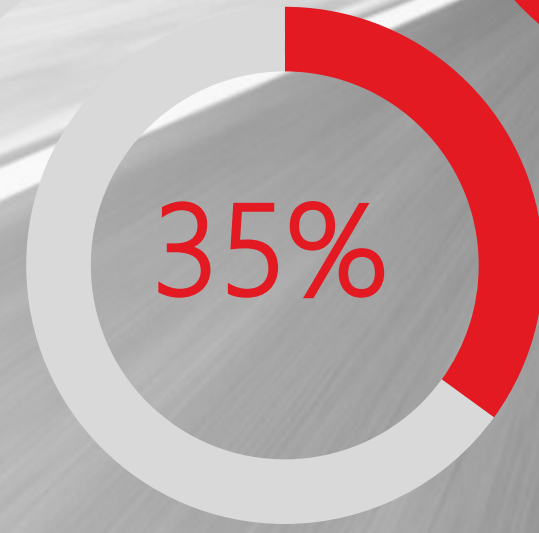
**Distractions From
Innovation**



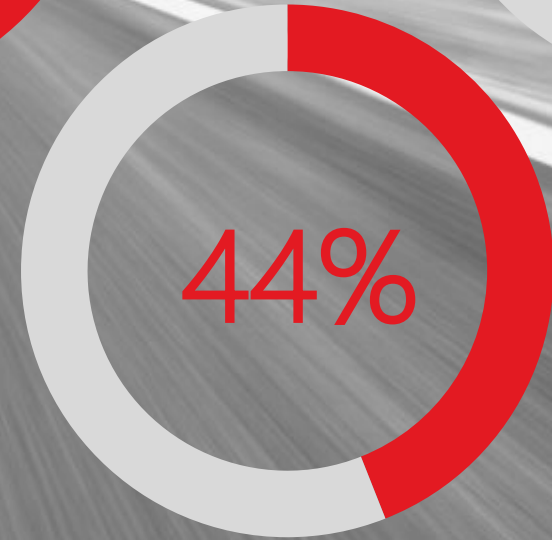
Changing Roles



Shift in Budgets



New Models Emerging



Additional Skills Required

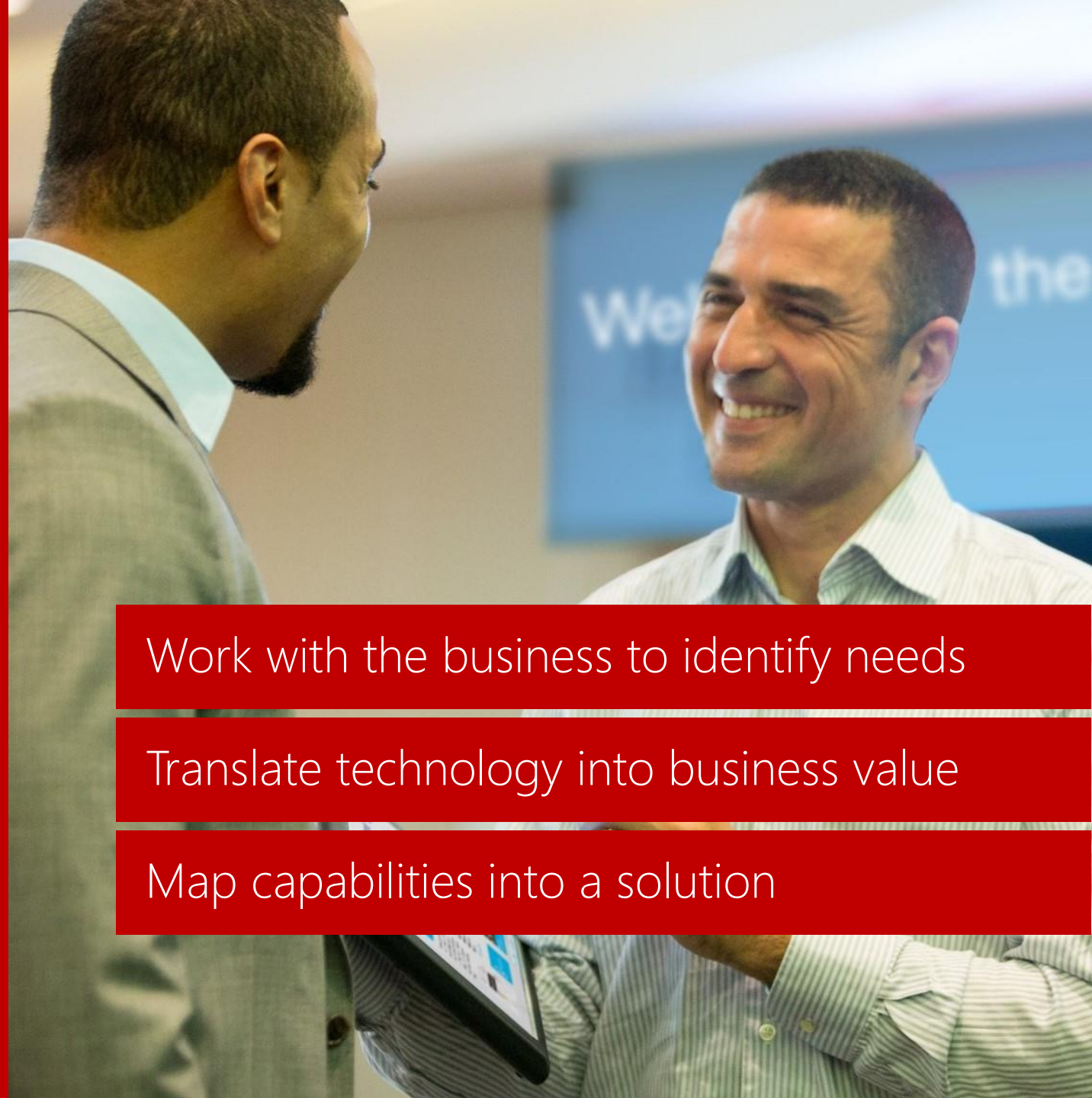
THE NEW ROLE OF IT: A BUSINESS ENABLER

Strategically formulate and implement solutions that solve business problems with success measured by lasting adoption

Work with the business to identify needs

Translate technology into business value

Map capabilities into a solution





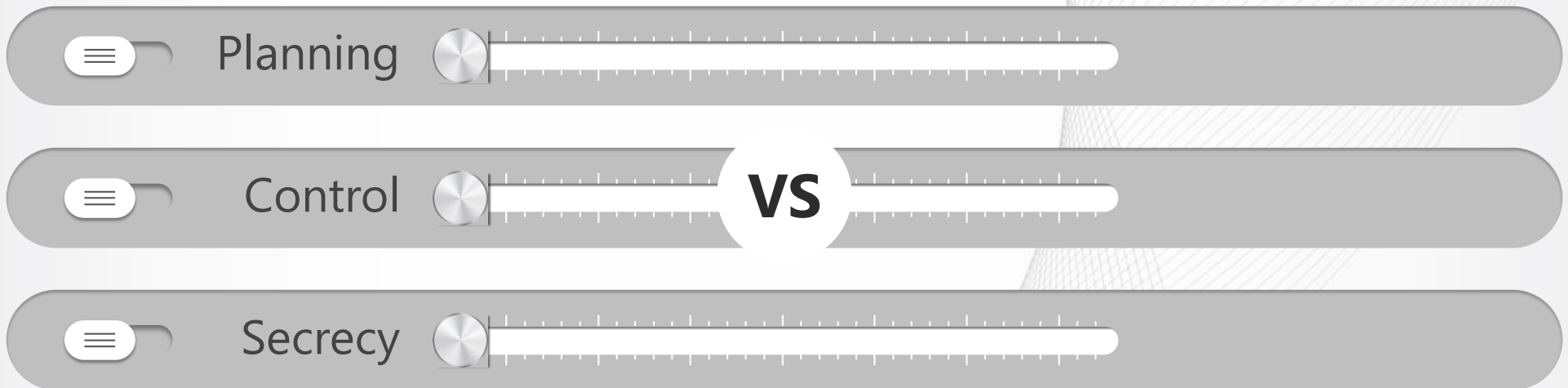
UN-LEARN THE PAST



VS

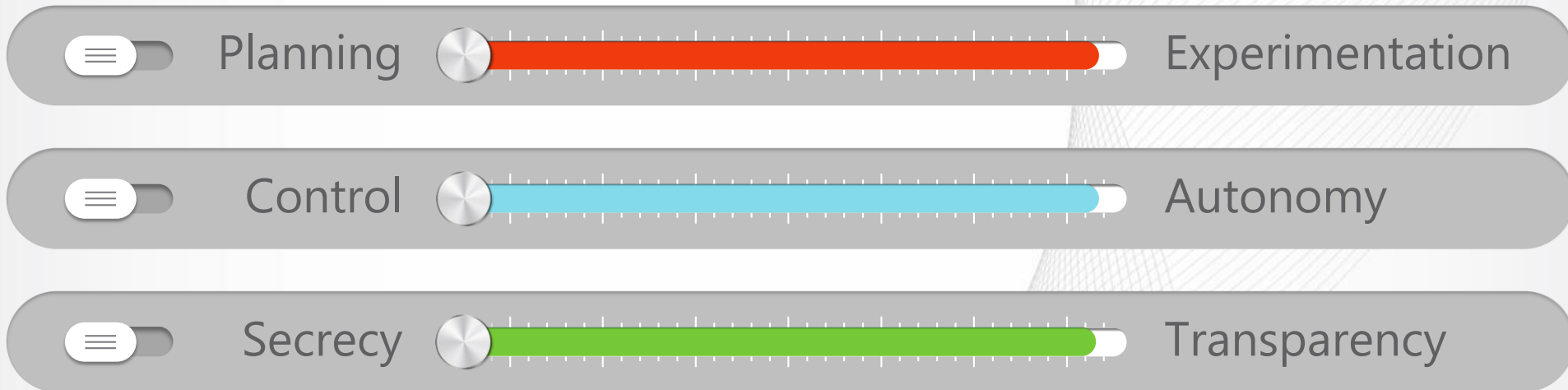


RESPONSIVENESS



EFFICIENCY

RESPONSIVENESS

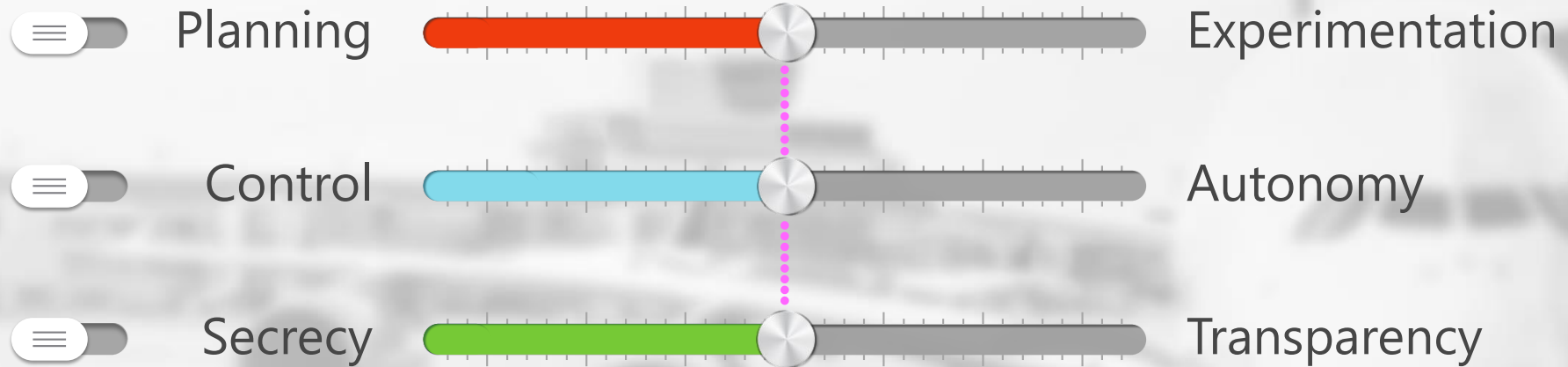


EFFICIENCY



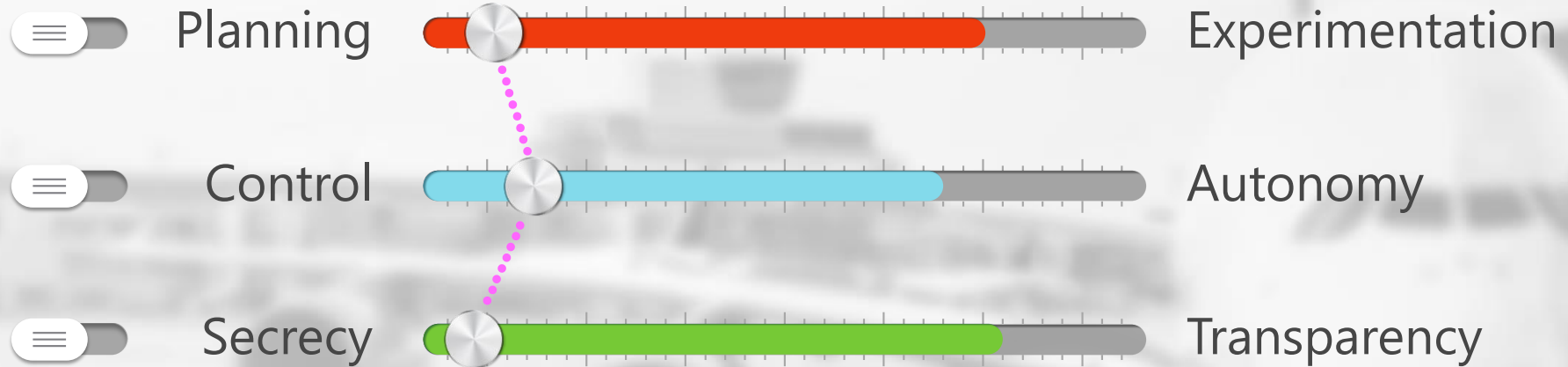
A COMMON PROBLEM...

RESPONSIVENESS



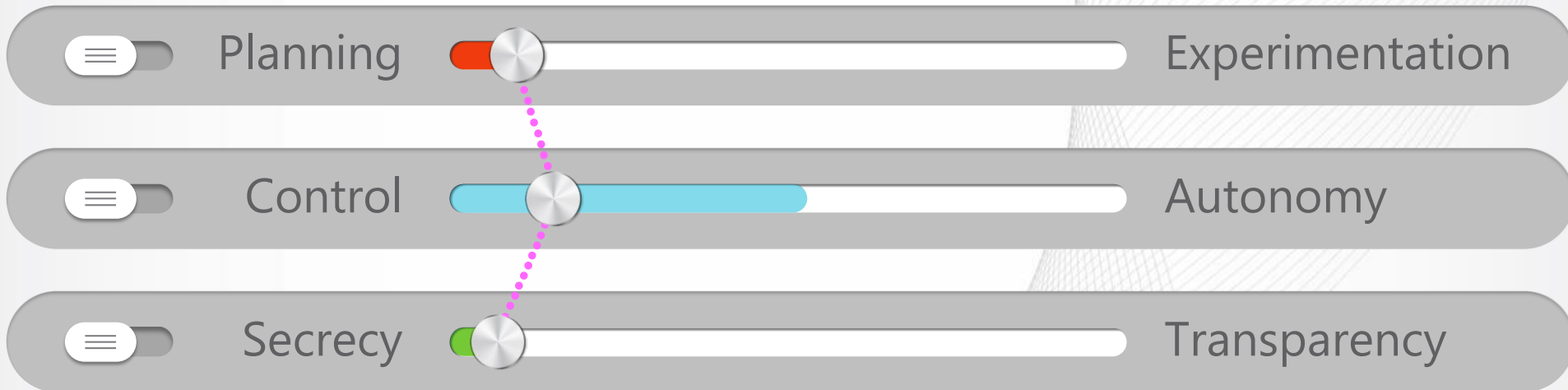
EFFICIENCY

RESPONSIVENESS

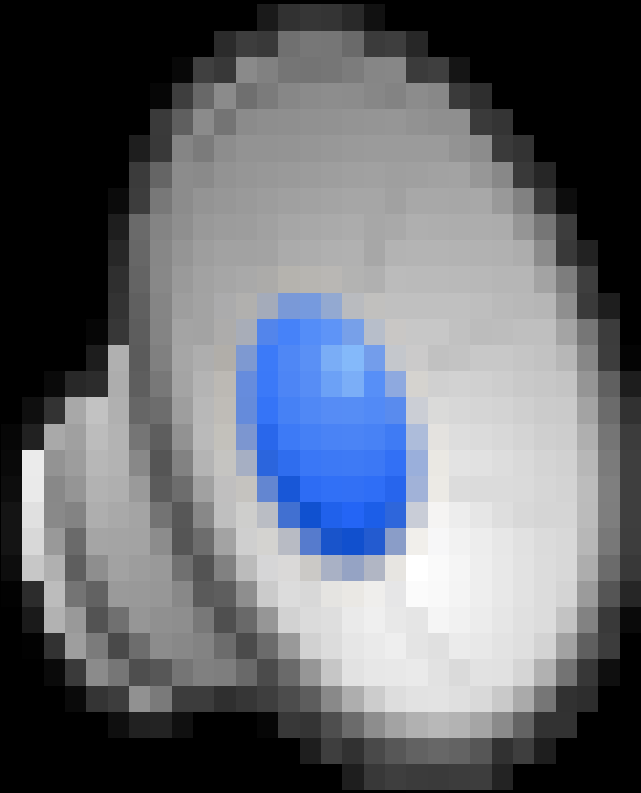


EFFICIENCY

RESPONSIVENESS



EFFICIENCY



Map to Business Value

2



Change is
often met with
resistance

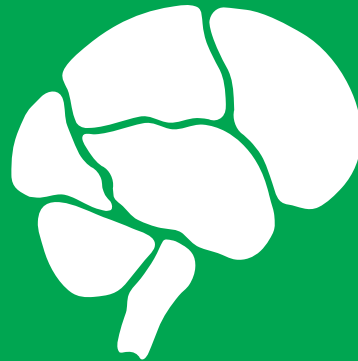
53% decline in
workforce productivity.

Business Matters. IT Doesn't Matter.

Financial Gains



Expedite Innovation



Customer Value



Facilitate Purposeful Collaboration

Common
Pain Points

Identify
Quick Wins



Go After Low Hanging Fruits

Business Needs Differ by Functions

Engineering, Research & Development



Share best practices across geographies

Operations, Manufacturing & Logistics



Improve and monitor business processes

Sales, Marketing, PR & Communications



Align Sales and Marketing teams

HR & Legal Services



Gather & process forms from employees

Accounting, Finance & Procurement



Pull data and build financial reports

Administration



Organize teams and manage calendars

Facilitate Sustainable Adoption

3

Ensure Lasting Buy-In



Engage Business Groups

Corporate
Communications



Human
Resources

Groom Champions

Champions are not only passionate about what they do, but are also excited to evangelize solutions, and help their peers to learn how to use them.



Deliver Contextual Training

Ensure training is relevant
Applicable to their day to day activities

Keep it interactive
Engage participants to learn

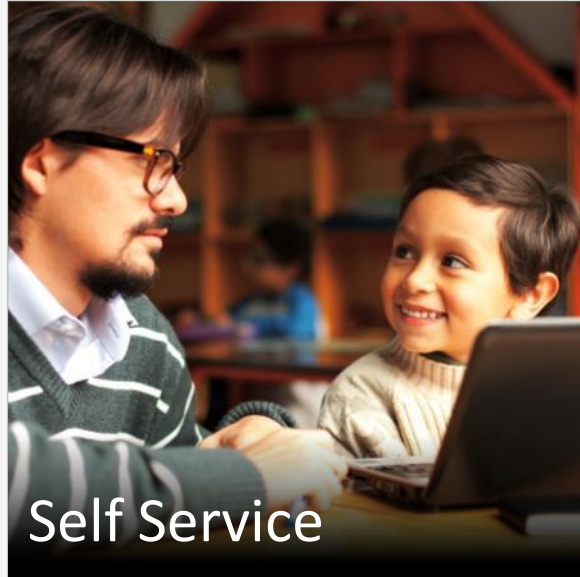
Give homework
Participants are expected to apply their learnings



Employ Active Learning

SharePoint Doesn't Suck	Migration	Pain Points	Enterprise Social	Adoption	Best Practice
100	100	100	100	100	100
200	200	200	200	200	200
300	300	300	300	300	300
400	400	400	400	400	400
500	500	500	500	500	500

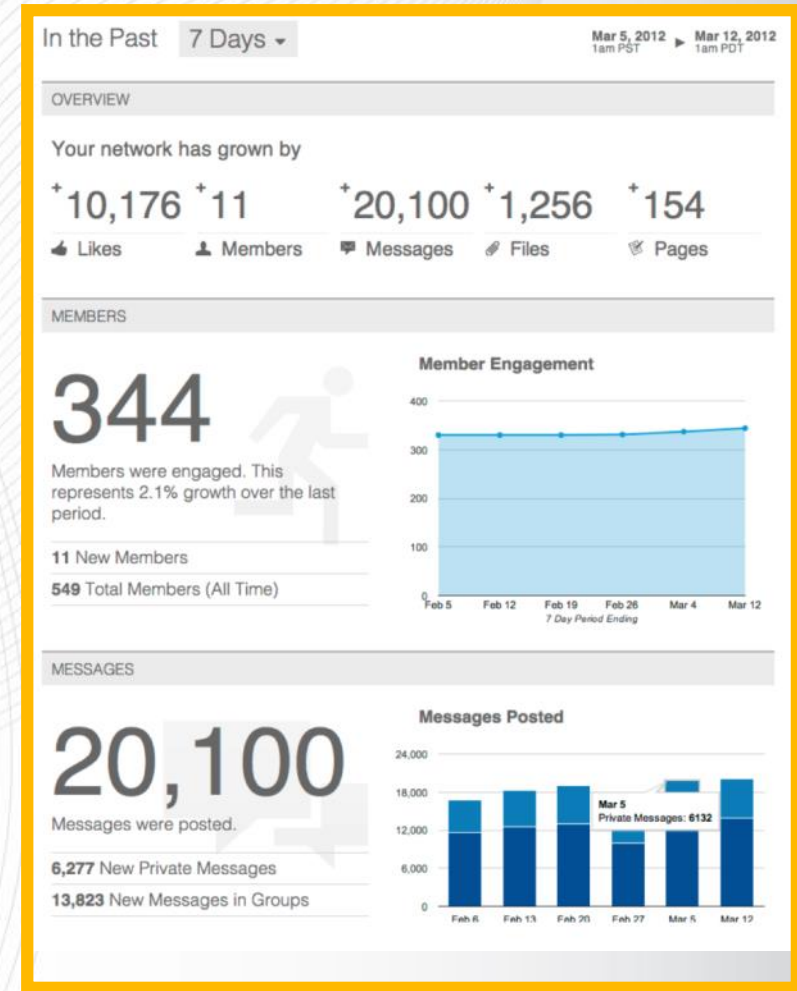
Establish Scalable Support



Measure Success

Achieve real business relevance by measuring your outcomes **qualitatively and quantitatively**. Use technology data to support your findings.

Business Value Opportunity	How does technology enable this?	What was achieved?	How is it measured?
Team Collaboration	Streamlined collaboration across regions and teams to execute projects.	Increasing global spread of business.	15% improvement in increasing number of successful projects delivered on time.
Employee Engagement	Find experts and information fast.	Time saved in searching for assistance with portfolio management.	30% improvement in access to experts and knowledge.



How to Facilitate Business Driven IT



Transform Your Organization

Map to Business Value

Drive Sustainable Adoption

#ShiftHappens

Gracias

ευχαριστώ

Danke

Grazie

Hvala

Obrigado

Kiitos

شكراً

谢谢

Ahsante

Teşekkürler

متشكراً

Salamat Po

Cám ơn

شكريه

Terima Kasih

Dank u Wel

Tack

நன்றி

Köszönöm

ありがとう
ございます

ขอบคุณครับ

Mulțumesc

תודה

多謝晒

дякую

Ďakujem

спасибо

благодаря

Tak

감사합니다

Děkuji

Dziękuję

thank you

Let's Connect

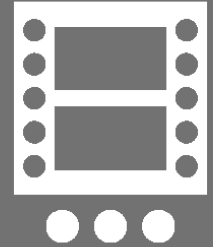


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