Four Imperatives for Competing in a Market of Speed

PART 2 IN A 3-PART SERIES
No CIO can say with certainty where their industry is heading, but it is clear that technology must be a part of figuring it out. It’s only a matter of time—and those that get there first will win. While time-to-market is still vital to business success, two other dimensions can differentiate leading enterprises from laggards today: time-to-innovation and time-to-value.

To be part of the next generation of CIOs, you need to pave the way for a digital future. Market leaders are using emerging technologies to reinvent themselves and compete with new digital entrants in their industries. New companies such as Uber and Airbnb can enter long-established industries by combining emerging technologies to create disruptive business models.
How CIOs Can Deliver the Most Value

Speed and agility come from the CIO. For that reason, CIOs are uniquely positioned to impact the business’s ability to achieve new revenue models and deliver better customer experience. As described in “The Connected CIO: Moving from iteration to innovation,” customer experience will determine whether a business thrives in the next five years.

Customer experience (CX) continues to be a top priority for organizations, and an agile work culture provides companies with a framework to rapidly respond to customer needs and incorporate feedback to improve offerings. Digital transformation is a dynamic process, and by optimizing audience variables faster than competitors and reacting faster to market and consumer trends, CIOs can develop an immediate competitive advantage.

“Agility is especially important for traditional companies that are going digital, because what made them successful in the past is not necessarily going to make them successful going forward.”

– Jeanne Ross, MIT Sloan Principal Research Scientist, MIT Center for Information Systems Research (CISR)

70% of CIOs will deliver, by 2021, “agile connectivity” via APIs and architectures that interconnect digital solutions from cloud vendors, system developers, start-ups, and others.  

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Technology: The Engine That Propels You Forward

Technology adoption has not always translated into efficient, profitable and streamlined processes. Sometimes due to legacy IT designed to tackle immediate issues, things have often been addressed in silos. To help companies move forward, the CIO of the future—the Connected CIO—needs to fuse separate business and technology strategies into a unified approach that creates new sources of value, including data, agility, speed, transparency and digital experiences. With technology as the catalyst, organizations have the opportunity to disrupt and transform or they can fall behind.

To compete in a market of speed, CIOs need to focus on four imperatives and technologies:

- Increase your business agility by using a multi-cloud strategy.
- Create new value through the Edge.
- Transform engagement through workforce modernization.
- Meet sustainability goals through responsible IT asset disposal.
Increase Your Business Agility Using a Multi-Cloud Strategy

No single cloud environment can satisfy every business requirement. To have the flexibility to choose the cloud environment that’s best for any given situation, you can adopt a multi-cloud strategy. However, this approach can result in enormous IT complexity when companies have multiple operational silos, disparate management, and disparate operational tools and APIs.

For business agility, one of the smartest investments any Connected CIO can make is in automation, especially when it comes to cloud operations, backup, recovery, security, provisioning and orchestration. A comprehensive multi-cloud strategy that incorporates automation can fully reap the benefits of speed and agility.

Key Takeaways

- Organizations can accelerate innovation with a multi-cloud strategy: By running next-generation applications in the cloud environment where they perform best.

- Be flexible: The flexibility to select the best-fitting cloud platform also supports CX initiatives.

- Gain greater insights: An organization can gain greater insights from data analysis that combines business data with open data resources.

- Enhance Capabilities: Adding cloud-based cognitive capabilities helps enhance decision making and personalization of customer interactions.
2 When You Think About Edge, Think Data First

All digital businesses process data more efficiently when the computing power is moved closer to the thing or person generating it. There are three top drivers for doing so:

- **Data volume**: There’s too much to send it all to a cloud all the time.
- **Speed**: Many Edge use cases require real-time response.
- **Uptime**: The network sometimes fails, and even brief downtime can be very costly.

In the next three to four years, mobile data traffic is expected to surge by 800%. Of that data, 45% will be stored, analyzed and acted on at the Edge. And Gartner predicts that by 2022 Edge data will constitute 75% of enterprise data, up from 10% today. As more functions happen at the Edge, IT must change compute, network, storage and app architectures.

### Key Takeaways

- **Edge computing**: Can increase network performance by reducing latency so that it’s measured in microseconds rather than milliseconds.
- **When Coupled**: With a single view of the customer, Edge computing will empower organizations to deliver the next generation of the digital experience and positively impact the bottom line.
- **With data processing occurring closer to the source**: Marketers can engage in real-time marketing and online and offline interactive experiences.
Meet Sustainability Goals Through Responsible IT Asset Disposal

Less than 30% of electronics globally are responsibly recycled. When electronics end up in landfills or are not recycled properly, toxins like lead and mercury can leach into the soil and water. As global consciousness grows, there is also a growing expectation from consumers. Connected CIOs seek an environmentally friendly way to dispose of their old electronics, making sure devices are returned to vendors or wiped and given to nonprofit organizations such as schools, hospitals and nursing-care centers.

Key Takeaways

• Partake in the circular economy: Digital leaders insist on being part of a circular economy where their materials go from harvest, to use, to reuse whenever possible.

• Partake in technology recycling opportunities: Technology recycling opportunities, such as donating working electronics to nonprofits, can enhance publicity opportunities, goodwill and brand reputation.

Transform Engagement Through Workforce Modernization

More personalized, secure, collaborative and simplified IT is on every CIO’s agenda. Research shows that for every 5% improvement in employee engagement, there’s a 3% increase in revenue. The Connected CIO can make a significant impact on employee engagement and help attract and retain talent, especially among younger candidates.

Key Takeaways

• Personalize the experience: By personalizing the experience for employees, you can ensure they have the right set of applications, data and devices they need to be productive.

• Automate your organization: With automation, you can offload time-consuming tasks so people are focused on engaging work.

• Reduce tech-related churn: Reducing tech-related issues means employees have more time for innovation.

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Dell’s commitment to investing in the future

Dell Technologies is committed to finding innovative ways to use technology. In 2019, Dell Technologies made a $20 billion investment in its global R&D initiatives to accelerate innovation in education, healthcare, agriculture and other industries. The result is a world-class infrastructure to help organizations create technologies that push their industries further.

Dell Technologies brings the power of seven technology leaders committed to your transformation. Together, we are ready to help you transform your business and shape your future.

Action Today is Essential

We are all on a digital journey. We created Dell Technologies to provide not only the products and solutions, but also the services and expertise to help make business transformation real for you: one partner, purpose-built for your digital future.

Read parts 1 & 3 of this report:

Part 1
Moving from Iteration to Implementation

Part 3
Proven Guide for Implementing a Digital-First Strategy