

IVI Winter Summit. 15th December 2016

Workshop: Key Digital Business Challenges – and How IT-CMF Can Help

Workshop Objectives

- Introduce our work on digital business challenges
- Get your feedback on the top challenges you are facing
- Explore IT-CMF's support for those challenges

Outline

- Our digital perspective
- Overview of the digital business challenges
- Explore challenges (in groups)
- Debrief
- Summary and next steps

Our Digital Perspective

Sources and Influences

- Academic and practitioner literature reviews
- Interviews, workshops, and input from practitioners

Our Perspective on the Digital Agenda

- A holistic view
- “Hype is easy, but system change is hard”¹

Synthesis

- A set of key digital business challenges, grouped into themes
- Identified key capabilities needed to respond to each challenge
- Digital Business Readiness Index assesses your organization's Readiness

The Challenges

Digital Strategy

Defining and evolving the digital business strategy, and the organization to enable it

1. Aligning Strategically
2. Designing the Organization
3. Creating the Technical Architecture
4. Engaging Talent

Continuous Transformation

Transforming into a digital organization that is flexible and responsive to evolving needs and opportunities

5. Leading Transformation
6. Being Responsive and Flexible
7. Adapting Business Models
8. Embedding Information Technology in the Organization

Innovation & Value

Developing and leveraging innovation capability, and resources, within & beyond the organization, to add value

9. Adding Value through Innovation
10. Leveraging Insights from Data
11. Leveraging Potential of Sourcing
12. Optimising Value from IT Budgets

Service Ecosystem

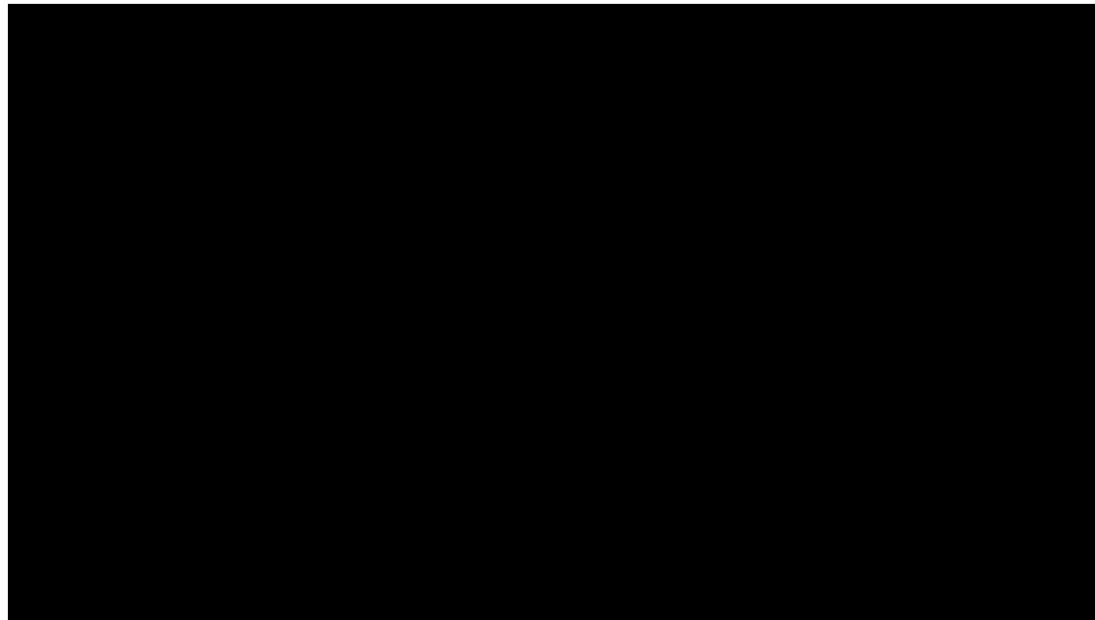
Providing a seamless intuitive reliable digital IT service to users and customers

13. Focusing on IT Service
14. Expanding IT Service Ecosystem
15. Operating Effectively
16. Addressing Security and Privacy



Walking Poll (5 min)

- 4 challenge themes
- Copies of the themes at different locations
- Move to be near the theme that you would most like to explore



GETTING INTO THE CHALLENGES ...

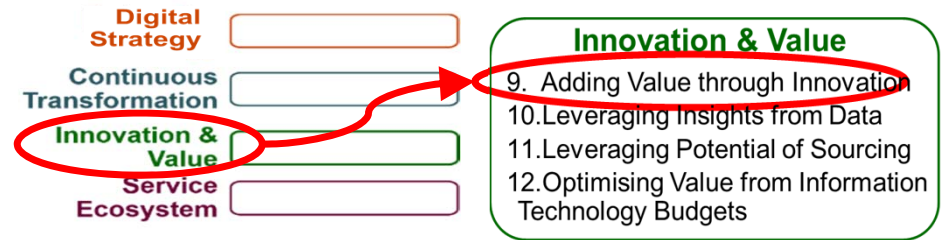
Innovation & Value Challenges

Developing and leveraging innovation capability, and resources, within & beyond the organization, to add value

#9 Adding Value through Innovation

Contributing revenue and value by enabling & leveraging innovation in the organization and beyond:

- Creating the culture, capacity and capability for innovation
- Innovating internally, through partnering with 3rd parties, and in collaboration with customers
- Contributing value to business through revenue generating and other innovations
- Enabling and responding to customer/user-led service adaptation and innovation



Primary Capabilities

- Innovation Mgmt. (IM)
- Research & Development Engineering (RDE)
- Benefits Assessment & Realisation (BAR)

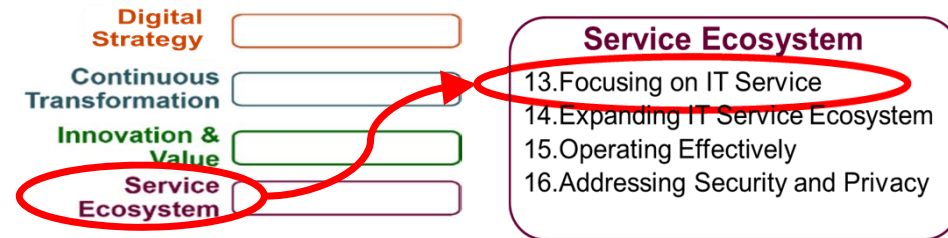
Service Ecosystem Challenges

Providing a seamless intuitive reliable digital IT service to users and customers

#13 Focusing on IT Service

Focus on the user experience of services & engagements to ensure intuitive and consistent interactions:

- User-led design & support to provide intuitive and effective services integrating seamlessly into user/customer activities
- Providing a consistent service experience – be it web-based, mobile app or desktop
- Supporting consistent integrated user/customer engagement and interaction via multiple channels (e.g. web chats, communities)



Primary Capabilities

- User Experience Design (UED)
- Service Analytics & Intelligence (SAI)

GROUP WORK

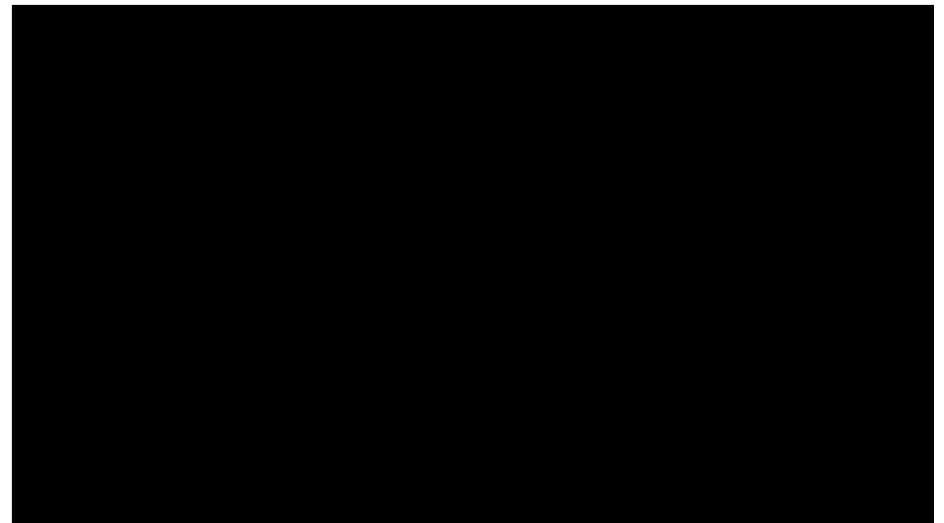
EXERCISE-1 EXPLORING THE CHALLENGES

Group Work

Exercise-1 - exploring the challenges

This part to do on your own (5min)

- Read the 4 challenges in your chosen theme
- Pick one challenge, and write down the detail of a similar challenge you've had in your work



Key Digital Business Challenges – and How IT-CMF Can Help

Exercise 1

Name:

Challenge Theme being explored (please tick one)::	Digital Strategy	Continuous Transformation	Innovation & Value	Service Ecosystem
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Your Challenge Number:		Describe your challenge below
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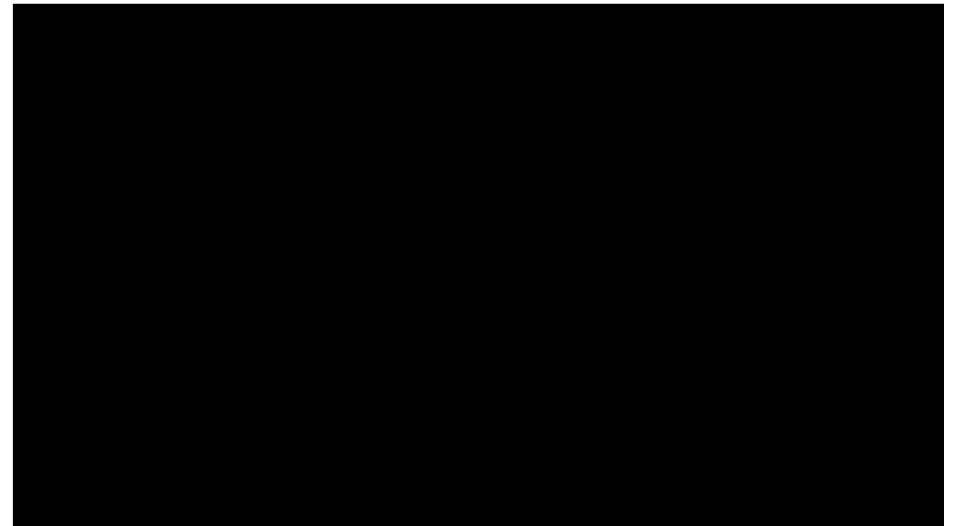
Group Challenge number:		Provide a brief description below
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Group Work

Exercise-1 - exploring the challenges

This part to do in your groups (15min)

- Share your stories
- Decide which one you want to feed back to the room



GROUP WORK

EXERCISE-2 – HOW CAN IT-CMF HELP?

CCs and the digital business challenges

- We have identified some primary capabilities that you need in order to respond to respond to each challenge
- Some capabilities are needed for every challenge
 - Project & Programme Management (PM)
 - Leadership & Governance (ITG)
 - Benefits Assessment & Realization (BAR)
 - Relationship Management (REM)

They may listed specifically in some, but are applicable for all

Group Work

Exercise-2 – how can IT-CMF help?

- Which CC (or CBB) will help most? (10min)
- Debrief (feedback to the room) (10min)

Service Ecosystem Challenges

Providing a seamless intuitive reliable digital IT service to users and customers

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Primary Capabilities

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Next Steps

- The insights you've provided will inform on-going development
- Webinars in the new year on specific topics discussed today
- Interaction throughout next year

THANK YOU!

END