Project/Open Vision

17.9.2003

My Guess

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Radical improvement after a number of incremental steps

No major new **Disruptive Technologies** anymore

Competitiveness depends on the capability to implement IT projects

- Technology gains importance as a vehicle to introduce innovative management practices
- Competitive advantage can be created when a company is consistently faster to adapt innovative business practices.

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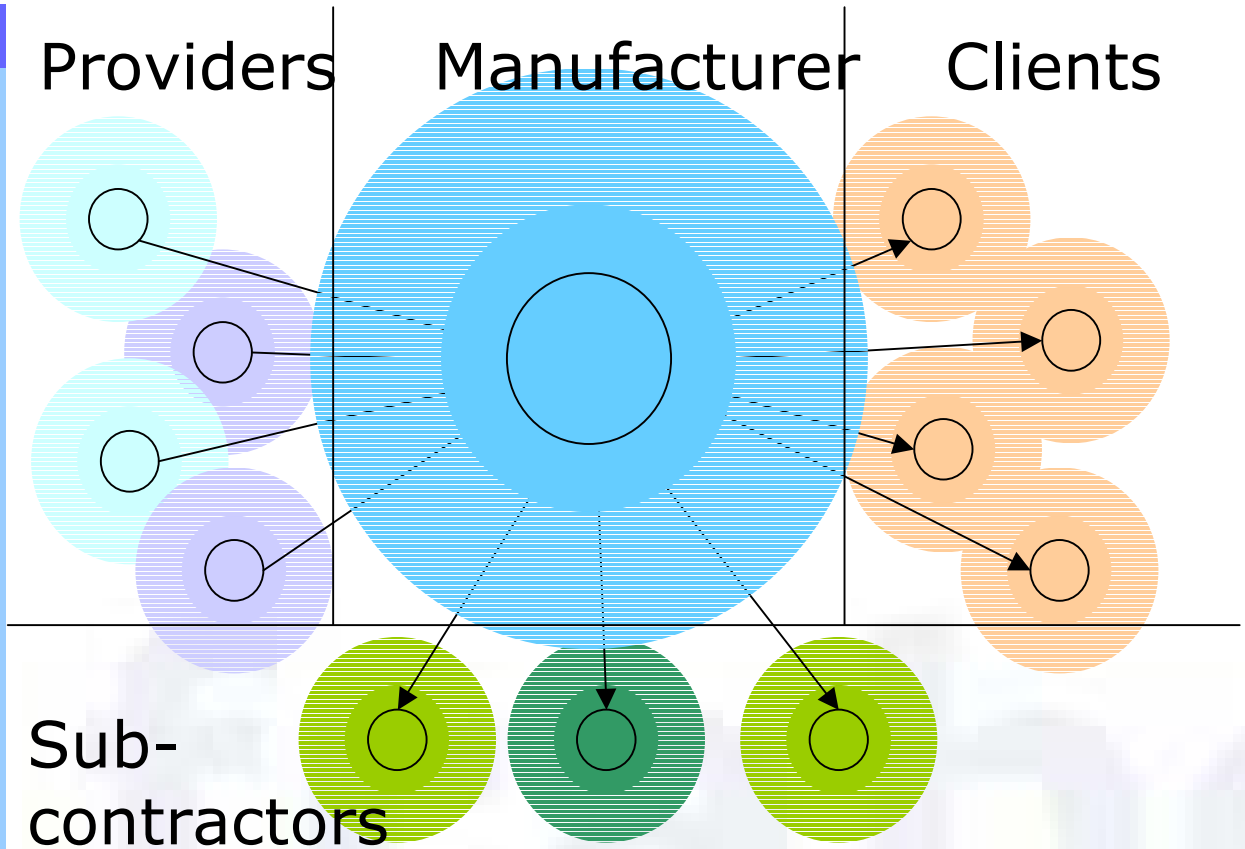
Conceptual Model: Extended Company



Technologies

- Collaboration & Project Rooms
- Web Services
- Extranet/VPN
- Sales Support
- CRM/SCM/…
- Collaborative Forecasting
- …

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Some Trends

General Trends

- Moore's Law
- Globalization
- Digitalization
- Mobility (GRPS&WiFi)
- Knowledge Value
- IT Commoditization

Read it everywhere!

Specific Trends

- Importance of Security (every computer connected to the Internet needs security)
- Machine-to-machine communication
- Open Source Software

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My Guess

No major new
Disruptive Technologies
anymore

- Ideas have been tested during the Dot.Com era
- “Applications à la carte” methodologies
- “Value patterns” (supply chain, integration, network, …) have become common knowledge

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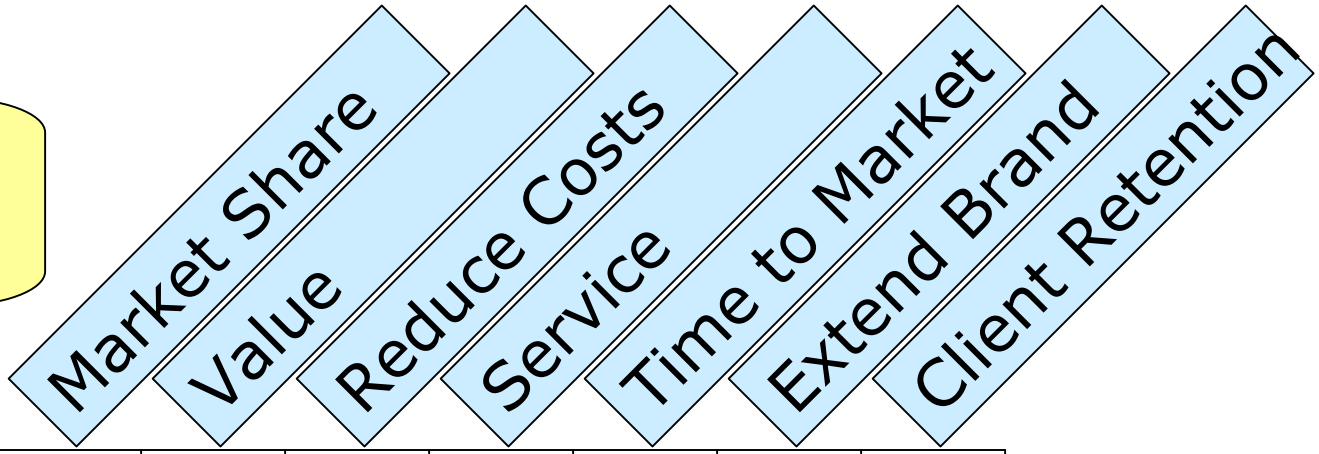
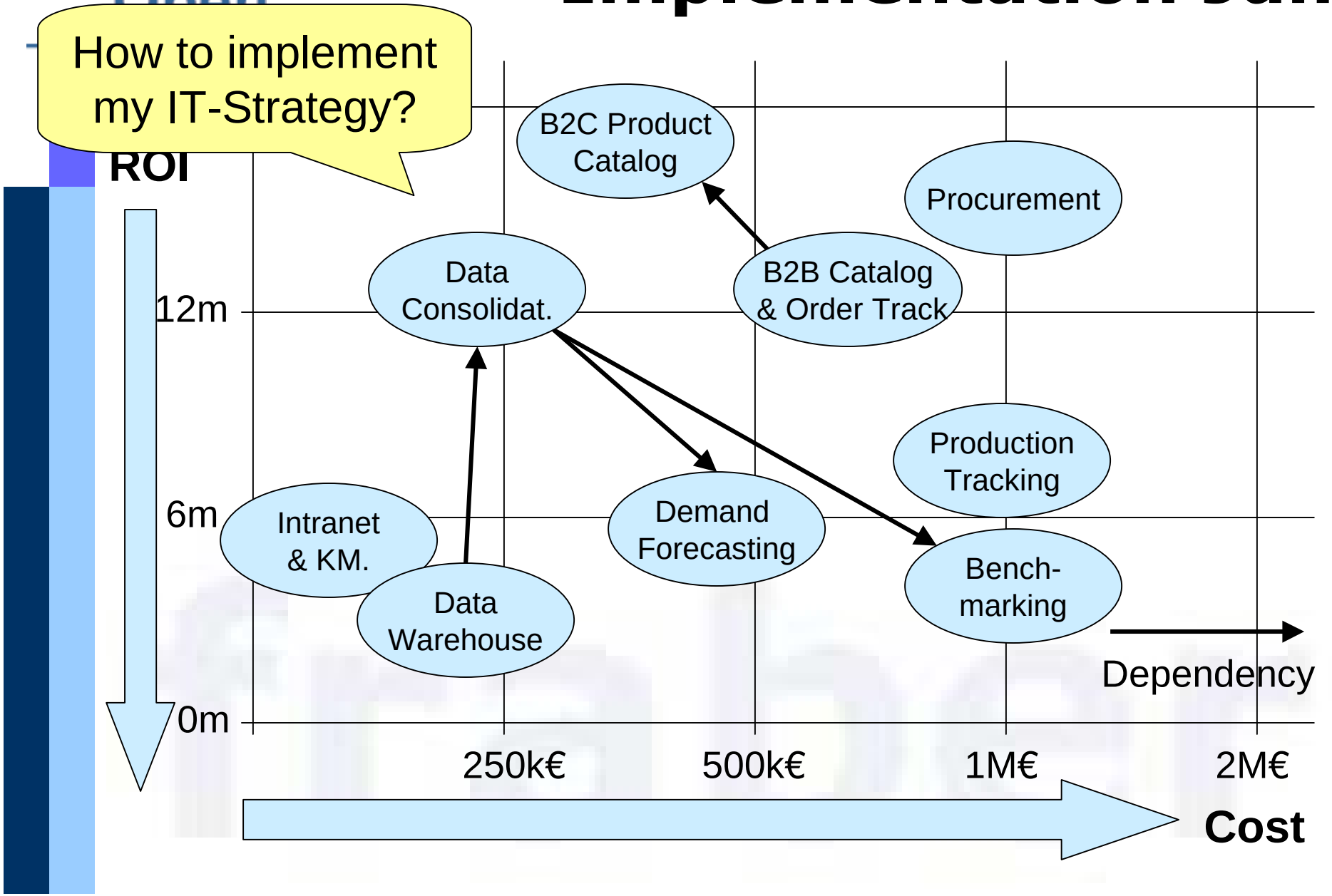
Disruptions à la Carte

How to define my IT-Strategy?



Clients	Put here: ▪ where you are ▪ where you want to go and ▪ what applications to use
Providers	
Partners	
Employees	
Investors	
Media	
. . .	

Implementation Jam



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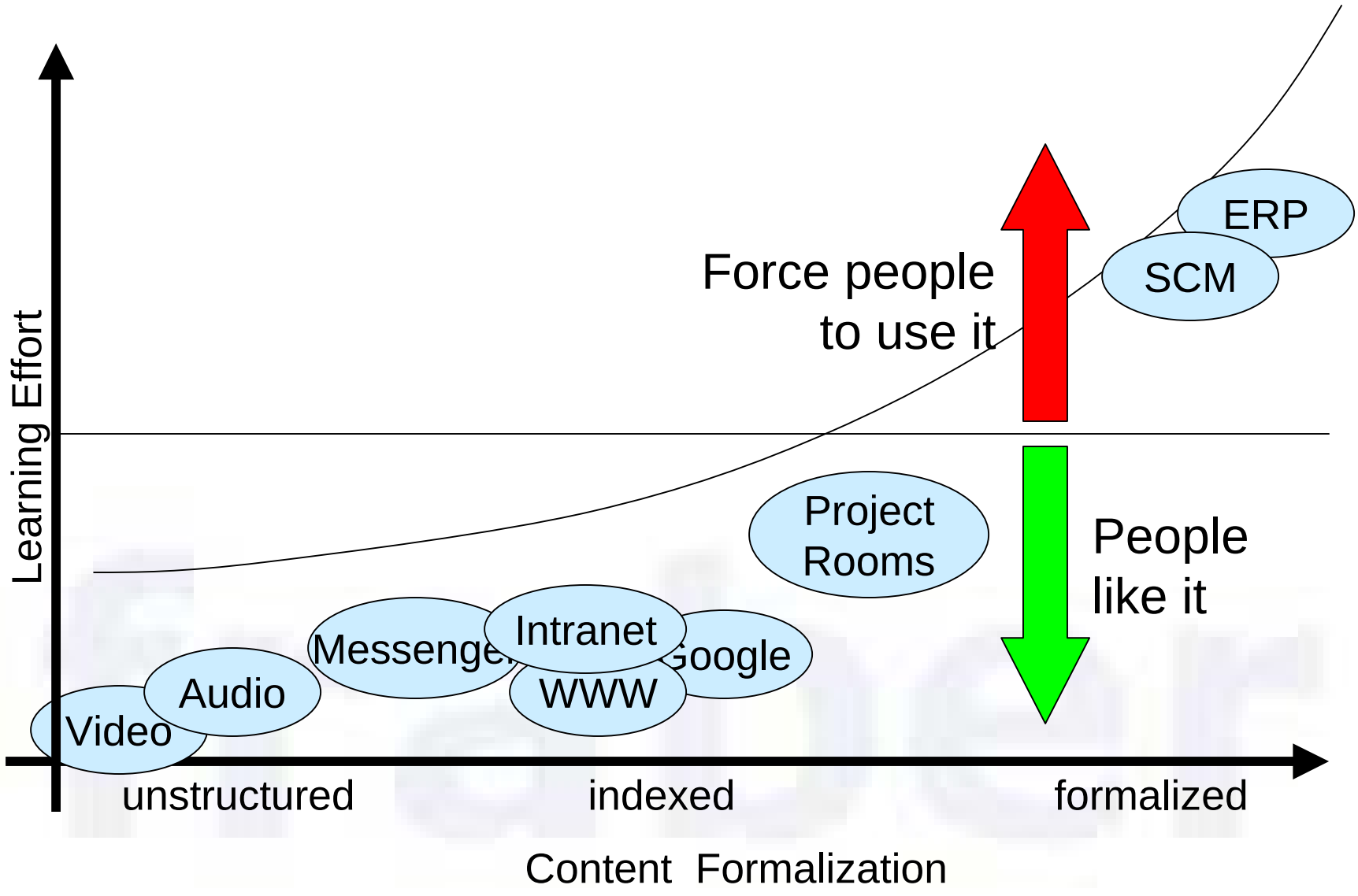
The Limits of Disruptive Technologies



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The Limits of Disruptive Technologies

- Build around existing processes
- Supported by innovative management practices
- Limited by learning complexity
- Implemented by digitalizing existing processes

➔ **Look at your processes and digitalize them**

- Examples:
  - Volkswagen/Seat Project
  - Recent announcement by General Electric
  - . . .

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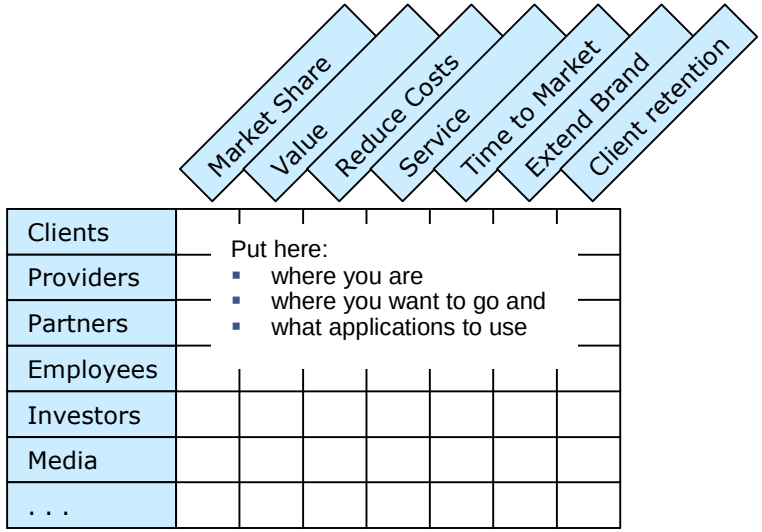
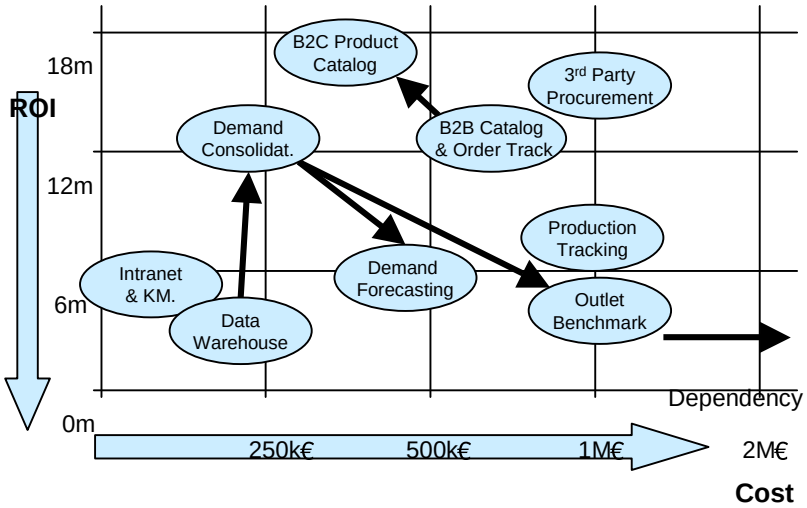
My Guess 2010





Competitiveness depends on the capability to implement IT projects

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Capability to Implement Projects

➔ **Look at your processes and digitalize them**

Critical Factors

- IT Infrastructure
- IT Strategy
- Change Management
- Project Management

Standardization?

IBM – PwC Deal?