Balance By Design
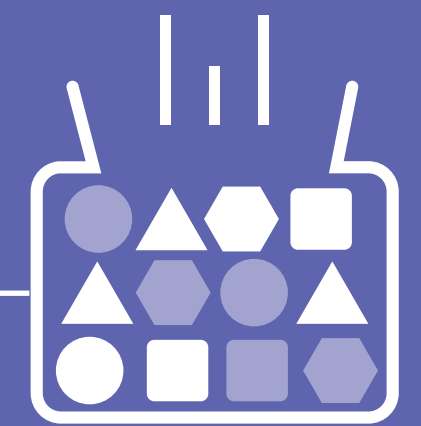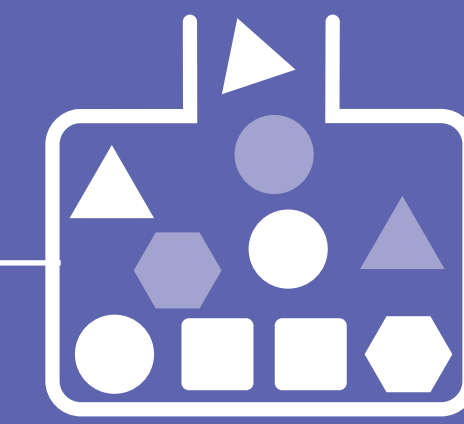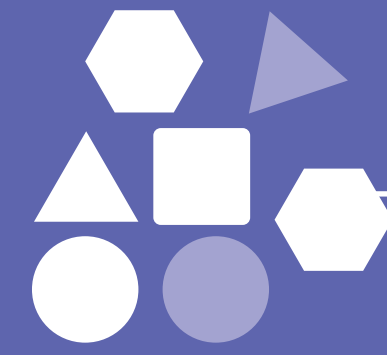
Balance By Design
Adapt First
With Open Arms
Technology ∈Ǝ Business
Iq Eq Cq Up
Trust Thrust
No Hands On Deck
What's Our Story
Technology Business

Balance
By Design

Adapt
First

Be like water: such a gripping metaphor. But what does it mean in practice? Businesses acknowledge they need to stand up to change, to adapt quickly and constantly, or otherwise be condemned to the depths of eternal irrelevance. Yet, anticipating change and rapidly adapting to it is a tall order for most business and IT systems, often more known for their complexity and inertia rather than their flick-of-a-switch responsiveness. Small, marginal improvements no longer make the cut. To make the big screen, systems need to be built for adaptability from the get-go, not as a backwards glance or afterthought.

Adapt
## First
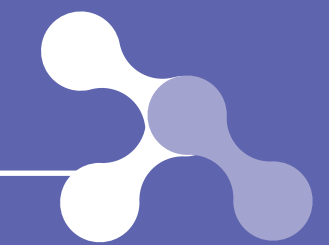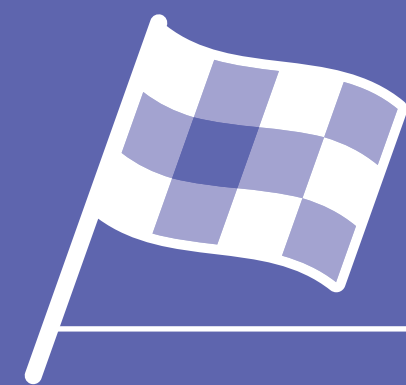
With
open Arms

Some of us may be old enough to recall when companies decided to open up their systems and link with partners (EDI, anyone?). It took quite some courage, to open these first little doors into the company. Well, that ship sailed a long time ago. Now, you need to be open to new opportunities, collaborations and business models – as and when they arise, certainly not only as planned. And you're not the only one trying. In order to stand out, you need to move to a state of decidedly active openness, attracting partners to collaborate with you – rather than 'just' making it easier to do so. Only then will your open platform evolve into an exciting, irresistible business magnet.
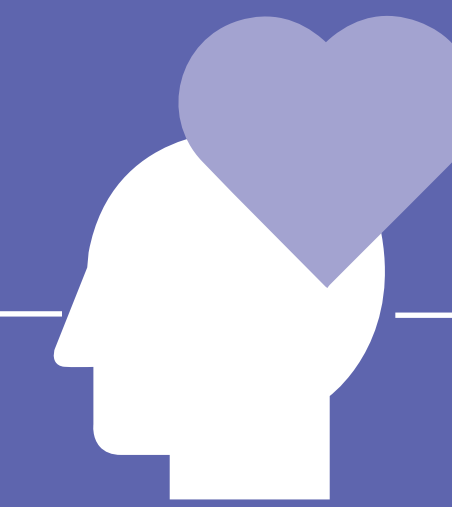
With
open Arms
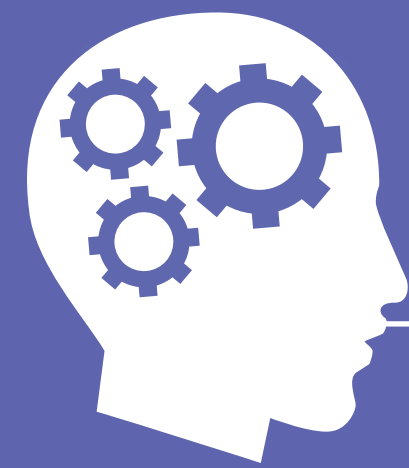
IQ EQ
CQ up
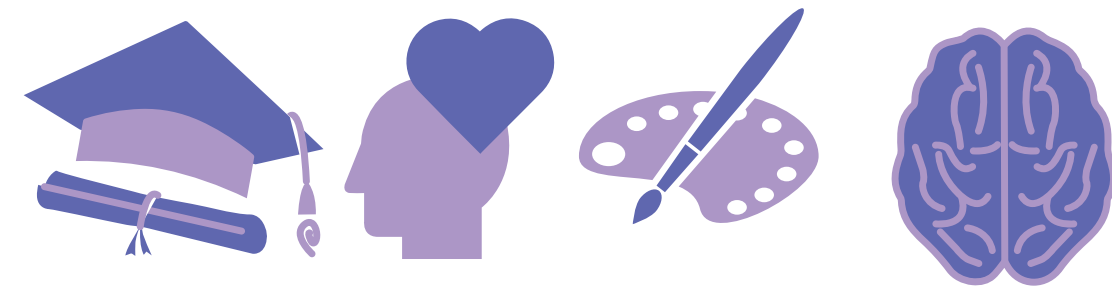
Every Technology Business is a datapowered Business. Therefore, every initiative should increase the corporate IQ, through valuable knowledge, insights and algorithms. It also must stay in sync with the corporate EQ, as humans are key to achieving the enterprise's raison d'être. And with AI and intelligent automation shifting the man-machine balance, data can now enable more creativity as well; the Creativity Quotient (CQ) is entering the company dashboard. The only way is up!

IQ EQ
CQ up

Trust
Thrust

Trust: one of the many casualties of the pandemic. Never an easy win, if trust was perceived as a precious asset before the world was forced into shutdown, it is now utterly indispensable. An imperative. Without trust there is no business. Technology Businesses must be trusted by customers, clients, shareholders, employees, partners, networks and authorities alike. In summary, by everyone. How can a corporate purpose even exist without trust? (Re-)building trust must be front and center of all technology decisions. And trust us: when done well, it becomes a business accelerator.

Trust
Thrust

No Hands
on Deck
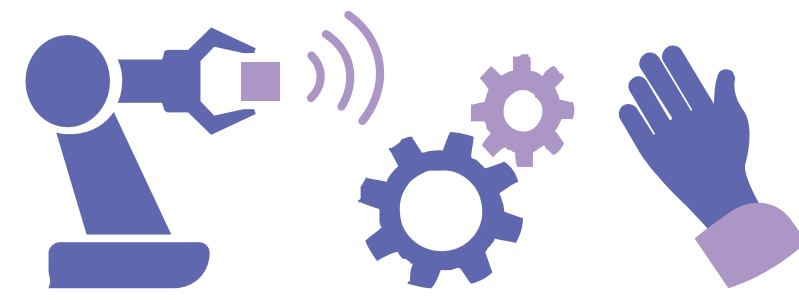
Be like Water, anyone? There is nothing more autonomous than a river. It finds its own path to the sea, creates valleys or waterfalls when needed – all with just two drivers: erosion and gravity. Advances in AI and intelligent process automation makes us rethink the human factor in any aspect of business. What if the entire enterprise would be self-driving, achieving its destination without human intervention? And what if, on our way towards it, we look to benefit from autonomous technology even now? AI captain: it's time to sail the rivers and learn about autonomy through not doing.

No Hands
On Deck
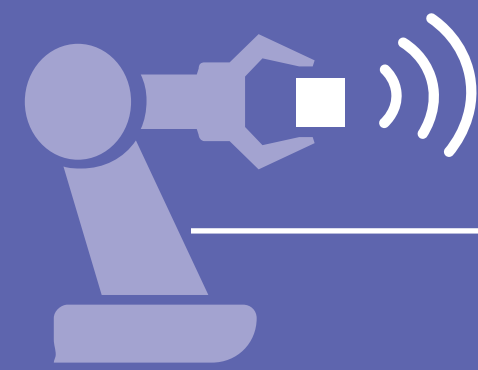
What's
our Story

A long time ago, storytellers mesmerized every audience. Their faces wrinkled in deep crevasses as they smiled, with starlight sparkling from their eyes in kindness. Now technology tells those stories – in our private lives and in business. So how do we make these tools as effective as the memory and voice of those ancient storytellers? How do we move from a monologue to a dialogue? And how do we weave in the corporate purpose into a never-ending story that keeps on changing and flowing?

What's
our Story

Technology ∈∋
Business

You do the math: within less than a year, almost every business became a Technology Business, whether it liked it or not. Now, it no longer makes sense to distinguish between technology and business. Where we have seen the worlds of IT and business gradually move from carefully isolated compartments to more or less aligned entities – even to crossorganizational, multi-functional teams – we are now moving towards a full mutual inclusion, in order to be hyper-adaptable and responsive. The difference between the real and virtual worlds has become blurry, so much so that it can now be ignored: our real-life view is so augmented with data, we can no longer imagine one without the other. To leverage all of this, business and IT need to share the experience without filter, without any middle person – essentially becoming one.

Technology ∈∋
Business