Technology ∈∋ **Business**

Shift from Alignment to Unity

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 cross-organizational, 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.

in
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WHY?

We have seen the path between IT and business shortened for some time now, you may have even thrown away the thick books of requirements years ago. But now, one step further is needed: it is no longer about 'just' shortening communication paths, but about joining IT and business in a true Technology Business. The water-like levels of responsiveness and adaptability needed to thrive in today's business context do not allow any obstruction, delay or noise between the stakeholders involved. The process of continuously adjusting and delivering on strategy cannot exist with any loss in translation along the way. In a Technology Business, teams work jointly on products – rather than on projects – with a potentially indefinite lifecycle, guided by shared budgets and tangible value streams. The skillsets of the team members may differ, but they will certainly overlap more over time, as a successful unity tends to do.

This becomes all the more apparent with real-time data augmenting real-life perspectives, as a digital twin of any business entity becoming one with its real-world counterpart. It's not only about pieces of data becoming visible, but data creating a full image; a fresh, new data-powered experience. To make it richer, visually appealing and understandable, IT developers should become quasi-business users, and vice versa. The business users perceive their needs, the IT developers see the path to it. There is no cycle, no process between them, but **unified progress.** "I'm the left eye, you're the right. Would it not be madness to fight?"

GO FOR IT!

1. Created joined product teams
Move from one-off projects to continuous product delivery, driven by cross-organizational, multi-skill teams and budgets allocated to value streams.

2. Cross-skill continuously
Ensure a continuous flow of skilling and reskilling of all team members, across the business and IT domains.

3. Democratize technology
Make data, APIs and other platform components available to the entire organization through high-productivity, easy-to-use, AI-augmented Do It Yourself (DIY) tools.

4. Augment the UX with data
Ensure the data experience becomes an integral part of designing and developing a satisfying, complete user experience – and make the data available that is needed for it.

5. Augment data with UX
For every business usage of data, consider how immersive experiences – such as Augmented and Virtual Reality, but also data storytelling – can make it more effective and actionable.

6. Measure collaboration quality time
As collaboration has become much more virtual, take the opportunity to measure and improve the amount of time IT developers and business users are spending together.

7. Award unified culture
Introduce incentives to stimulate a culture of tangible individual and team contribution.

MEASURE:

- Business user satisfaction
- IT Developer satisfaction
- Time to change