

IT & Digital Solutions

Rise of the high growth disruptors



Portable digital radiography experts X-RIS became a world leader in just four years because they spotted and exploited a technology gap overlooked by traditional companies. High growth took them to the top of Deloitte's 2015 Technology Fast 50 in the IT & Digital Solutions category.

*We asked Deloitte Technology Practice Leader, **Patrick Callewaert**, how firms like X-RIS are finding success so quickly.*

The last few years have seen huge change in the entrepreneurial climate of this sector. "We're in the middle of an IT revolution," Patrick explained. "There's a lot of change, because technology is easier to master, creating plenty of opportunities."

With the barriers to entry falling, many new entrants are emerging, bringing a wealth of innovation and disruption. Smaller companies enjoy the advantage of agility, while bigger players struggle to integrate new technology into their offerings.

Disruption is the key trend

"Technology is disrupting many different industries," said Patrick, "and the pace of evolution is increasing, with the average capacity of technology doubling every year." Technology continues to become more affordable, opening up yet more opportunities.

Customer centricity is another significant trend right now. "New players in the digital sector are focusing on customer experience first. They're not building businesses around a new product or an alternative service, but around a better satisfaction of the new customer needs, which fully integrate the growing digital experiences."

This leads on to the third distinctive of the current marketplace: the connected economy constructed around data. "Today's winners understand how to leverage the information they are capturing from customers. Data acquisition and use are the assets these businesses are being built around."

Size continues to matter

"There are lots of brilliant ideas out there," said Patrick, "but only a few will find success in the marketplace. The innovations with the best chance are those with the biggest impact. It's not about the size of the business—it's about the customer impact."

Relevance to the customer is the key ingredient. Find the right market and the path to growth becomes easier to travel.

Helping entrepreneurs to look into their markets from different angles is one of the benefits of being part of Deloitte's Technology Fast 50 community. "The programme is a wonderful opportunity to be connected with others, particularly those from other sectors, who bring a different point of view."

There are plenty of forums for particular types of business but, said Patrick: "Usually they only bring together similar types of people. Deloitte's Technology Fast 50 gives access to a diverse range of skills and experience, experts from smaller and larger companies, including an international perspective."

Entrepreneurs are always rethinking business models and right now the opportunities to get results are huge.