



# Technology Strategy & Transformation

## Reimagine what your business can do

We've come a long way from technology leaders being solely tasked with keeping the lights on and systems running. In today's digital landscape, businesses need technology to drive strategy and transformation.

Technology is at the heart of change, disrupting business models and creating new sources of value. Don't stagger to keep pace. Transformation does not need to be intimidating.

Cut through the chaos of the latest trends. Maximize the value of your investments. Reinvent the role of technology to be the engine of your success. Reimagine what your business can do.

### Have you set your ambitions?

#### **Win with technology.**

Are you investing in the right things? Have you defined your technology roadmap in parallel with business strategy? Have you prioritized and weaved together adhoc technology-enabled initiatives to deliver sustainable value?

#### **Enable transformation and value with technology.**

Is your CIO/CTO joined at the hip with your CFO/COO, and CSO, to drive your transformation agenda? Are you confident that your transformation programs will meet or exceed expectations?

#### **Shape the right capabilities for enduring results.**

Have you reduced complexity/risk? Has your IT function nailed the basics? Do you have the right people, process, and technology in place for the digital age? Are your business and technology functions effectively collaborating, innovating, and co-creating new sources of value?

#### **Ensure IT enables M&A success.**

Are you maximizing the value and offsetting the risks of technology in M&A transactions? Have you established the right pre- and post-merger integration capabilities?

#### **Advance the speed and agility of your business.**

How quickly do you deliver new products and services to market? Are you operating with agility, predicting and responding to customer and employee needs? Is your team highly productive and collaborative, delivering with flexibility and accountability?

#### **Create the future of work.**

Do you harness new technologies and effectively lead and engage the workforce of the future? How will tomorrow's technology workforce be different than today's? Do you have a seamless, connected enterprise experience that empowers teams?

#### **Modernize systems and untangle data.**

Have you modernized your core systems and have a future focused, integrated architecture? Does your organization use artificial intelligence (AI) and cloud to gain a competitive edge?

#### **Transforming the organization and culture.**

How will you evolve your teams to drive technology fluency across the enterprise? How will you introduce new ways of working to keep pace in a world of unprecedented change and disruption?

# Beyond the traditional IT model

Digital disruption will continue to influence all aspects of organizations, from operations to strategy, driving all kinds of changes. Enterprises will need to reimagine the way they identify, test, evaluate, and scale new digital technologies and make them business-relevant. This transformation will force them to go beyond the traditional IT model into a BT—"business of technology"—strategy. Nine forces will drive this revolution:



Agility and speed



Future workforce



Organize for digital



Innovation and ecosystems



Governance and funding



Organize for data



Blurring boundaries



Leadership and culture



Organize for cloud

Source: Nine big shifts that will determine your future business of technology, Deloitte Insights

## Walking the walk on transformation

Enterprise transformation will change the game and unleash boundless opportunities for growth. Consider these technology-driven forces as strategic imperatives for change:

### Convergence

The fusion of physical and digital worlds has blurred industry boundaries, tangled value chains, and disrupted traditional value creation models.

### Data proliferation

Mountains of data and applied intelligence can inform decisions that allow businesses to adapt and remain ahead of disruption.

### Customer empowerment

Technology has created rapidly evolving norms for engaging customers, triggering turnover and fragmentation in customer experience.

Deloitte's [ServiceNow](#) next-generation cloud platform combines deep industry knowledge with platform delivery, giving clients the capabilities needed to operate a modern services organization. Our solutions are used across public and private sector clients, creating more engaging, automated, and secure service delivery for customers, citizens, employees, and partners.

### Speed and volatility

The cloud and other technologies have lowered barriers to entry, allowing new business models to be developed and launched in weeks and drastically reducing the shelf life of both competitive advantage and existing business models.

### Competing horizons

C-suite leaders must often manage the business at the same time as building a future-forward company. Strategic choices made today have long-lasting implications, and should be made in the context of a broader and fast-moving ecosystem.

## Imagine, deliver, run

The Deloitte pathway to successful transformation



### Imagine: The right focus

Set your ambition and chart a path to success by developing a roadmap to achieve those ambitions.



### Deliver: The right concept

Make it tangible: Put the ambition in motion by moving forward and launching in the market.



### Run: Getting to scale

Once the ambition is refined, scale it through flexible and integrated delivery teams.

"Today, when every company is a technology company and everyone is, in some way, a technologist, there could not be a more exciting time, a more opportune time to leave your mark on your company, your industry, and on an entire world of possibility that awaits just beyond the digital frontier."

—Deloitte Tech Trends 2019

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What is stopping you from achieving your ambitions?  
Let's talk.