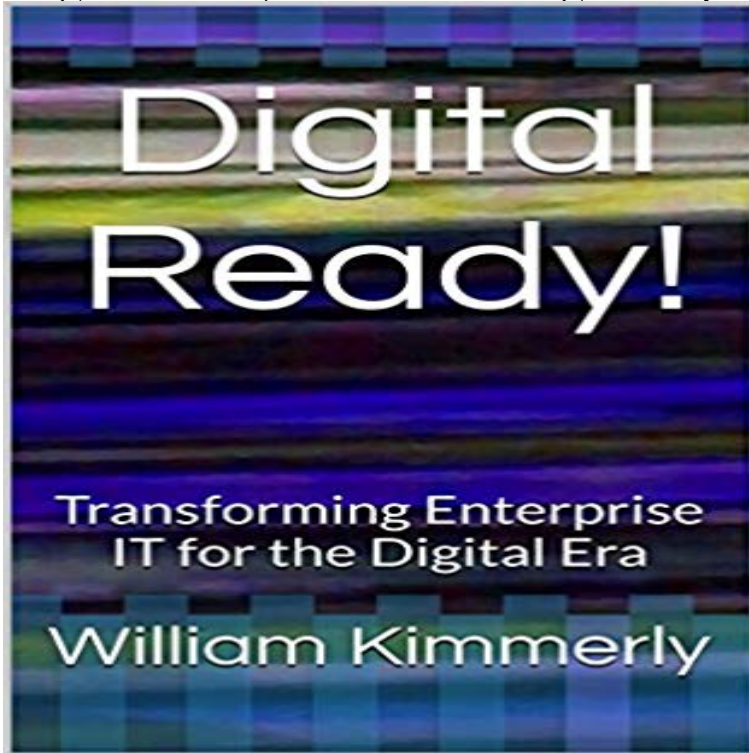


Digital Ready!: Transforming Enterprise IT for the Digital Era



Enterprise leaders across all industries are feeling a little paranoid these days, and with good reason. A number of digital technology innovations have converged in recent years to reshape the business landscape, changing the competitive game for them. These leaders know their customers are changing better informed, more demanding, increasingly fickle. New competitors seem to pop up overnight, often attacking by surprise from fields that appear completely unrelated to theirs. The impact of these developments is starkly real. According to the Boston Consulting Group, Businesses are disappearing faster than ever before. Today's public companies have a one in three chance of being delisted in the next five years, whether because of bankruptcy, liquidation, M&A, or other causes. None of this is news. Threatened enterprise leaders know big change is in the air. They see it all around them. They know they must change if their organizations are to survive, much less compete effectively. And most understand that critical adaptive changes must begin deep within the digital cores of their companies. This is essential if they are to up their digital games to a level where they can compete effectively with the onslaught of born-digital new companies, as well as older companies that have transformed themselves into a Digital-Ready state. But where to start? And how to proceed? What is the recipe for adopting advances in digital technologies in a way that enhances business agility, improves cost performance, leverages on-demand services, fosters insight-driven operations, streamlines operational processes, and rationalizes creaky and expensive legacy infrastructures? And how do companies overcome the inertia that continues to immobilize so many of them? These are the key questions this book seeks to answer. Digital Ready! helps enterprise leaders understand today's critical digital

technology trends and innovations, integrate these with IT governance and organizational best practices, and develop an enterprise IT transformation strategy that will put them in a leadership position in the use of digital technologies for sustainable business success.

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