Catalyst on the Move

Digital business. Enterprise transformation. Agile adoption. Innovation. All relevant topics that we hear about every day from analysts, prospects and customers. And, all converged at this year's Forrester Digital Transformation 2016 Forum. Catalyst was a sponsor of this event in May, where we had a significant presence as an exhibitor and speaker/session host.

Our speaking session, "Business Transformation: The Challenge of Re-Thinking Business-IT Alignment," featured both Mike Rosenbaum and Starwood Vacation Ownership's VP of Integrated Business Intelligence, Ian Cole. In the session, Ian shared how SVO evolved to a high performance, agile model, while identifying and eliminating internal friction that threatened progress/transformation. He also spoke about how his business moved from a 1-year development cycle to a 2-week development cycle, and credited Catalyst for our rapid response and ability to partner with their business to drive the organization's agile transformation. Mike also shared data related to our transformation and development efforts at Starwood, highlighting productivity, quality and rate of ramp, metrics that supported a conversation around transparency and how you know you are delivering business results.

We were able to record the session. Please check it out at [https://www.youtube.com/watch?v=2mq9DE\_n0fM](https://bits.zynbit.com/link?guid=a9ba3c29-1030-a721-4ba8-7a030e73d561&url=https://www.youtube.com/watch?v=2mq9DE_n0fM) - it's only about 28 minutes. And, please share the link with your network.