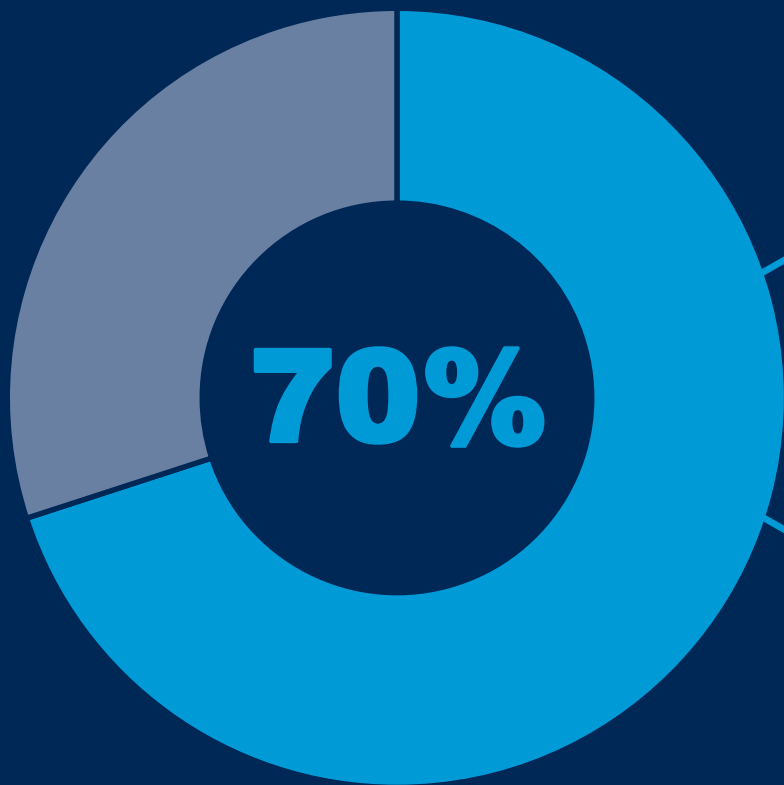


# How to Enable Digital Foundations to Unleash the Potential of Microinnovations

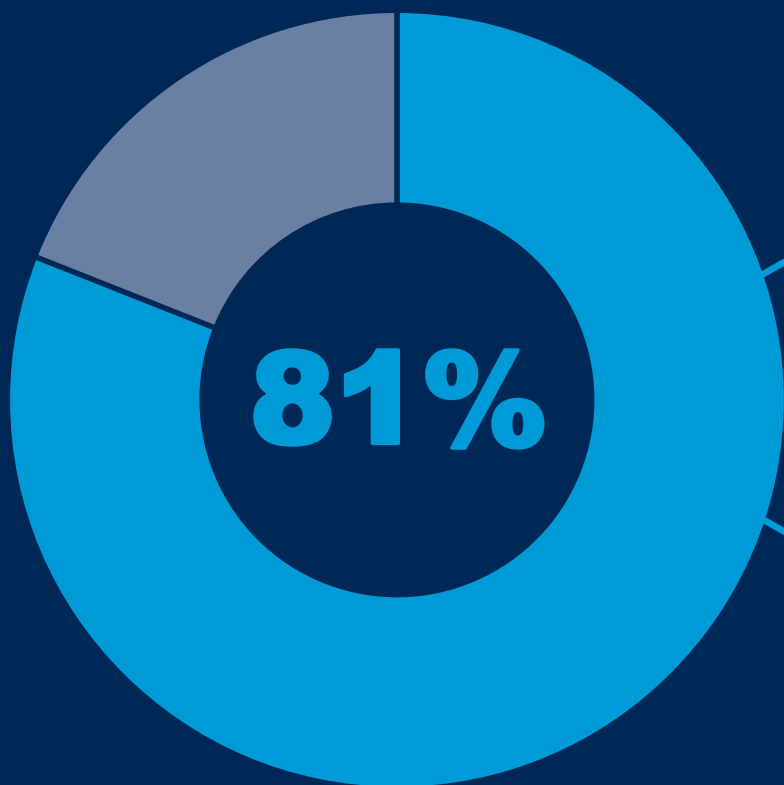
Dr. Daniel Sun

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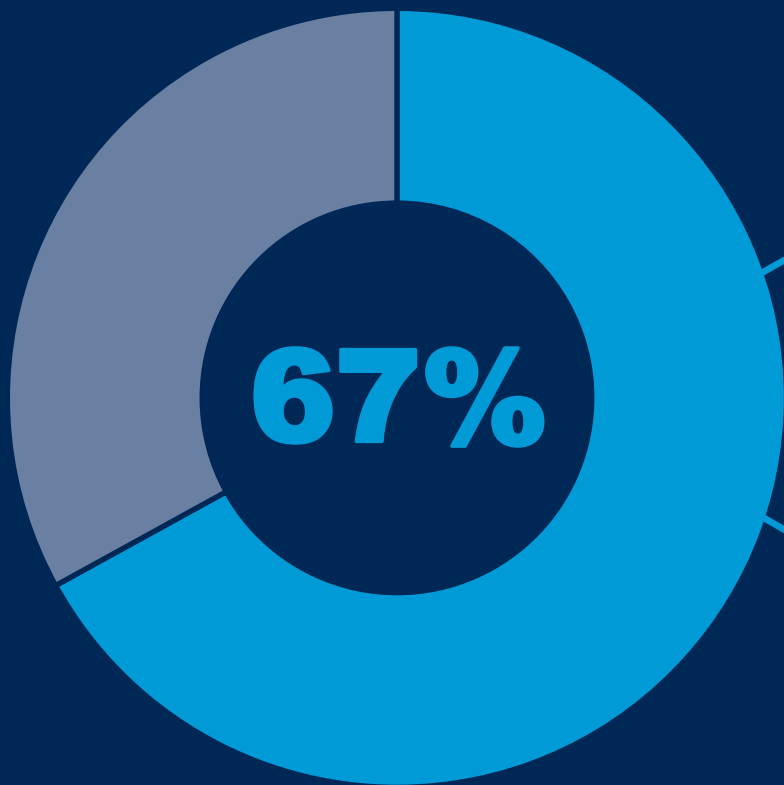
**Gartner**®



of digital leaders have **not significantly advanced** toward **digital transformation goals.**



of boards have **not made progress** toward or achieved their **digital business transformation goals.**



of CFOs believe the last three years' **digital spending has not met enterprise expectations.**

# **Go Micro Take Microinnovations**

# Key Issues

1. What are microinnovations? Why do they matter?
2. How to enable microinnovations by leveraging a digital foundation?

# The 4 Laws of Microinnovations



## Fast

Full setup, test and delivery within three months.



## Incremental but Impactful

Valuable small increments that have big impact. More predictable, sustainable and scalable.

# Sephora Microinnovation: Fast, Incremental but Impactful

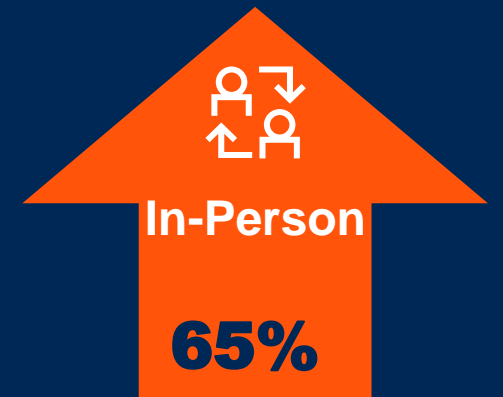


Partner API

SEPHORA

“ ... from discussion to **full-scale**, multichannel launch in less than two months.”

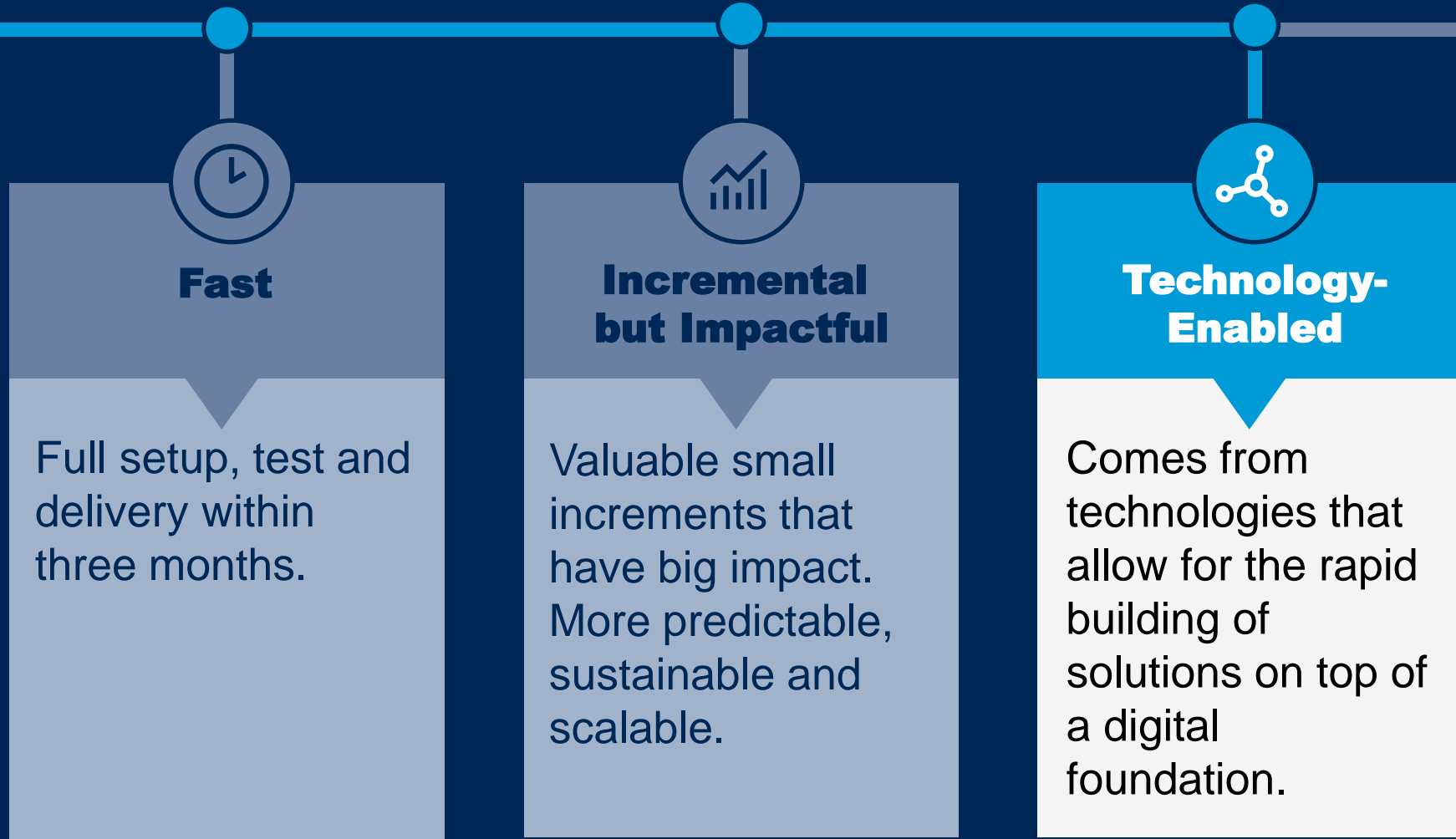
— Kendy Lau, Senior Manager at Sephora U.S.



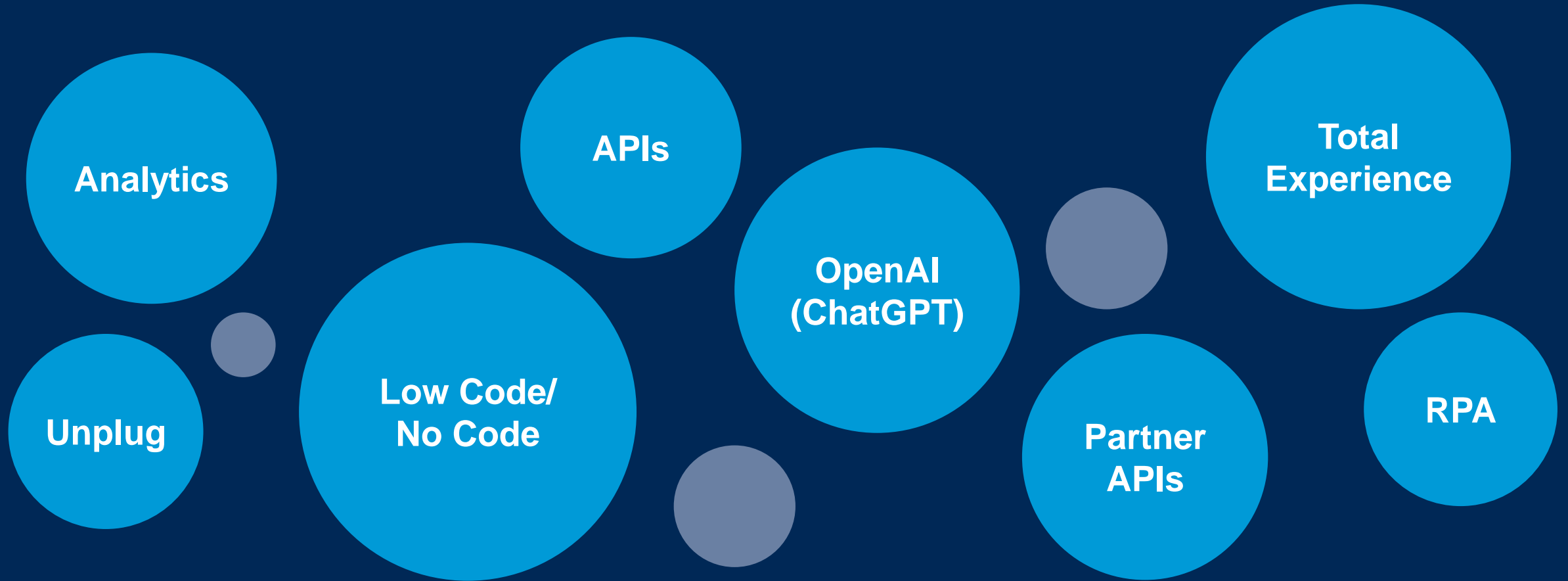
**Increase in  
Order Value**



# The 4 Laws of Microinnovations



# Microinnovations Come From Technologies Allowing for Rapid Building of Solutions



# The 4 Laws of Microinnovations



## Fast

Full setup, test and delivery within three months.



## Incremental but Impactful

Valuable small increments that have big impact. More predictable, sustainable and scalable.



## Technology-Enabled

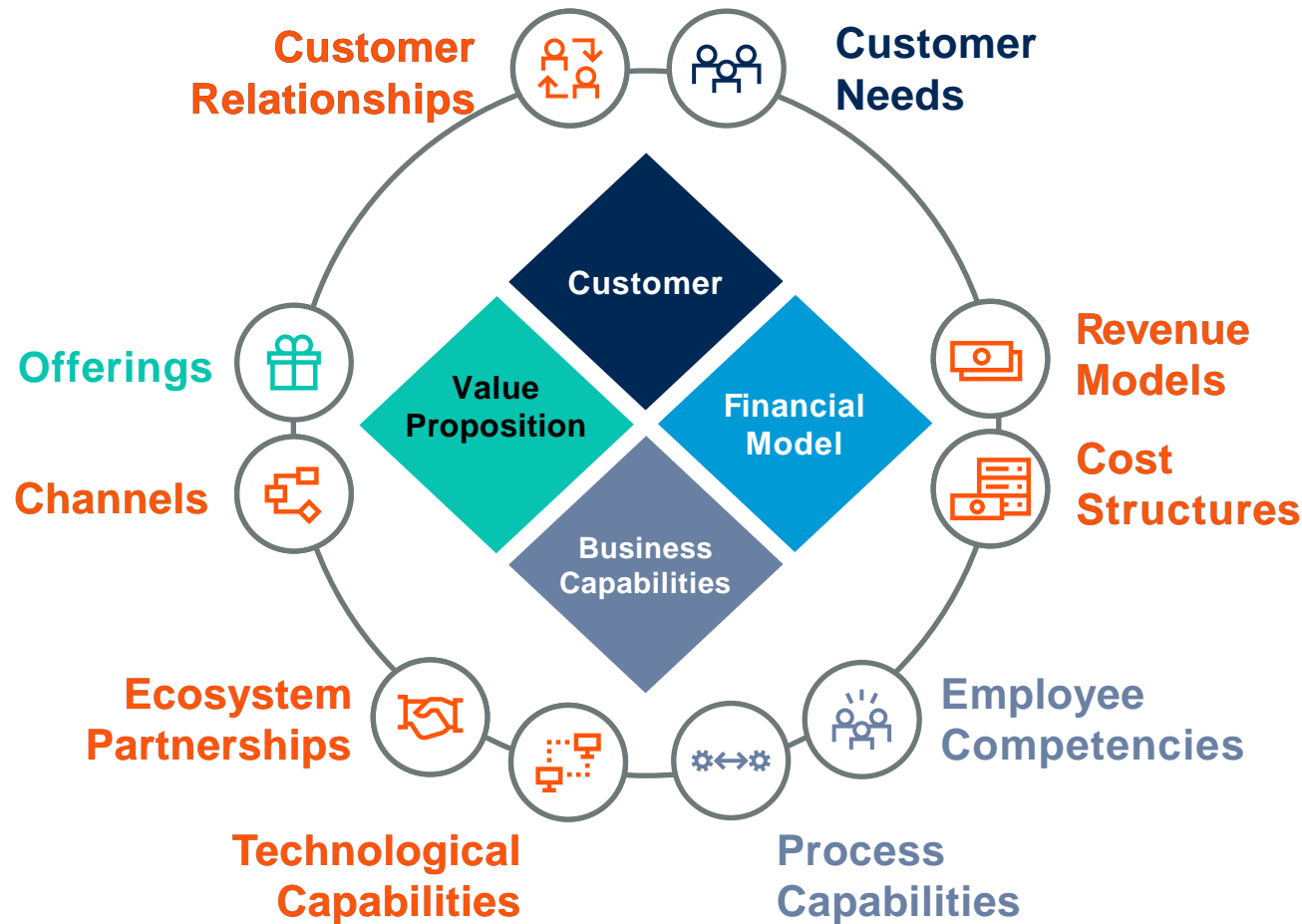
Comes from technologies that allow for the rapid building of solutions on top of a digital foundation.



## Transformation-Oriented

Accumulated success in microinnovations can lead to digital business transformation.

# Microinnovations in 6-7 Business Model Aspects Can Lead to Digital Business Transformation



**Digital Business Transformation**

See: [Toolkit: A Guide for Business Model Ideation and Innovation Workshops in Times of Disruption](#)

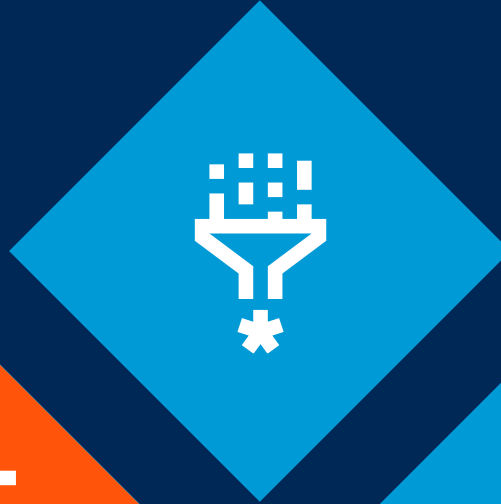
# Key Issues

1. What are microinnovations? Why do they matter?
2. How to enable microinnovations by leveraging a digital foundation?

**Business  
Technologists**



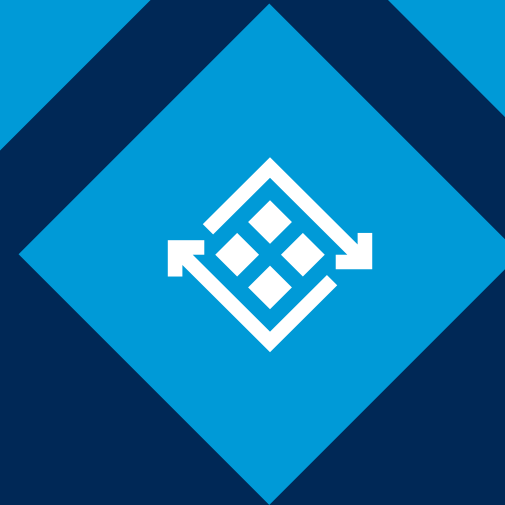
**Fusion  
Teams**



**Microfunding**



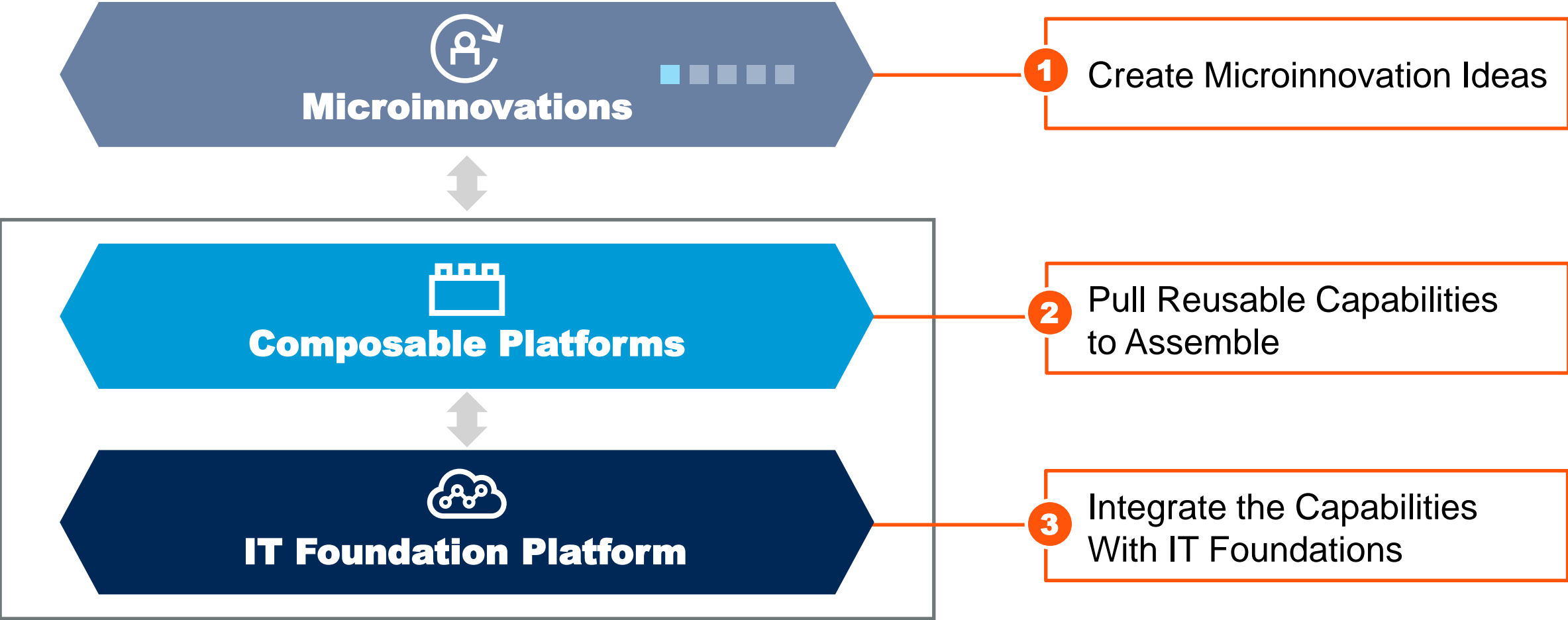
**Digital  
Foundation**



**Microinteractions**

# Microinnovations Are Founded on a Digital Foundation

■ Business Technologists   ■ Technology (Enterprise IT) Staff

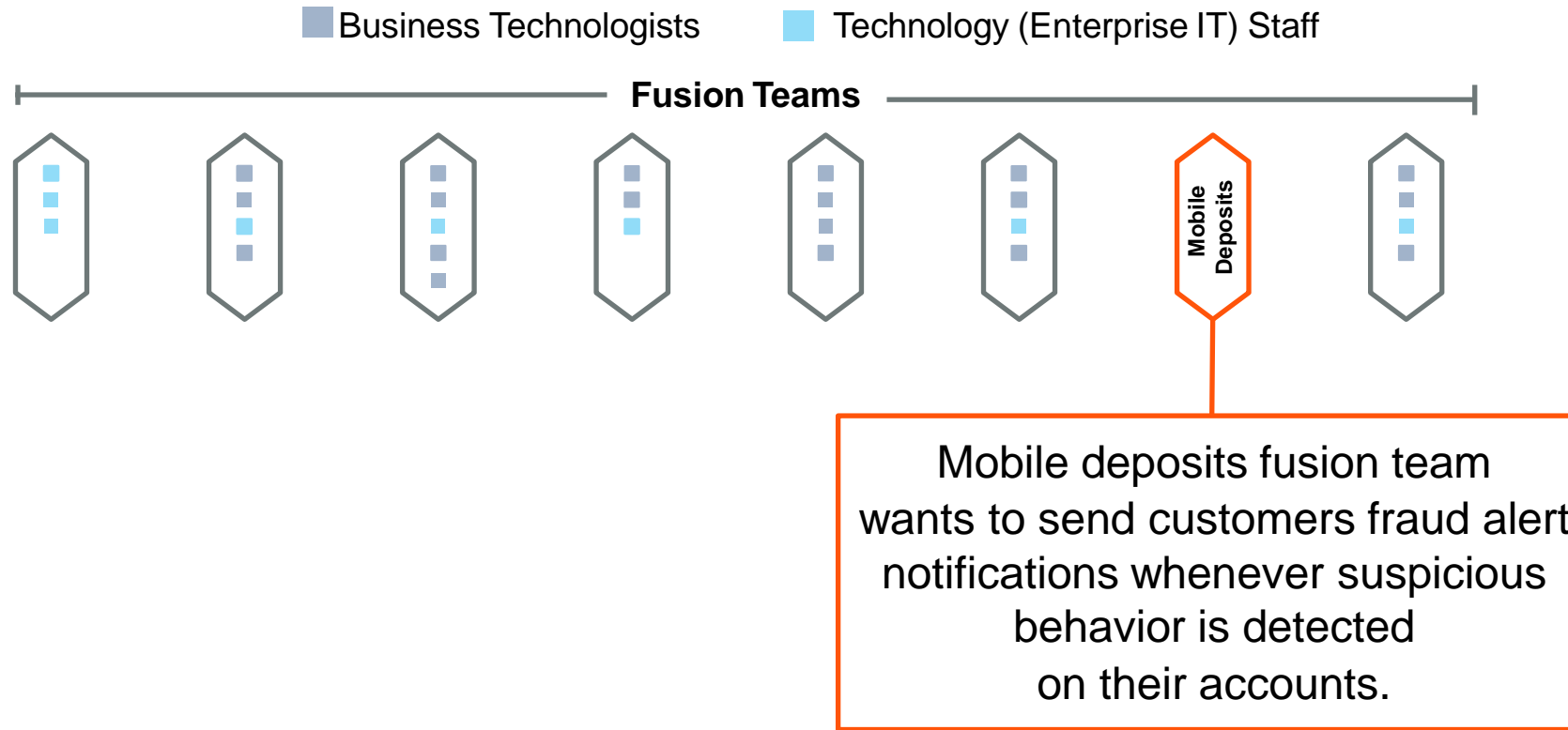


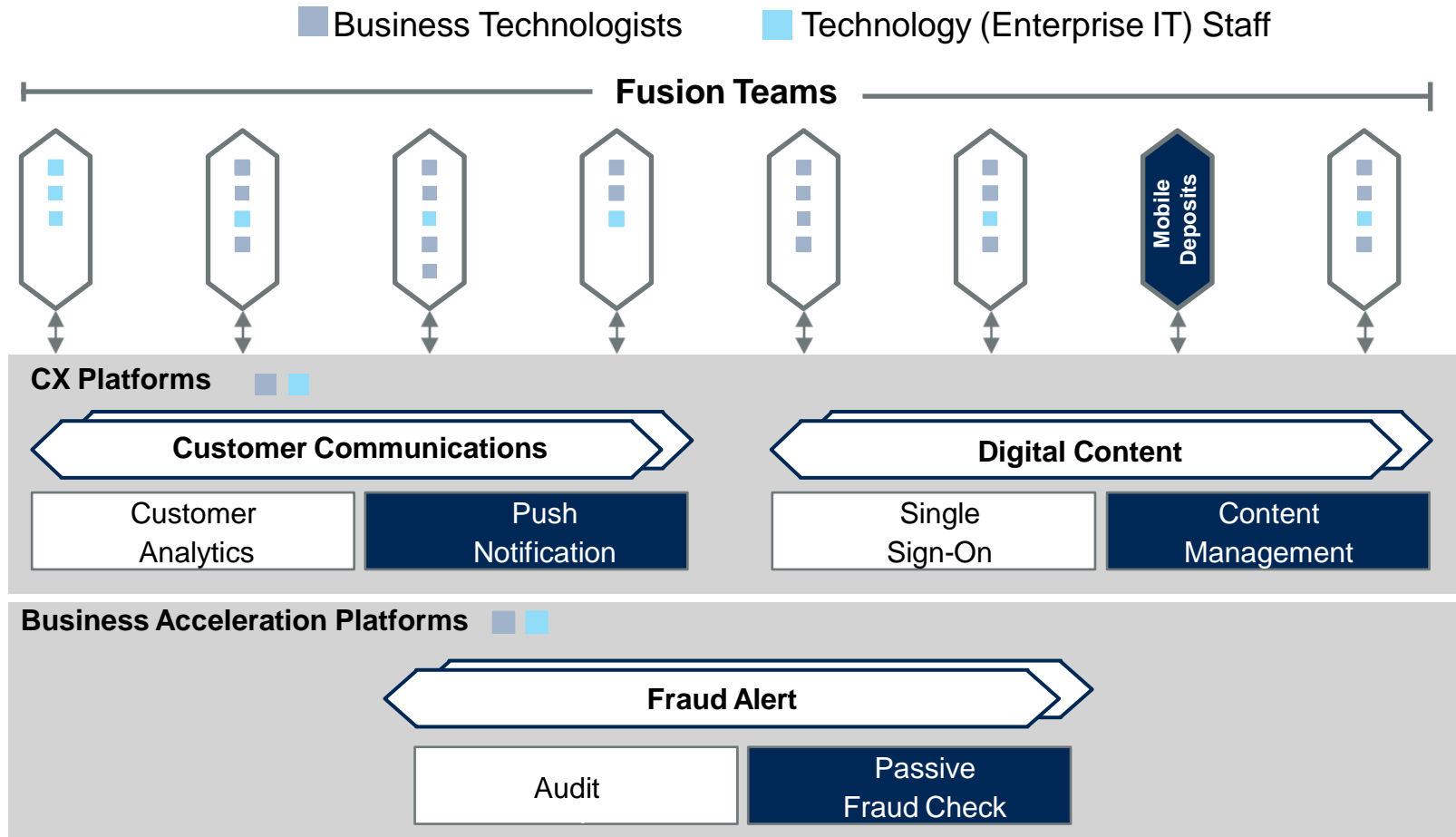


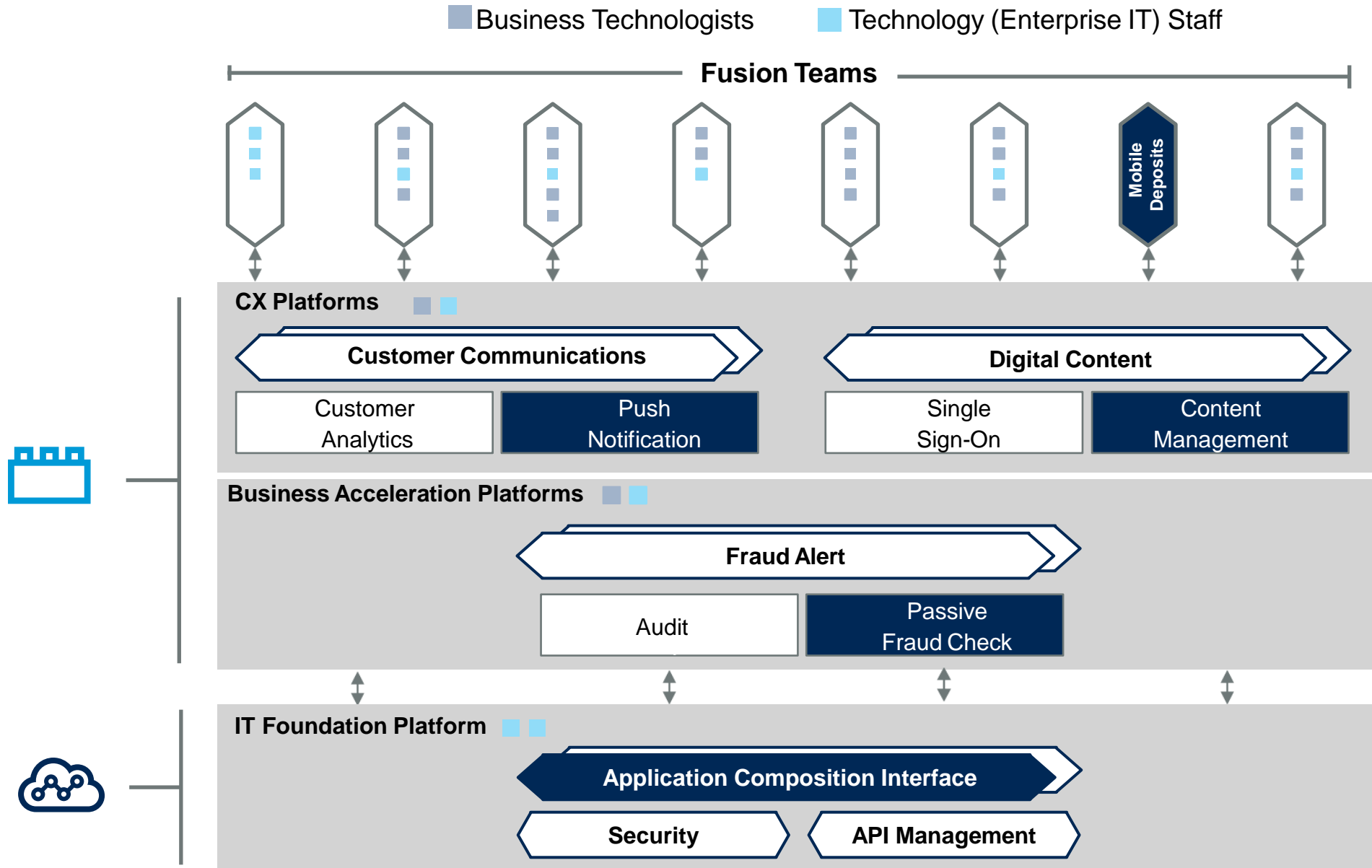
# Ally Financial:

**Leveraging a Digital  
Foundation to Enable  
Microinnovations**







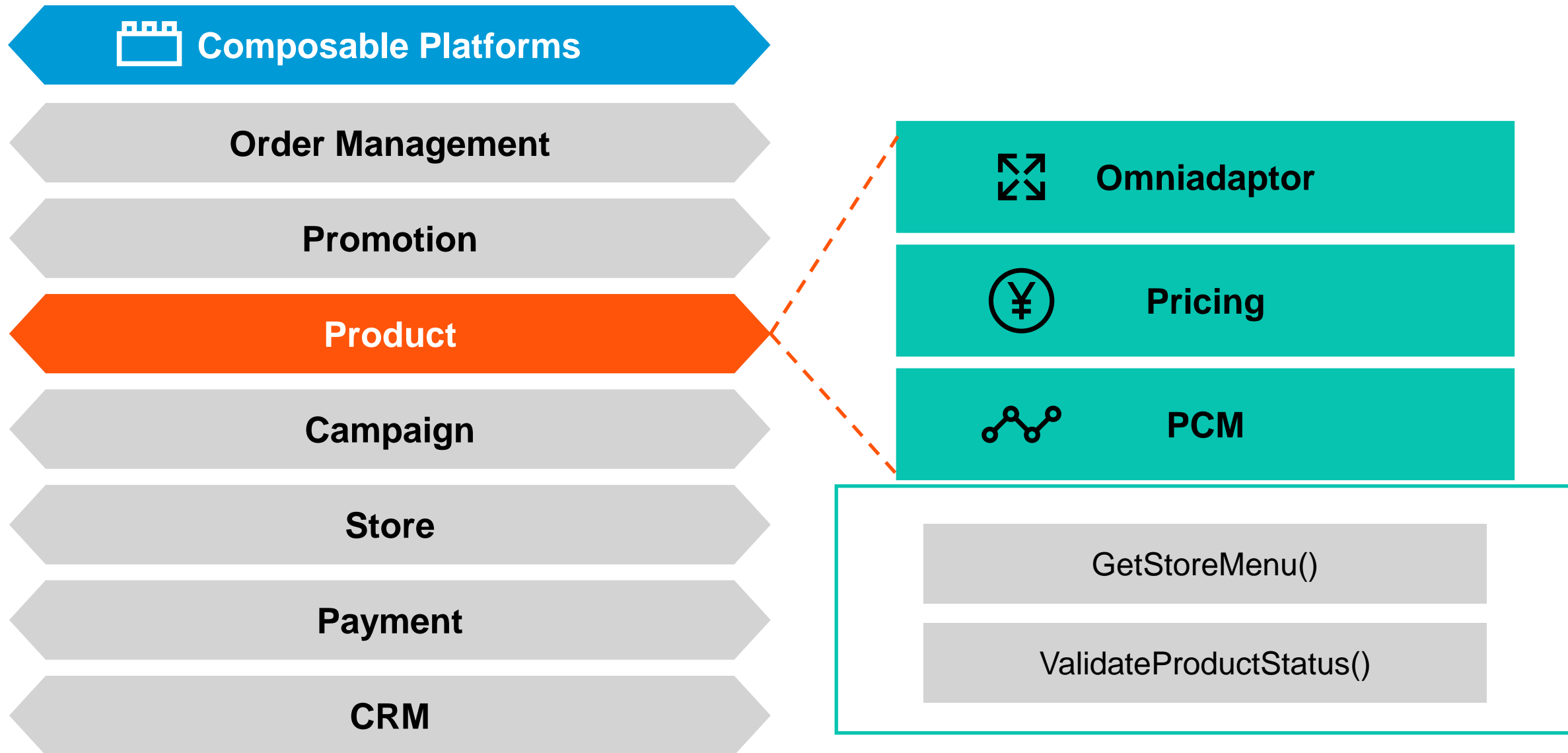


Source: Adapted From Ally Financial



# McDonald's:

## Tips for Designing Composable Platforms



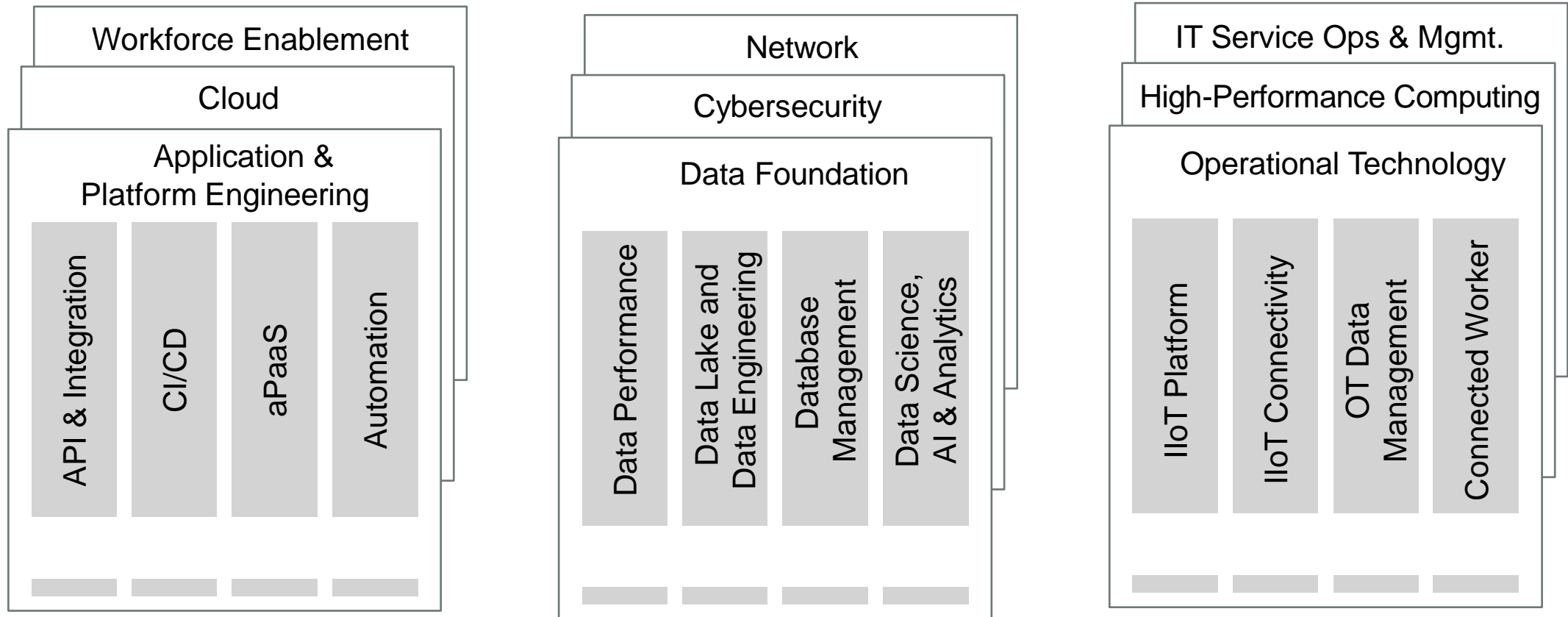
Source: Adapted From [Case Study: A Business “Middle Platform” Helps Achieve Composability and Digital Success](#) (G00719807)



# Deploying an IT Foundation Platform



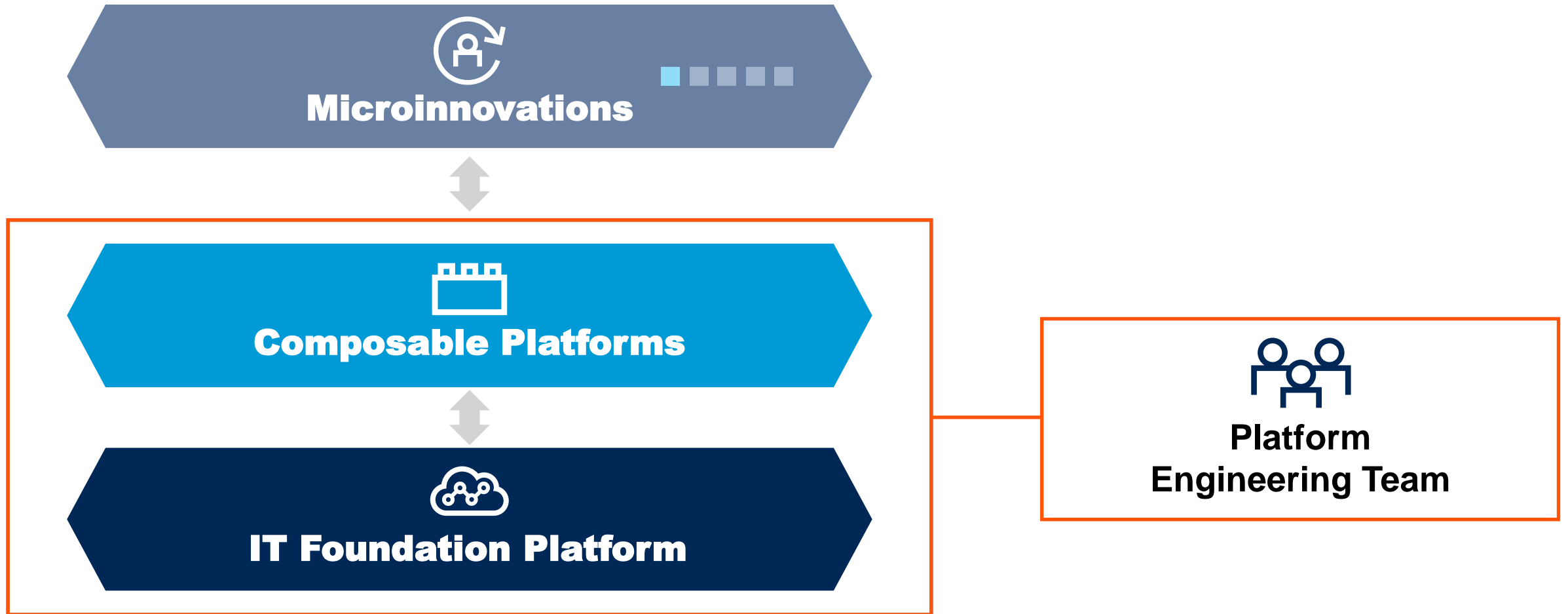
# IT Foundation Platform



Source: Adapted From [Case Study: Modernized Digital Foundations for Democratized Delivery \(Chevron\)](#) (G00776910)

# Set Up Platform Engineering Team

■ Business Technologists   ■ Technology (Enterprise IT) Staff





# A Platform Engineering Team

**Platform Owner**

**Platform Architect**

**Platform Engineer**

# Platform Owner

**Platform Owner**

**Platform Architect**

**Platform Engineer**

## **Strategy and Vision**

- Align to Business Goal and Needs
- Connect and Communicate Value

## **Execution**

- Design Platform Roadmap
- Manage Platform Backlog

# Platform Architect

Platform Owner

Platform Architect

Platform Engineer

## Technical

- Architecture
- Standardization and Tools

## Nontechnical

- Effective Communication
- Collaboration

# Platform Engineer

Platform Owner

Platform Architect

Platform Engineer

## Technical

- Research, Deliver and Integrate Platform Technologies
- Testing and Monitoring
- Continuous Learning

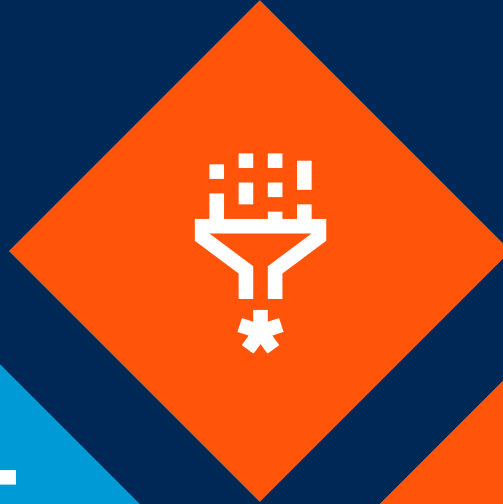
## Nontechnical

- Collaboration With Stakeholders
- Vendor Management
- Documentation

**Business  
Technologists**



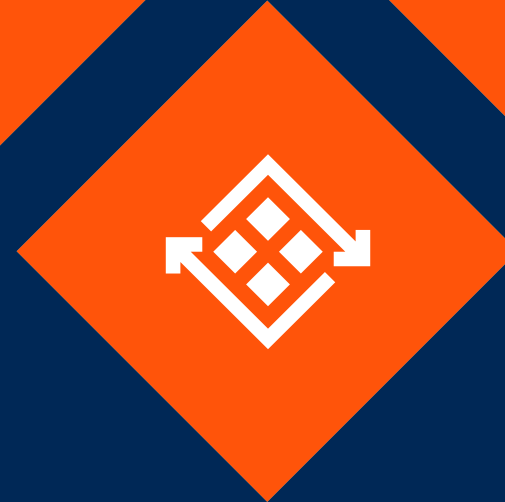
**Fusion  
Teams**



**Microfunding**



**Digital  
Foundation**



**Microinteractions**



**Communicate and promote microinnovations.**

**Leverage a digital foundation to enable microinnovations.**

**Build a platform engineering team to govern the digital foundation.**

# Recommended Gartner Research

- 🔍 [3 Must-Have Tactics for Leveraging Microinnovations to Drive Digital Transformation](#)  
Daniel Sun, Hung LeHong, Mary Mesaglio and Gabriela Vogel
- 🔍 [Empower Business Technologists to Carry Out Microinnovations](#)  
Darren Topham, Tsuneo Fujiwara and Daniel Sun
- 🔍 [Engage Business Technologists to Support Digital Business Acceleration](#)  
CIO Research Team
- 🔍 [Toolkit: A Guide for Business Model Ideation and Innovation Workshops in Times of Disruption](#)  
Daniel Sun, Tsuneo Fujiwara, Tomas Nielsen and Robert Naegle