

**Project/  
Open**

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# **Project/Open Vision**

**17.9.2003**

Radical improvement  
after a number of  
incremental steps

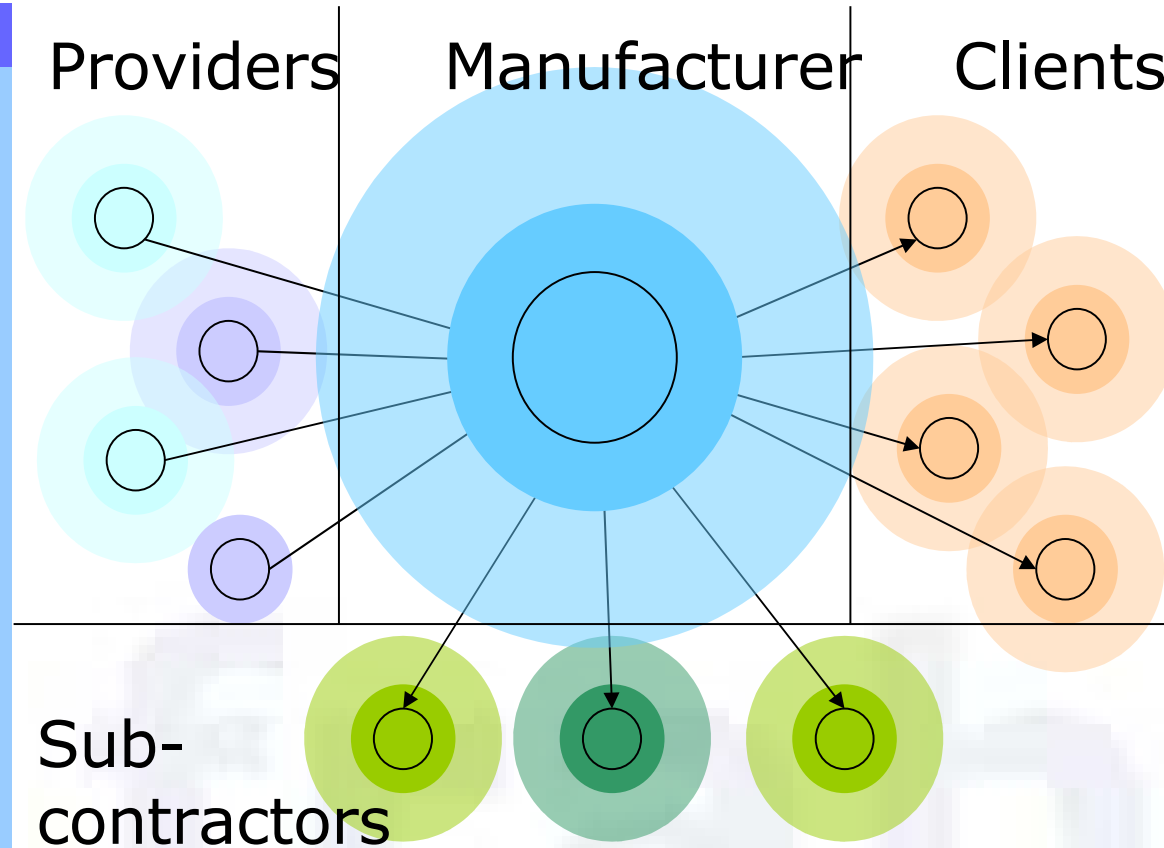
No major new  
**Disruptive Technologies**  
anymore

**Competitiveness** depends on  
the capability to implement IT  
projects

## My Guess

- Technology gains importance as a vehicle to introduce innovative management practices
- Competitive advantage can be created when a company is consistently faster to adapt innovative business practices.

# Conceptual Model: Extended Company



## Technologies

- Collaboration & Project Rooms
- Web Services
- Extranet/VPN
- Sales Support
- CRM/SCM/...
- Collaborative Forecasting
- ...

## Some Trends

### General Trends

- Moore's Law
- Globalization
- Digitalization
- Mobility (GRPS&WiFi)
- Knowledge Value
- IT Commoditization

Read it  
everywhere!

### Specific Trends

- Importance of Security (every computer connected to the Internet needs security)
- Machine-to-machine communication
- Open Source Software

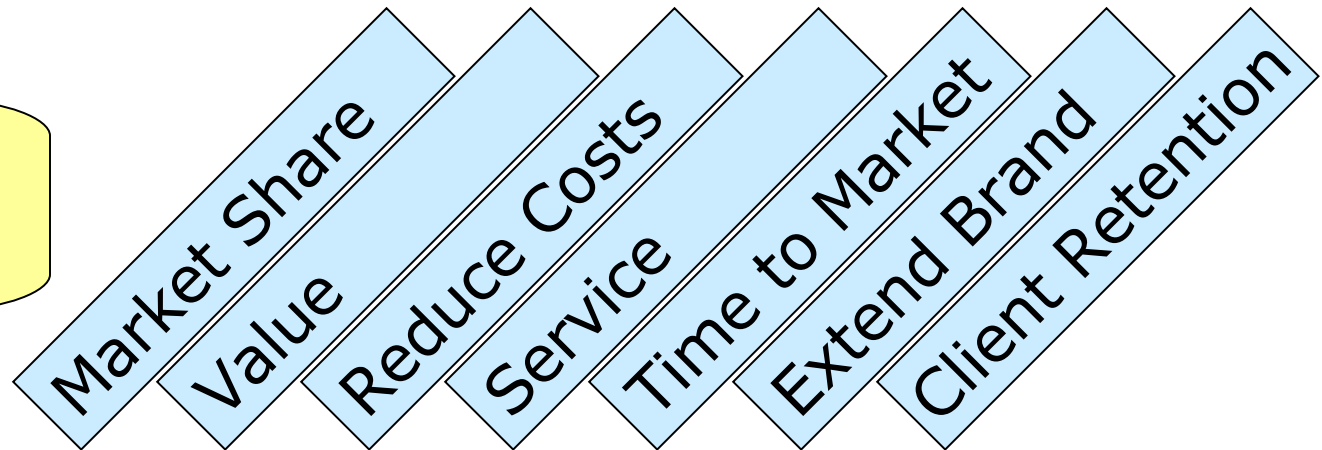


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- Ideas have been tested during the Dot.Com era
- “Applications à la carte” methodologies
- “Value patterns” (supply chain, integration, network, ...) have become common knowledge

# Disruptions à la Carte

How to define  
my IT-Strategy?



Clients							
Providers							
Partners							
Employees							
Investors							
Media							
. . .							

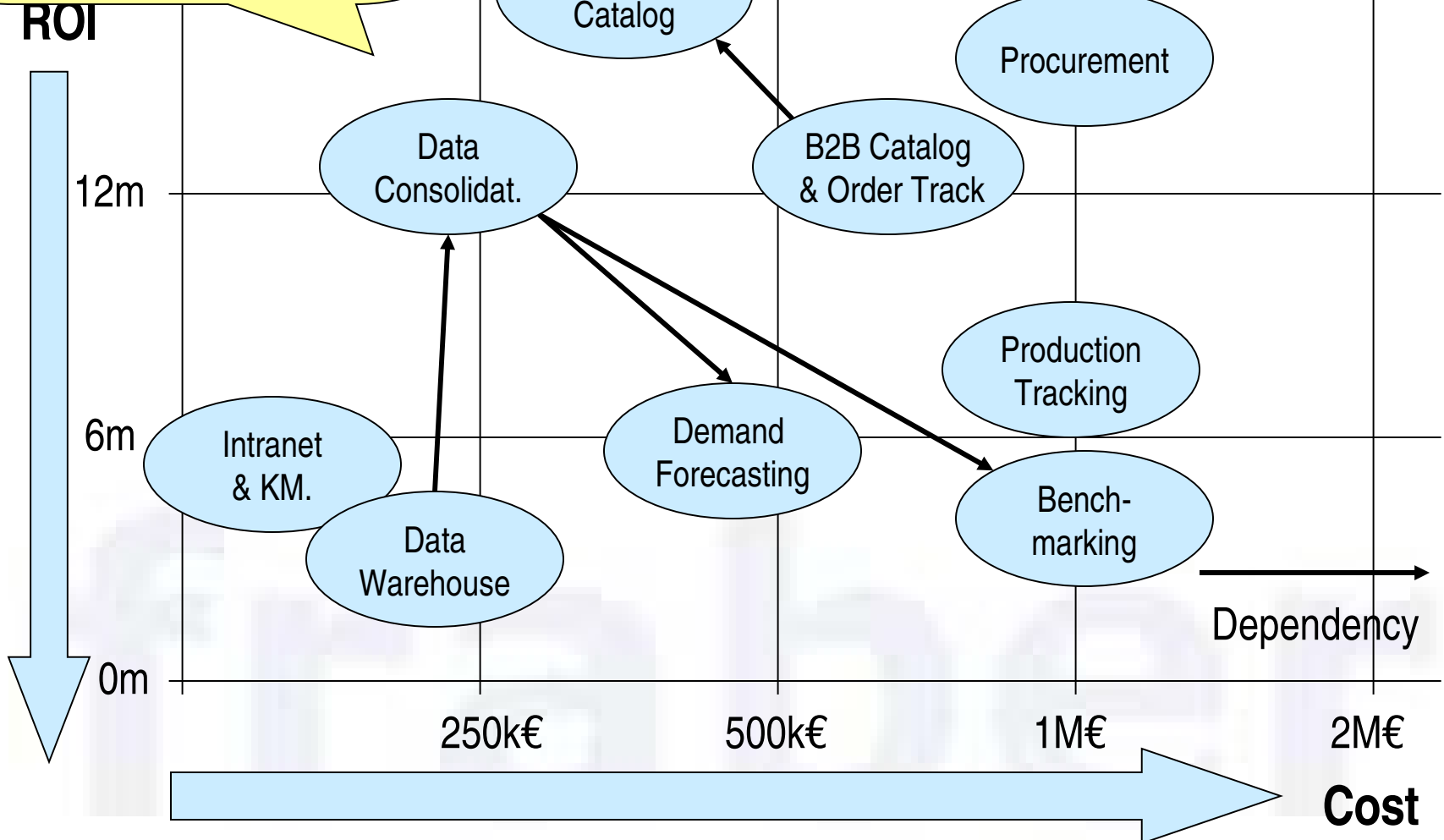
Put here:

- where you are
- where you want to go and
- what applications to use

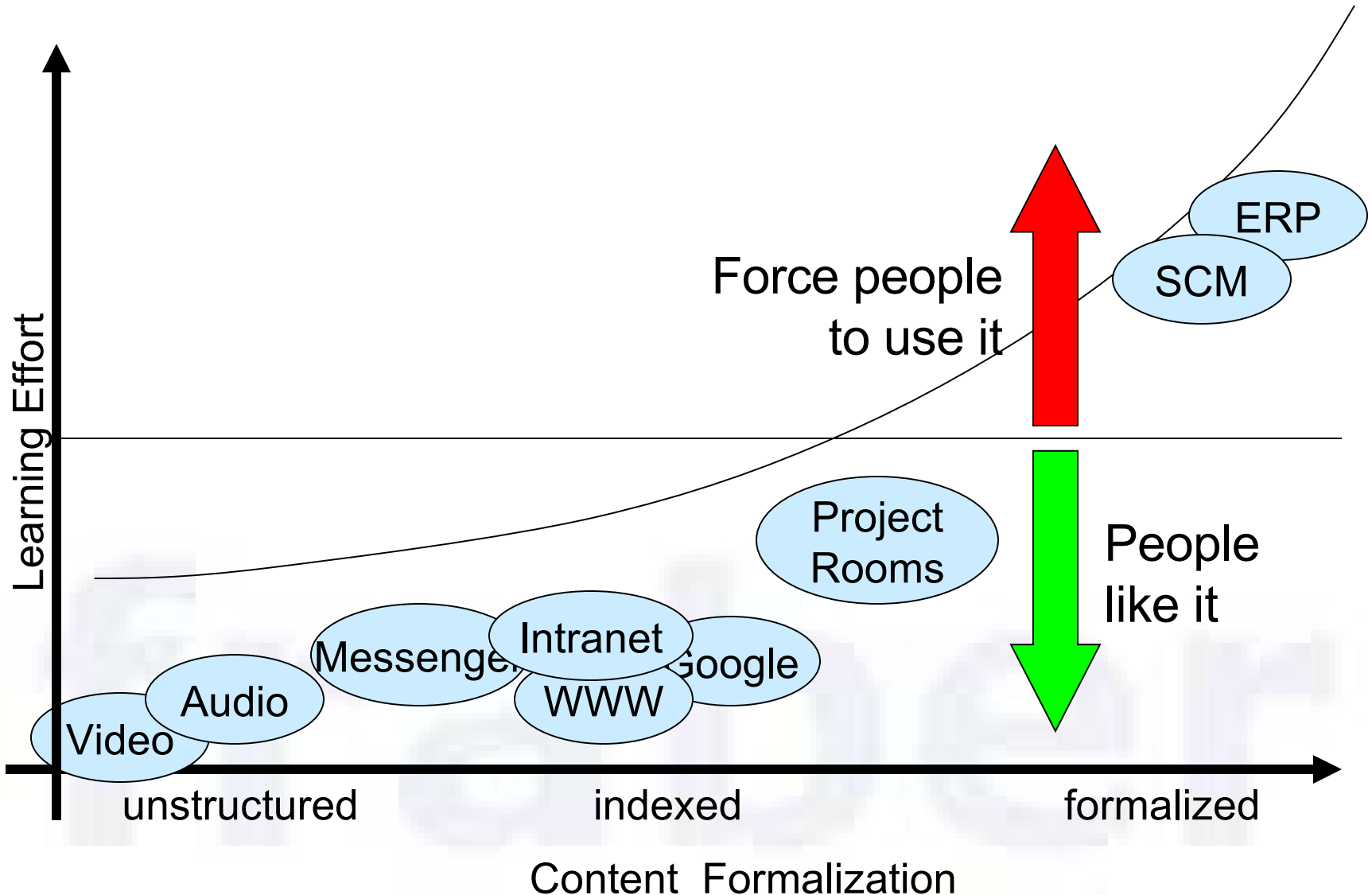
# Project/ Open

# Implementation Jam

How to implement  
my IT-Strategy?



# The Limits of Disruptive Technologies



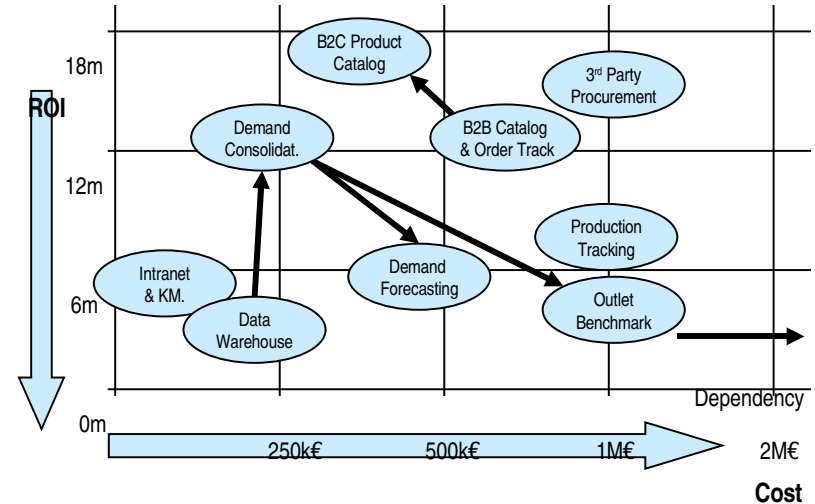
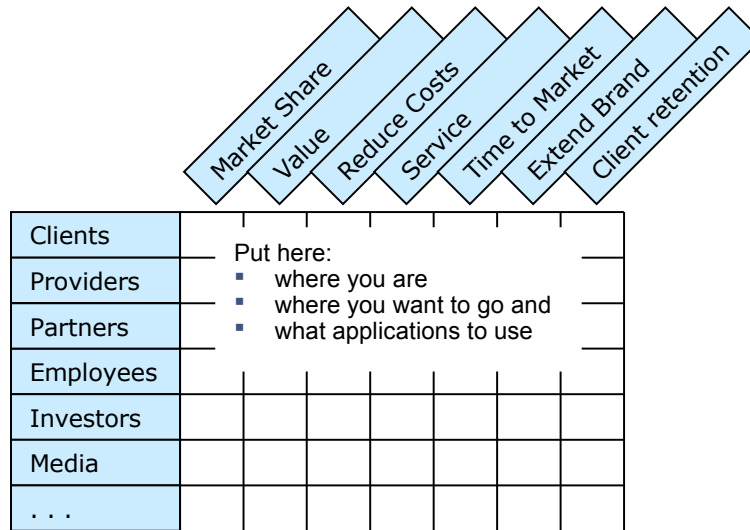


# The Limits of Disruptive Technologies

- Build around existing processes
- Supported by innovative management practices
- Limited by learning complexity
- Implemented by digitalizing existing processes

**→ Look at your processes and digitalize them**

- Examples:
  - Volkswagen/Seat Project
  - Recent announcement by General Electric
  - . . .



**Competitiveness** depends on the capability to implement IT projects

# Capability to Implement Projects

→ Look at your processes and digitalize them

## Critical Factors

- IT Infrastructure
- IT Strategy
- Change Management
- Project Management

Standardization?

IBM – PwC Deal?