

The business world and its competitive landscape are constantly changing. Threats and opportunities emerge at any time, from anywhere at unprecedented speed, often leaving organizations at the mercy of these new market forces. Technology is at the center of this constant change and organizations struggle not only to keep abreast of the latest trends, but also to integrate them into their day-to-day operations in a timely, productive manner. Competitive advantages derived previously from product differentiation, customer loyalty or lowest cost are not as enduring in today's fast paced and dynamic marketplace. To compete and sustain an edge over others, organizations must now be designed and built for change. The organizational structure, operational processes and supporting technologies all need to work in concert to enable a culture of change and innovation. Cornerstone and its senior advisory group can work jointly with business and IT executives to help evaluate emerging technologies and plan for their effective adoption and integration across the enterprise.

Practice Highlights:

- *Cornerstone's Emerging Technologies & Innovation Practice informs clients about current trends in IT*
- *Cornerstone consultants work closely with senior executives to integrate innovation and change into existing operational structures in a way that minimizes disruption and ensures broad adoption*
- *Cornerstone consultants have served previously as CIO's and CTO's and can bring to bear their collective experience and insights for organizations undergoing change or transition*

Incorporate technology that makes sense for your business

Not every trend is right for every enterprise. Sensible evaluation of emerging technologies, and the development of logical plans and roadmaps for their adoption and integration makes business sense.



Emerging Technologies Filter
Finding the 'technology' needle in the haystack is less daunting when you view emerging technologies through a business lens

Emerging technologies are typically concepts or ideas that have yet to be fully commercialized and are often in various states of development. They can be characterized by one or more of the following - enable something to be done that was previously not possible, or was possible only in theory, lead to new products and services or may be adopted by existing industries or may result in entirely new industries ⁽¹⁾. Some organizations have an explicitly defined function and a team of dedicated resources to focus on emerging technologies and innovation, however,

(1) Technology Strategy Board, 2010-2013

in most organizations, they do not exist and where they do, they're often not a priority and lack the authority to bring about real change. This leaves a host of missed opportunities on the table, which quickly become business threats as competitors adopt and integrate these emerging trends into their operations.

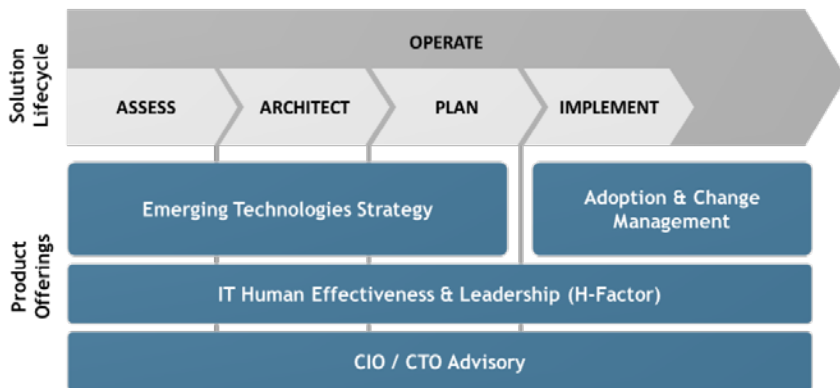
Building an innovation-friendly organization

Knowing what emerging technologies and trends to adopt is only part of the answer, and in the absence of implementation and execution, it delivers no value to the business. Hence, organizations looking to become innovation-friendly must take an end-to-end approach to technology adoption. There are three strategic business capabilities that underpin an organization that embraces and thrives on change and innovation: *Technology Awareness*, *Technology Responsiveness* and *Technology Integration*. Collectively, these capabilities enable organizations to become serial innovators – able to identify and exploit the game changing potential of emerging and disruptive technologies.

- **Technology Awareness** involves staying in touch with emerging technologies as they evolve and progress through the development lifecycle.
- **Technology Responsiveness** entails continually assessing and evaluating the business potential and value proposition of emerging technologies for both your business and the markets within which your business competes.
- **Technology Integration** encompasses the seamless adoption and implementation of emerging technologies into day-to-day operations.

All three business capabilities involve a system of people, processes and tools and all three are essential for enabling an innovation-friendly organization. Building these capabilities requires ongoing executive commitment and sponsorship, as they are key to the future viability of the organization.

Emerging Technologies & Innovation Product Offerings



We have a team of senior executives to serve as strategic advisors and change agents for stretching the boundaries of not only an organization's imagination, but also its capabilities.

Contact us today to learn more about Cornerstone's Emerging Technologies and Innovation Practice and Offerings and how we can help you build an organization that thrives on technology-enabled change and innovation.

Cornerstone Data Strategies provides Information Technology consulting and staffing services focused on improving **business performance** through the **strategic application of technology resources**

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Emerging Technologies & Innovation	Contingent IT Staffing Services

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