

Over the past two decades, companies across all sectors have diligently worked to peel back the layers of the enterprise to expose their core business competencies and provide focus. The function of IT is often one of the first layers to be discarded to external providers or to be stripped down to its bare essentials. As a result, these companies limit themselves to the status quo, losing sight of the game-changing power of technology and its integral role in enabling, if not, driving the business. They choose to sacrifice innovation for cost reduction. This strategy is a losing one, and can only sustain a company for so long, especially in today's digital world. To compete now and well into the future, every company must be tech savvy and have technology as a core competency, not to be peeled away. Companies must be able to respond almost spontaneously to market shifts and changes. Technology is key to this responsiveness. The ability to scan and harness emerging technologies is no longer an option, but a necessity for driving and sustaining long-term business viability and competitiveness.

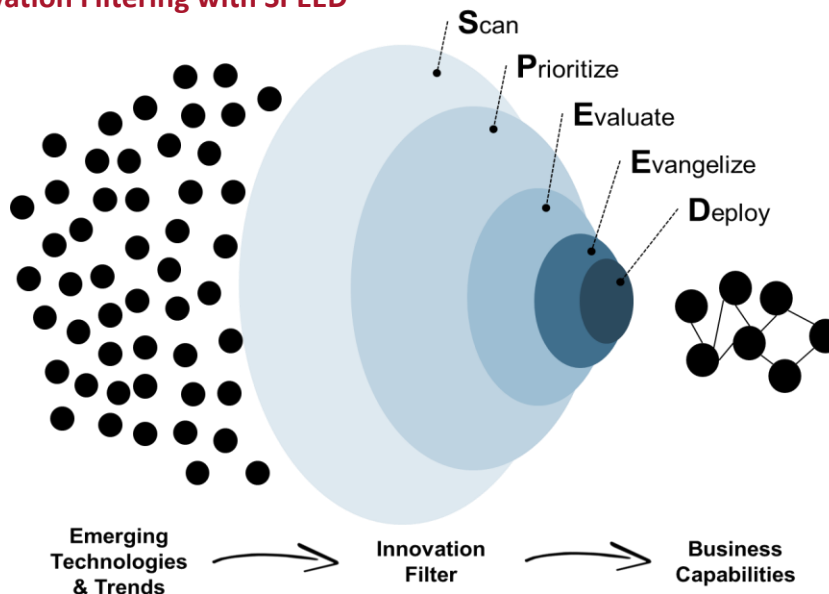
Not All Emerging Technologies are Created Equal

Being one of the first companies to adopt an emerging technology can lead to both first-mover advantages and lasting market competitiveness over industry peers. It is also not uncommon for entirely new commercial markets to be formed, generating new revenue streams. However, not every emerging technology is created equal and

Key Value:

- *Cornerstone's Emerging Technologies Strategy creates a practical approach to evaluating trends and determining what should be adopted when and how*
- *An Emerging Technologies Strategy can be established in 6-10 weeks forming the foundation needed by every CIO and CTO for incorporating the latest technologies into their environment*
- *Cornerstone's experts combine real world experience along with technology research to bring pragmatic approaches*

Innovation Filtering with SPEED



Innovation Filter

The value potential hidden in emerging technologies are rapidly converted into new business capabilities through our SPEED methodology.

offers varying value propositions depending on an organization's strategic priorities and existing business capabilities. Rigorous due diligence is necessary to identify the emerging technologies and trends that are the 'best-fit' and hence present the greatest opportunity and probability for generating business value.

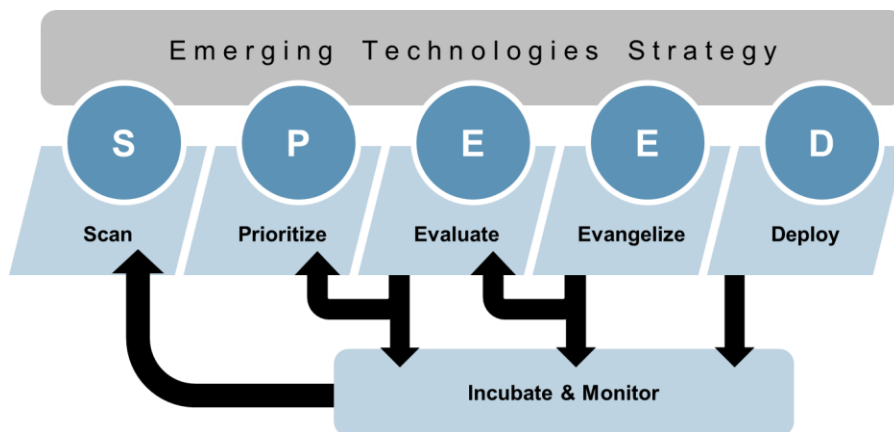
Making SPEED Work within Your Business Context

Starting with Cornerstone's SPEED methodology as a baseline, we work closely with our clients to understand and document their vision, goals and expectations for driving innovation within their organization. Through facilitated discussions and workshops, we also uncover any operational strengths and constraints for innovation adoption. Within this context, we develop a modified SPEED approach that addresses both strategic priorities and business constraints.

Strategic review, selection and adoption of emerging technologies require an ongoing, operational discipline that involves input and resources from across the organization to help

- Identify the best-fit and highest probability opportunities
- Rank emerging technologies and trends by business value and investment
- Consolidate and integrate one-off innovation projects and efforts
- Ensure organizational support and buy-in
- Better manage and mitigate enterprise risk

Strategy-driven Innovation SPEED Process



Leveraging Our Experience for Your Organization

Typically, an Emerging Technologies Strategy can be successfully executed within 6 to 10 weeks, providing organizations a practical approach for evaluating and adopting new technologies and trends.

Contact us today to learn more about Cornerstone's Emerging Technologies Strategy Offering and how we can help assess your Innovation Quotient (IQ) within the context of both business priorities and constraints.

Cornerstone Data Strategies Enterprise Architecture (EA) Practice

- Cornerstone's EA Practice helps clients **align their IT assets** with their business priorities
- Cornerstone's EA Practice offerings **span the entire EA delivery lifecycle** and can be customized to the specific EA needs and maturity of our clients
- Cornerstone's EA consultants are **experienced architects with hands-on exposure** and are able to balance theoretical concepts with real world pragmatism

Cornerstone Data Strategies, Inc.

- Los Angeles
- New York
- Washington D.C.

Emerging Technologies & Innovation Product Offerings

ETI-1-01-201200

Emerging Technologies Strategy

Defining a system of people, processes and tools to build an innovation-friendly organization and capability

Adoption & Change Management

Develop and institutionalize a Change Management capability across culture, people and processes

H-Factor

Providing services of organization development, change management, culture and leadership development

CIO / CTO Advisory

Providing domain expertise, strategic advisory, team mentoring and interim IT leadership

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