

HOW TO TURN CHANGE INTO A COMPETITIVE ADVANTAGE

It's time to thrive with faster decisions,
sharper strategies and bolder choices.



Computacenter

HOW TO BUILD A

MORE RESILIENT AND PROFITABLE BUSINESS

Every organisation in every sector strives to be successful. But success is not always easy. Revenues need to be increased. Costs need to be reduced. Risks need to be managed. Achieving these goals requires brave leaders who take bold decisions, make enterprising investments, and embrace innovative strategies to stay ahead of the game.

If recent experiences have taught us anything, it's that strong foundations are key to surviving and thriving in today's world. Digital transformation may be the goal, but organisations need a solid platform from which to start. And that means simplifying processes, modernising systems, harnessing data and strengthening security.

With new experiences, challenges and opportunities constantly emerging, organisations need to become proficient at navigating disruption and moving at speed. Failure to adapt and be agile comes with high risks.



Businesses are being disrupted all the time. Coming back stronger begins with the mindset to embrace the inevitability of change."

Paul Bray
CTO UK&I, Computacenter



Organisations regard technology investments as a means of gaining a competitive edge, as well as providing solutions for many of the challenges arising in an extremely volatile market."²

Zsolt Simon
Senior Research Analyst,
Data & Analytics Group, IDC Europe

Many of our customers are already using technology to chart a new course of action to ensure their organisation remains relevant and resilient – from deploying modern cloud platforms and accelerating the launch of new apps to integrating customer data and delivering personalised experiences.

The need for change is outweighing concerns around cost, complexity and uncertainty, with many business leaders making the courageous choices needed to drive greater success. For example, nearly 70% of CEOs are deploying new technologies, such as cloud and AI, and dedicating around 60% of this investment to reinventing their business for the future¹.

Decisions and investments are no longer based solely on how they impact the bottom line but also on how they impact

people and the planet. For example, one of our customers in the energy sector is resetting not only its own business but an entire industry for a greener future. It has partnered with Computacenter to harness cloud services and transform workplace technologies that will help make clean energy more affordable and accessible.

Our customer engagements give us a unique insight into the trends and technologies that are driving change and encouraging leaders to push boundaries and become pioneers. Drawing on our industry expertise and customer knowledge, we've identified three imperatives that are critical to enabling success – and how technology can help you respond faster and smarter to the trends reshaping our future.

IMPERATIVE #1:

OPERATIONAL EFFICIENCY

Operational efficiency is more important than ever before as organisations struggle to maximise their resources and results

Efficiency, however, must be balanced with stability, security and agility – and that can be a tough balance to achieve. To optimise operations and build solid foundations for growth, organisations must become adept at exploiting both their current capabilities and their future investments.

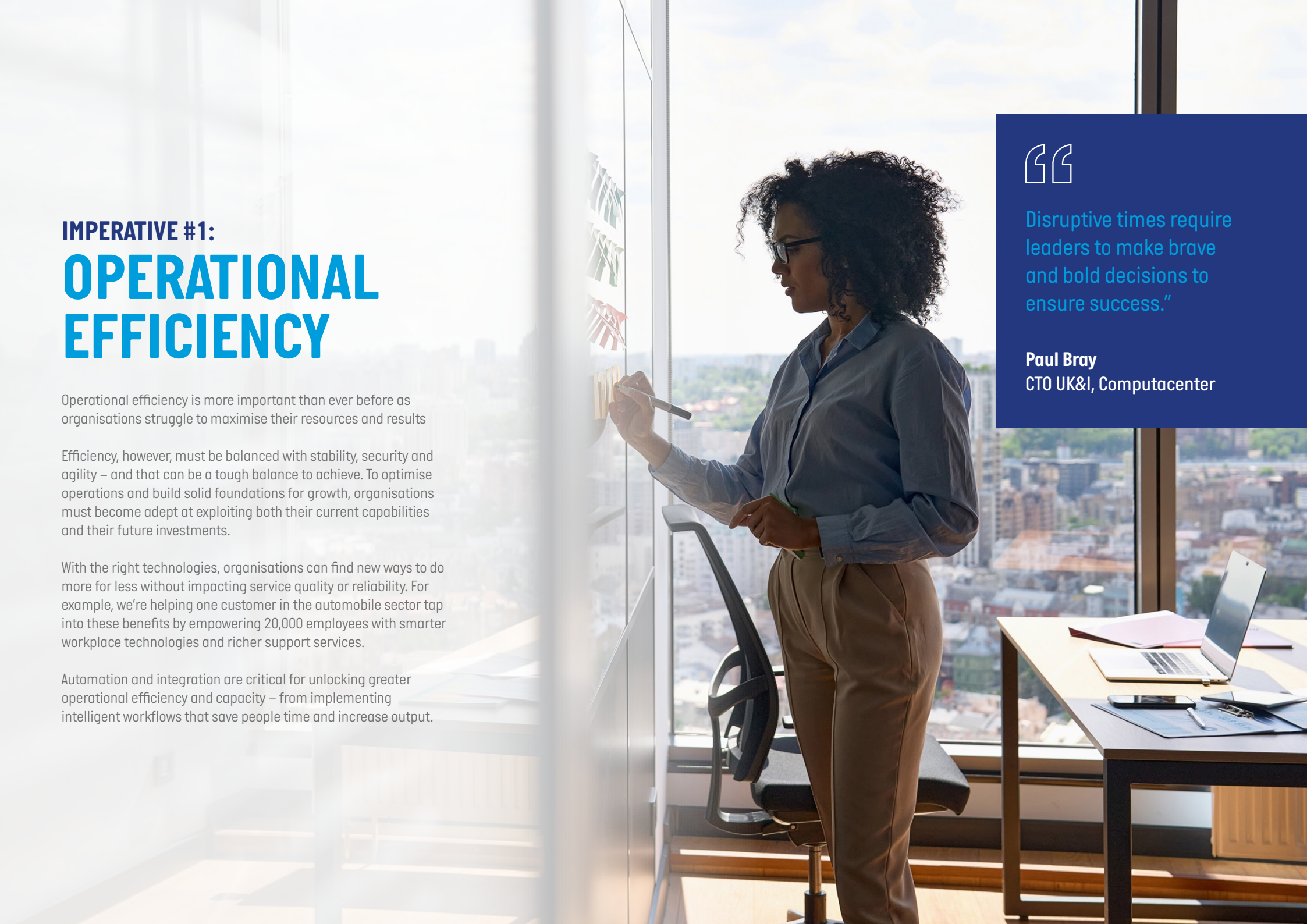
With the right technologies, organisations can find new ways to do more for less without impacting service quality or reliability. For example, we're helping one customer in the automobile sector tap into these benefits by empowering 20,000 employees with smarter workplace technologies and richer support services.

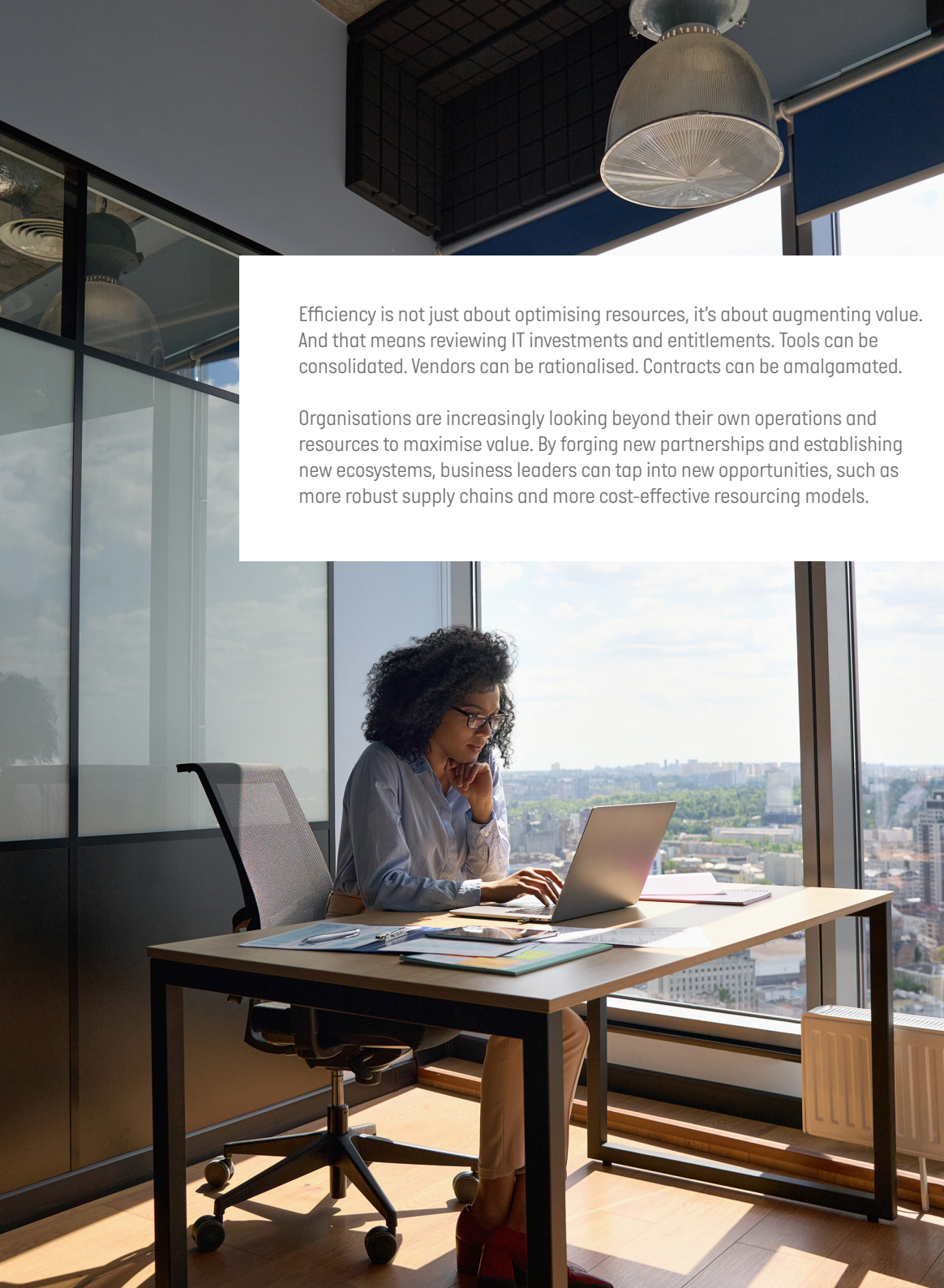
Automation and integration are critical for unlocking greater operational efficiency and capacity – from implementing intelligent workflows that save people time and increase output.



Disruptive times require leaders to make brave and bold decisions to ensure success."

Paul Bray
CTO UK&I, Computacenter





Efficiency is not just about optimising resources, it's about augmenting value. And that means reviewing IT investments and entitlements. Tools can be consolidated. Vendors can be rationalised. Contracts can be amalgamated.

Organisations are increasingly looking beyond their own operations and resources to maximise value. By forging new partnerships and establishing new ecosystems, business leaders can tap into new opportunities, such as more robust supply chains and more cost-effective resourcing models.

Operational change also means cultural change. Whether you are transforming an existing process or implementing a new tool, people will be impacted. And that impact needs to be effectively communicated and managed to minimise risk and maximise return.

Increasing operational efficiency is not a one-off achievement - it's an ongoing commitment. With AI and analytics, organisations can continuously identify new ways to keep pushing up performance and productivity. But that's just the beginning.

By creating a data-driven business, everyone can see the bigger picture, and understand their role in driving operational efficiency. Employees can focus on delivering better outcomes rather than completing mundane tasks. And leaders can focus on driving strategic and operational change to keep boosting productivity and profitability.

76%

of CEOs are investing in automated processes and systems¹



IMPERATIVE #2: INCREASING AGILITY

Attracting new customers. Launching new products. Targeting new markets. Driving growth can be both a challenge and an opportunity – especially during tough times. But businesses are not letting today's barriers limit tomorrow's possibilities: 48% have already diversified their product/service offering and 35% are considering taking similar steps in the next 12 months¹.

To stay relevant and competitive, organisations are not only adapting their go-to-market strategies but also embracing disruptive technologies. For example, nearly 50% of businesses are targeting platform modernisation to help drive future growth while around 70% are prioritising AI investments³.

Embracing new strategies and technologies is just the start. Organisations are also rethinking how they deliver innovation and transformation – and it's enabling them to learn and adapt faster. Development cycles are shorter. ROI timelines are better. And growth is stronger.

Scalable platforms and agile processes are essential for achieving growth goals at speed. Whether it's landing zones that simplify the launch of new service offerings or dynamic networks that support office expansions, technology helps organisations grow more rapidly and cost-effectively.



Being successful means embracing change. And not just operationally – cultures and mindsets need to change too.”

Pete Groushko,
Director of Technology Sourcing,
Computacenter



Fail faster, learn faster,
succeed faster.
Don't let the fear of
uncertainty hold back
your goals for growth and
innovation."

Claire Goli
Sector Director, Computacenter

But growth doesn't automatically equate to success. To ensure they set the right goals and follow the right strategies, leaders need to be able to spot the difference between a blip and a trend – and that's where data comes in. By managing data more effectively, businesses can anticipate changes in market conditions and customer expectations. The result? Faster decisions. Sharper strategies. Stronger revenues.

Growth doesn't just require great insights and technologies; it requires great talent. And that means creating diverse skilled workforces that can realise the value of new ideas and investments.

Attracting skilled employees, however, is getting harder: 42% of employers have hard-to-fill vacancies⁴.

Instead of relying on traditional approaches for acquiring talent, organisations are creating partnerships and ecosystems that enable them to tap into expertise in a more agile way. Fostering greater diversity in the workplace is also helping to increase the talent pool – especially within IT. For example, Computacenter has partnered with one of its customers to encourage more women into data science roles.

Attracting skilled employees is just the first step in the battle for talent; you also need to be able to retain them. And that means offering employee experiences that help people work more productively, safely and flexibly. Only 41% of employees are currently performing optimally – consistently giving their best work in a way they are confident they can sustain over the next year⁵.

Intelligent apps, collaboration tools and access controls can all help to raise the performance bar and enrich the employee experience across the hybrid workplace.



85%

of business leaders believe sustainability is an investment that protects their organisation from disruption⁹

IMPERATIVE #3:

BEING SUSTAINABLE

Every organisation wants to achieve longevity - and that means learning to manage risk effectively. From safeguarding customer loyalty and maintaining service quality to preserving profitability, the risk landscape is constantly evolving and requires leaders to make tough choices and courageous decisions.

Building a sustainable and resilient business also means building a secure business: two-thirds of executives said cybercrime represented the most significant threat to their organisation in 2023⁶. Given the high stakes, security controls need to be automatically and consistently embedded into every business process and IT solution – from ideation to implementation.

With more digital experiences and tools comes more data - and it's presenting organisations with a big challenge. As well as finding new ways to aggregate and analyse valuable customer data, organisations must meet regulatory obligations around privacy or face significant financial penalties.

Data protection, however, is just the tip of the compliance iceberg. Organisations must adhere to an increasingly complex array of regulations and standards – especially when it comes to environmental, social and governance (ESG) issues.

An effective ESG strategy is no longer just about managing risks and meeting regulations; it's about protecting revenues and reputations. Customers, investors and employees expect brands to demonstrate ESG excellence. It's become a unique selling point, a market differentiator, a success enabler. Around half of leaders said their sustainability programme increased the reputation of their company or brand⁷.

With climate change high on the global agenda, decarbonisation is a big priority for organisations in every sector and can be accelerated with the adoption of new technologies – from smart building controls that reduce energy consumption to laptops featuring recycled materials.

Making the business case for 'green' IT investments can be challenging when the acquisition cost is higher than less environmentally-friendly alternatives. When evaluating new products and partners, it's important to balance short-term gain with long-term value – particularly when it comes to total cost of ownership, customer trust and brand status.

Sustainability best practices can be applied not only to new purchases but also old assets. By recycling and reusing unwanted technologies, organisations can encourage a more circular economy - both at work and at home. For example, Computacenter introduced a programme to enable its employees to sustainably dispose of redundant personal devices.

The initiative was such a success that a high street bank has now joined forces with us to launch a similar scheme.

Whether it's encouraging diversity or tackling poverty, a sense of purpose is becoming increasingly important in both our personal and professional lives: 74% of employees say their job is more fulfilling when they are provided with opportunities to make a positive social and environmental impact⁸. And that means organisations must offer more than just a great salary.

To attract and retain the best talent, leaders need to rethink their employer value propositions and cultures to bring not only greater purpose but also greater passion to the workplace.



Sustainability is not just about protecting the planet. It's about protecting your organisation from current challenges and future shocks."

Mark Lovejoy,
Technology Partnering Director, Computacenter



SEIZE THE ADVANTAGE

WITH A NEW APPROACH TO CHANGE

Change is inevitable and unpredictable and how you respond will determine whether it becomes an obstacle or an opportunity for success. Leaders and organisations that step out of their comfort zone to embrace new ideas, target new markets and counter new risks will be the pioneers of the future.

Optimisation, transformation and future focused will become the vocabulary of the brave and the mindset of success. And technology will be firmly at the heart of it all, enabling organisations to boost agility, profitability, efficiency and sustainability. We at Computacenter are no stranger to change. We stand shoulder to shoulder with our customers and have helped thousands during uncertain times. We help ensure that enabling success is not just about surviving, but its about being bold and courageous enough to stand out and thrive.





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OFFICE OF THE CTO

The Office of the CTO (OCTO) team leads in the exploration and application of technology products and delivery methodology to aid the digital transformation of our customers. As a team of cross-functional technologists with extensive industry and IT experience we deliver thought leadership, advice and real-world implementation experience to help our customers achieve their goals.