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Future of IT: Enabling delivery of products and services at 'market speed'

In today's hyper-connected world, IT organizations play a critical role in delivering the seamlessly connected enterprise that can run at market speed. But right now, most IT functions cannot support this.

By Christopher Bacey

Digital might be mainstream, but it takes more than just having a digital strategy for organizations to exceed customer needs and expectations. It requires a "future-ready" enterprise -- a tightly integrated front, middle, and back office all laser-focused on customer outcomes.

A connected enterprise delivers higher revenue, responds more quickly to changing market signals, and more frequently exceeds customer expectations. While the promise of the connected enterprise is real, it requires a new way of looking at the technology function, at who and how work is performed, and at the speed and methods products and services are delivered. The future of IT is inexorably tied to future of the connected enterprise.

Making IT 'Future-Ready'

"There's simply no longer business strategy and technology strategy. There's just strategy, and technology is driving it."

Steve Bates
KPMG U.S. CIO Advisory Principal and Global
Center of Excellence Leader



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 "Being a digital leader is a do or die proposition," explains Steve Bates, principal and global leader of KPMG's CIO Center of Excellence. The CoE is developing future-ready capabilities in strategy, agile and DevOps so that companies can deliver products and services at the speed the market demands.

"There's simply no longer business strategy *and* technology strategy. There's just strategy, and technology is driving it," Bates adds.

As business models evolve and innovate, IT must evolve its own operating model to remain credible. This means shifting from being the "doer" of all things IT to the "integrator" and "scaler" of the enterprise-wide technology ecosystem. This also means distributing control and skills and rethinking how the business designs and delivers technology services, responds to issues and manages customer expectations.

And it means changing the DNA of the IT culture, breaking down silos between functions and employees, while providing broad but smart access to the latest cutting-edge capabilities and tools. In doing so, organizations gain a flexible, scalable, connected and decidedly human IT function – the enabler in a digital world.

"The opportunity for IT is to make technology accessible to everyone, enable it without friction and empower teams to harness technology to unleash creativity," Bates adds.

To help enterprises create a future-ready IT organization that delivers "value" (i.e. products and profits) in the digital world, the firm has created a series of white papers, thought leadership and video on the topic.

The first installment, "Creating a Future- Ready IT organization" can be found [here](https://advisory.kpmg.us/insights/future-it.html) (<https://advisory.kpmg.us/insights/future-it.html>). Written by Bates, the new paper features six elements that can help an organization enable the connected enterprise. They include Dynamic Investment, Market Speed, Modern Delivery, Flexible IT Workforce, Data as an Asset, and Customer Trust. These topics will be expanded on in future papers over the coming months.

To speak with Bates or another subject matter expert on one of these topics, contact Christopher Bacey at Twitter: @cgb1471, cbacey@kpmg.com (<mailto:cbacey@kpmg.com>) or +1 201-505-6194.

Download the report

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Biography



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Explore the ways in which IT must evolve its operating model, culture, skills, relationships, and ways of working to deliver value in a digital world.

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