Alan Thorogood:

I am exploring how organizations develop strategies and business models that increase the value of their digital investments. Here are two of my research projects.

The first explores how organizations will use digital technology in five years. We have identified six forces that CIOs say are driving changes in how organizations will use technology. With CISR members and others, we are now learning how IT operating models can capture business value in the emerging environment.

The second project has found ways for old, large organizations to engage with small, agile tech companies that we call xTechs. The successful relationships have robust risk management and are fast to market.

This research draws on my professional background as a management consultant and executive in financial services, healthcare, and government. I have seen how digital can powerfully improve outcomes for customers, business partners, shareholders, and the community.

Today, there are exciting new opportunities, such as AI and real-time business, to do things cheaper, more simply, and in different ways. Yet, no organization is an island in this digital world, so learning from others is invaluable.

Please reach out to hear what we are finding and share what works for you.