



FUTURE SYSTEMS – DENMARK

VIDEO TRANSCRIPT

As a technology advisor, clients often ask me: How can we use technology to achieve higher growth?

This was the starting point for a massive survey of more than 8300 companies, where we set-out to understand why technology investments are not always yielding the value expected by the C-suite.

Our Future Systems survey shows that there is a significant gap between those who succeed with their technology investments and those who don't. We learned that the way companies invest in and deploy enterprise technology has a clear correlation with their revenue growth.

So, what differentiates the top 10% leading companies from the rest?

Well first off, we know that these leaders grow revenue 2 times the rate of laggards.

And we also know that these companies are poised to extend their advantage over the coming 5 years. We know that the leaders think in terms of systems and not individual point solutions. And that they adopt technologies earlier and in a more strategic manner.

The good news is that every company can emulate the mindset and methods of the top 10% leading companies to get the results from their technology investments they need. But there is no one-size-fits-all solution.

You can learn more about this and the 5 key actions that leaders take to close their innovation gaps in our new Future Systems report. Above all – let us know if you would like to talk more about how we can help you close your own gap and define a path to Future Systems.

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