In October 2014, an international group of CIOs, senior executives and world renowned speakers gathered at one of the premier hotels in Munich to discuss the latest in disruption and design. Disruption is happening all around and is triggered by the advances in Social, Mobile, Analytics, Cloud and smart ‘Things’ (SMACT). Customers are changing their behavior in response and companies are keen to find out how to (re)design their organization to survive and thrive in the face of this change. This report will give you an overview of what was discussed and describe some of the insights that were shared amongst the attendees. The slides used in the presentations can be found at http://www.sogeti.com/summit2014.
in context. What we are aiming for is to provide true transformations, as ultimate customized offering. This brings a major shift in thinking. We used to think that:

• … goods and services were enough;
• … we could invent great products & mass produce them for years;
• … materiality conferred advantage;
• … the best way to manage was to optimize the enterprise.

These truths of the past are now dead wrong. Instead we must:

• … stage experiences and guide transformations;
• … mass customize & constantly renew our offerings;
• … fuse the real with the virtual;
• … adopt a way of managing with the intent to vitalize the enterprise.

Real value can only be provided through experiences and transformations, the rest will become commodity. In this context, Joseph Pine puts forward The Law of Vitality: only the enterprise that attains vitality, through its incessant destructive recreation, produces the wealth necessary to survive.

To withstand the Schumpeterian gale of creative destruction, the enterprise must be “destructively recreating itself over and over again by innovating within the enterprise at least as much as is going on in its ecosystems. Anything less and the enterprise will eventually get blown over by others moving faster, operating better, and creating greater value.”

The situation today is essentially the same however more intense at the same time. Schumpeter’s waves accelerate and the creative destruction of anything that is not customized is rampant. Commodities, goods and services have become commoditized, and next up are the much-desired experiences. We are in an ever-increasing rush to provide customization

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The famous Austrian economist Joseph Schumpeter told us this in his groundbreaking book from 1947, Capitalism, Socialism, & Democracy.

Bonnet: “The attendee distribution is quite consistent with our survey data. Digital Masters in this sample represent about 18% of the population which is consistent, but many respondents have positioned themselves at the edge of Conservatives or at the edge of Fashionistas which is interesting. There seems to be a larger population of Conservatives in this sample than normal (about 32%). Fashionistas are in line at about 28%. It seems there were fewer Beginners here than what we found in our research. This could reflect that the audience was probably quite digitally savvy already.”

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The Fine art of Destructive Recreation
– Joseph Pine

Economies evolve, produce wealth, and remain vital when the process of ever-changing markets, offerings, and enterprises “incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one. This process of Creative Destruction is the essential fact about capitalism.” The famous Austrian economist Joseph Schumpeter told us this in his groundbreaking book from 1947, Capitalism, Socialism, & Democracy.

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Acceleration points
At the event, six ‘acceleration points’ looked at disruption and radical acceleration through the lenses of big themes in our industry: Cloud, Mobile, Analytics, Security, Quality, Internet of Things. Here technology leaders from Sogeti discussed thought provocative statements such as “All moments are mobile – give the user what she wants in immediate context”, “Stop manual testing – automate” or “You will be hacked, but it’s OK – as long as you know it and can recover”.

To connect directly with thought-leaders from across Sogeti, check out Labs.sogeti.com and challenge your thinking.

About SogetiLabs – VINT
Our trend lab VINT (Vision • Inspiration • Navigation • Trends), a part of the SogetiLabs network of experts, always has an eye on the horizon, looking for evolutions driven by new technology.

VINT provides practical insight into the likely impact and innovative applications of new technologies for organizations worldwide. This valuable intelligence helps public and private sector enterprises to anticipate and plan for the complex dynamics of the future. The use of new technological developments is aimed at generating value that anticipates future developments. SogetiLabs brings together the talents and creativity of trendspotters from across all countries where Sogeti is present.

Our research provides an alternative perspective or more comprehensive understanding of the dynamics, which can kick-start corporate strategic debate or act as a catalyst for ground-breaking thinking and action.

Continued involvement
Beyond this yearly CIO summit, Sogeti organizes many other activities: in-house presentations, events, workshops, roundtables and more, to advance your understanding and innovation.

The yearly Executive Summit is by invitation only but there are many other events throughout the year at different locations. You can ask your Sogeti Account Executive to keep you updated on the most recent research activities, events and publications. Also, if you’d like to schedule a meeting to discuss any of the topics presented here and explore what it may mean for you and your organization, you can approach your Sogeti Account Executive or contact SogetiLabs – VINT directly.

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