



THE 5 THINGS SUCCESSFUL COGNIZANT CLIENTS ARE DOING TO TRANSFORM THEIR BUSINESS

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THE **BEST PRACTICES**
SUCCESSFUL COGNIZANT
CLIENTS ARE EMPLOYING
TO TRANSFORM THEIR
BUSINESS



- OUR WORLD HAS CHANGED, IN WAYS WE NEVER IMAGINED
- A SMALL FEW ARE ADAPTING THEIR PEOPLE, CULTURE & TECHNOLOGY
- WITHOUT A TRANSFORMATION PARTNER, MANY ARE FALLING BEHIND
- COGNIZANT IS HELPING THE FORTUNE 2,000 TRANSFORM
- THIS TALK IS ABOUT HOW YOU CAN LEARN FROM THEIR SUCCESSES

THE DIGITAL ECONOMY CHANGES EVERYTHING

DISRUPTION

**9/10
COMPANIES
WILL SEE
REVENUE STALLED
DUE TO
DIGITAL
DISRUPTION**

RECOVERY

**ONLY
ONE
WILL
RECOVER
FROM
THAT
STALL**

THE FUTURE

**UNLOCK
VALUE
INNOVATE
AND LEVERAGE
NEW TECHNOLOGY
REIMAGINE
CUSTOMER
EXPERIENCE**

identifying **disruption**.

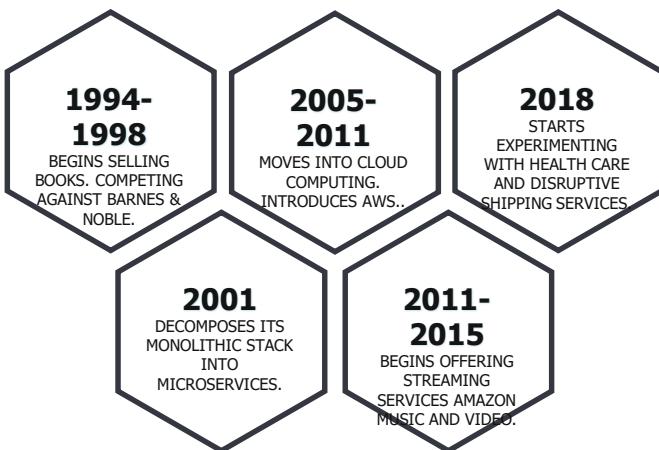
"Everything basically is subservient to the need to be able to make decisions, and build things, faster than anyone else." – Adrian Cockcroft





amazon – a brief history...

Maybe **Amazon** didn't invent **microservices**, and maybe it wasn't the **pioneer** of **Agile methodologies**. But **evolution** doesn't always happen in **one** place **first**. There's plenty of evidence that Amazon did come up with these concepts on its own initiative and implemented them for success.

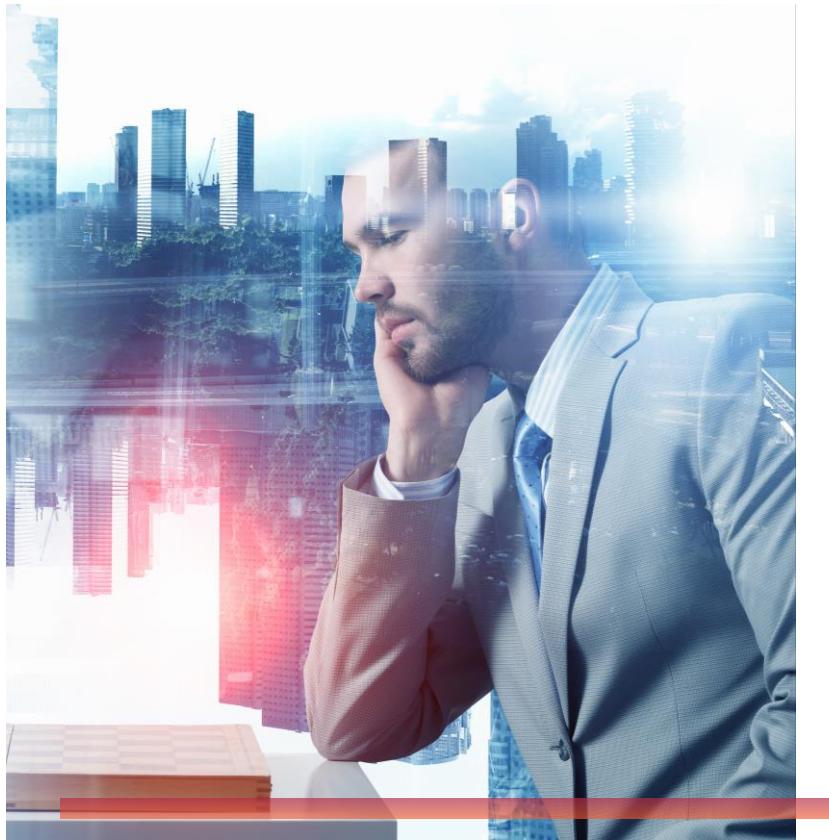


TESLA



IT WAS EASIER FOR A TECHNOLOGY COMPANY
TO LEARN HOW TO BUILD A CAR,
THAN IT WAS FOR A CAR COMPANY TO
DEVELOP SELF DRIVING TECHNOLOGY.

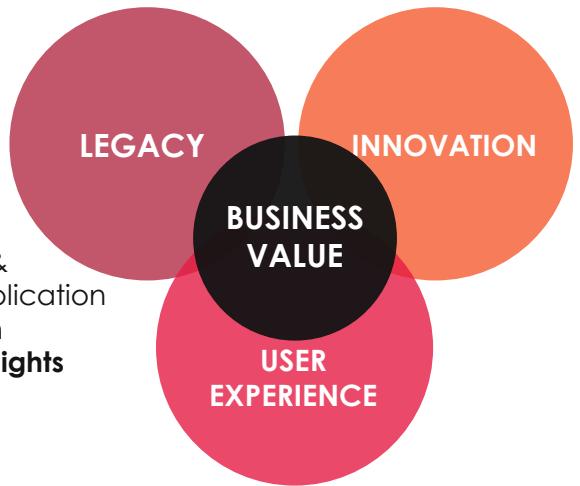




Market Challenges

Unlocking the value of legacy applications and transposing that value to a cloud context is key to success in the Digital Economy.

Courageous executives need to keep the **business running**; take advantage of **innovative technologies** & **reimagine application experiences** in a way that **delights** their **users**.



successful **transformation**

people.



culture.



technology.





WHAT IS DIGITAL TRANSFORMATION?

Many organizations struggle to reach a **consistent definition** of what **Digital Transformation** means for their **business**. As a result, 35 percent of executives see this as a key barrier to achieving their full digital potential.

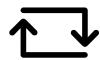
Courageous executives drive technology transformations with their teams. They see their role as a joint owner, an active participant on the 'journey'.

"Executive's need to embrace the type of fearless innovation that has made Amazon so successful." – Brian Verkley

The Next Big Disruption:
Courageous Executives



BUSINESS +
TECHNICAL
ACUMEN



CONTINUOUSLY
LEARNING



EMPATHY
TEAM +
CUSTOMER



ACTIVELY
ENGAGED

WHERE AND HOW TO START

Digital Transformation is an enterprise-wide endeavor, and it's incumbent on the CEO to take the reins and drive focus that unites IT and the business. Leadership driving successful transformations embrace the following themes:



USER IS OMNIPRESENT

Product teams focus on delivering end-user value and measure success via adoption rather than vanity metrics.



THINK BIG; START SMALL

It's difficult to chart the unknown. By starting small teams prioritize their work and measure success making incremental improvements.



OUTCOME-BASED

Teams think in terms of customer journeys and customer outcomes. Taking a technology first approach is often the path to failure.



PEOPLE

Transforming people in the context of doing real work that delivers meaningful business value are keys to success.



CULTURE

Companies don't change, people change. Adopting a culture of trust and acceptance of user experiments/failure is key to redefining competitive advantage.



ORGANIZATIONAL SILOS

Tearing down the organizational walls and adopting DevOps are keys to fast moving iterative teams.





anatomy of a Transformation Movement

focus **alignment** discipline

Bottom Up

Leadership

No transformation movement succeeds without leadership support. Transformation impacts every part of the business. To pull off such a massive shift organizations need to accept that not changing is the existential threat.

Leaders play a key role in defining the **goals** of transformation. Supporting experiments and adoption of **Lean**. Leaders need a **point-of-view** and to continue to reinforce that stance through the change. Increasing investments around innovation and placing the customer at the center of everything we do.

Individuals

The skills that got you to this point in your career may not be the skills that enable you to thrive in the Digital Economy. We each own the learning investment needed to acquire the skills to enable our company to be successful.

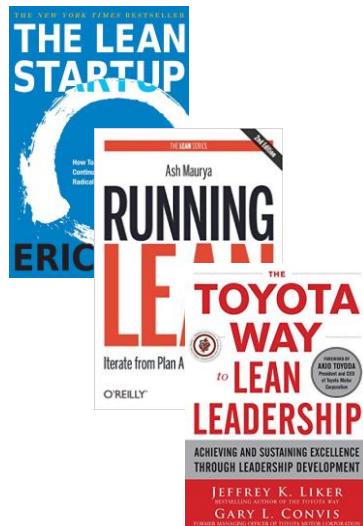
Learn and **embrace** new **technology**. **Reskill** yourself so you can continue to be an **asset** to your company. Breakdown **organizational silos** and find ways to work together. Become **customer** and user **obsessed** and place their needs at the center of everything you do.

THE LEAN STARTUP MOVEMENT

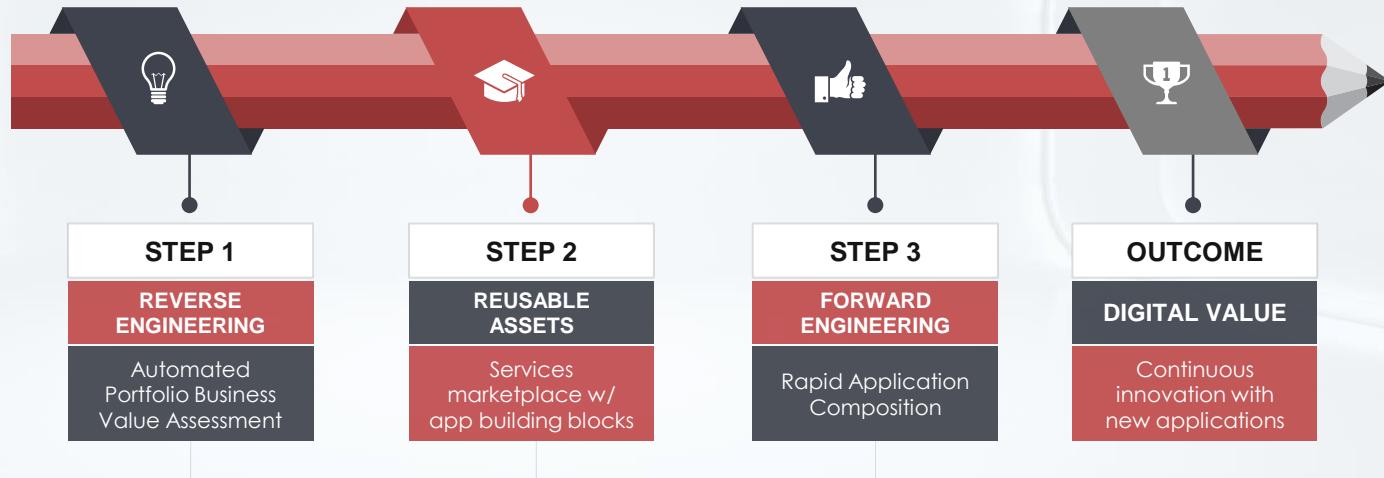
In 2011 Eric Ries's book, the **Lean Startup** had as profound an **impact** on how we build **software** as Amazon had when they discovered microservices. The Lean Startup **movement** was **born**, based on the **Toyota Production System** principles, it introduced a radically new **management** philosophy.

The Lean Startup was often seen as an approach **startups** could **embrace** to enable **rapid** innovation and **validation** of new **ideas**. The **shift to cloud** has driven widespread **adoption** of this system in the **enterprise** with **mixed** results as enterprises now have the same **need for speed**.

Cognizant teams practices lean methods for software delivery with our clients to enable rapid innovation and validation of new ideas. When combined with high powered engineering working in an XP model clients see rapid success.



Cognizant Digital Engineering has created a unique set of assets to automate, simplify and reduce the risk of decomposing legacy applications. Our tools will enable the rapid creation of new Digital Value in three simple steps.



PEOPLE

at the heart of every
transformation movement



NEW CULTURE
NEW WAY OF WORKING
NEW WAY TO WIN



MODERN OFFICES

we love them but
**one size does not fit
all**

DevOps • XP • Lean Startup • Running Lean

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Collaboration

Open workplaces promote collaboration and access to the entire team. This enables us to make quick decisions and move fast.



Whisper Zones

Not every task requires violent constant collaboration. Occasionally we need quiet time to get work done.



DevOps Adoption

Taking down the physical walls accelerated our adoption of DevOps and helped us deconstruct the organizational silos that were barriers to success.

**one size does not fit all,
variety is key. we've
adapted our approach to
the modern office by
listening to our most
valuable asset -
our people**



failing fast

declining revenues quarter over quarter is an example of the wrong type of failure. this is failing fast.

disrupt yourself.

Dedicate time **quarterly** to **disrupt** yourself. Identify **weakness** in your technology or **strategy** and try to exploit it. Once exposed close those gaps before your competitors do.

need for speed.

Removing **roadblocks** and enabling **teams** to deliver **fast** will increase customer feedback. Faster feedback accelerates learning. Companies that **adapt** quickly to **market** needs will **win**.

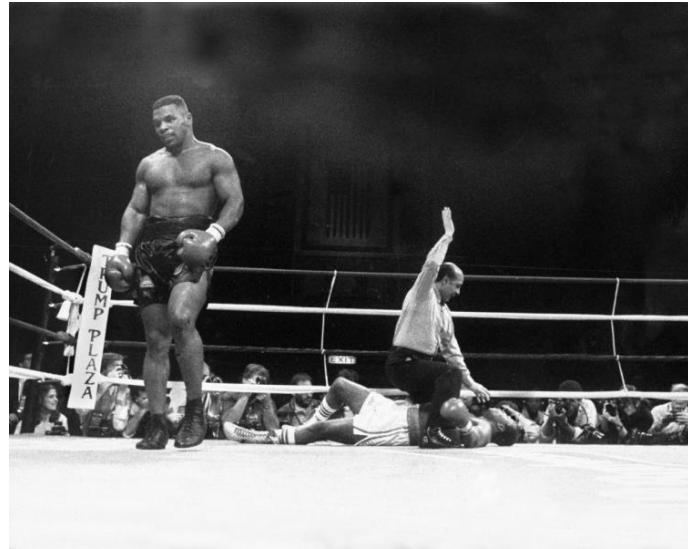
start small.

Start with something **small** and **iterate** quickly. Relentlessly focus on **MVPs** (Minimum Viable (valuable) Products and increase **learning cycles**.

customer journeys.

Customer adoption will lead to. Revenue will always be the **scorecard**. Begin with a **meaningful customer journey** and demonstrate **success**.

change is **hard.**



Everyone has a plan 'till they get punched in the mouth. – Mike Tyson



**bringing it all
together.**

the world has changed
success is not guaranteed
but failure is if you do nothing.

transform your **team**. transform your **company**. transform **yourself**.