Alan Thorogood:

My research explores how organizations develop strategies and business models that increase the value of their digital investments. Here are two examples of research projects I’m conducting. The first explores engagements between large complex organizations and small, agile tech companies that we call xTechs. This is a compelling way to be innovative and fast to market.

The second example shows which IT operating models will best support the business units of today and tomorrow. This covers the IT function’s engagement with business units, cost drivers, resource sharing, success measures, and platforms.

These research projects draw on my professional background. In my experience 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, simpler, and in different ways. Yet in this digital world, no organization is an island, so working well within an ecosystem is essential.

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