



## So Why Do we use Technology

- Say it in 4.....
  1. Transform, automate and Lock in Processes
  2. Improve Decision Making
    - Structured vs Unstructured Decisions
  3. Communications
    - E-mail, IM, Presence, Video Conferencing, etc
  4. Entertainment



Research & Advisory Services \* Consulting \* Facilitation

## So How Do we Deliver these Four Things?

- Build Technology
- Run Technology
- Transform Enterprises
- Design Enterprises

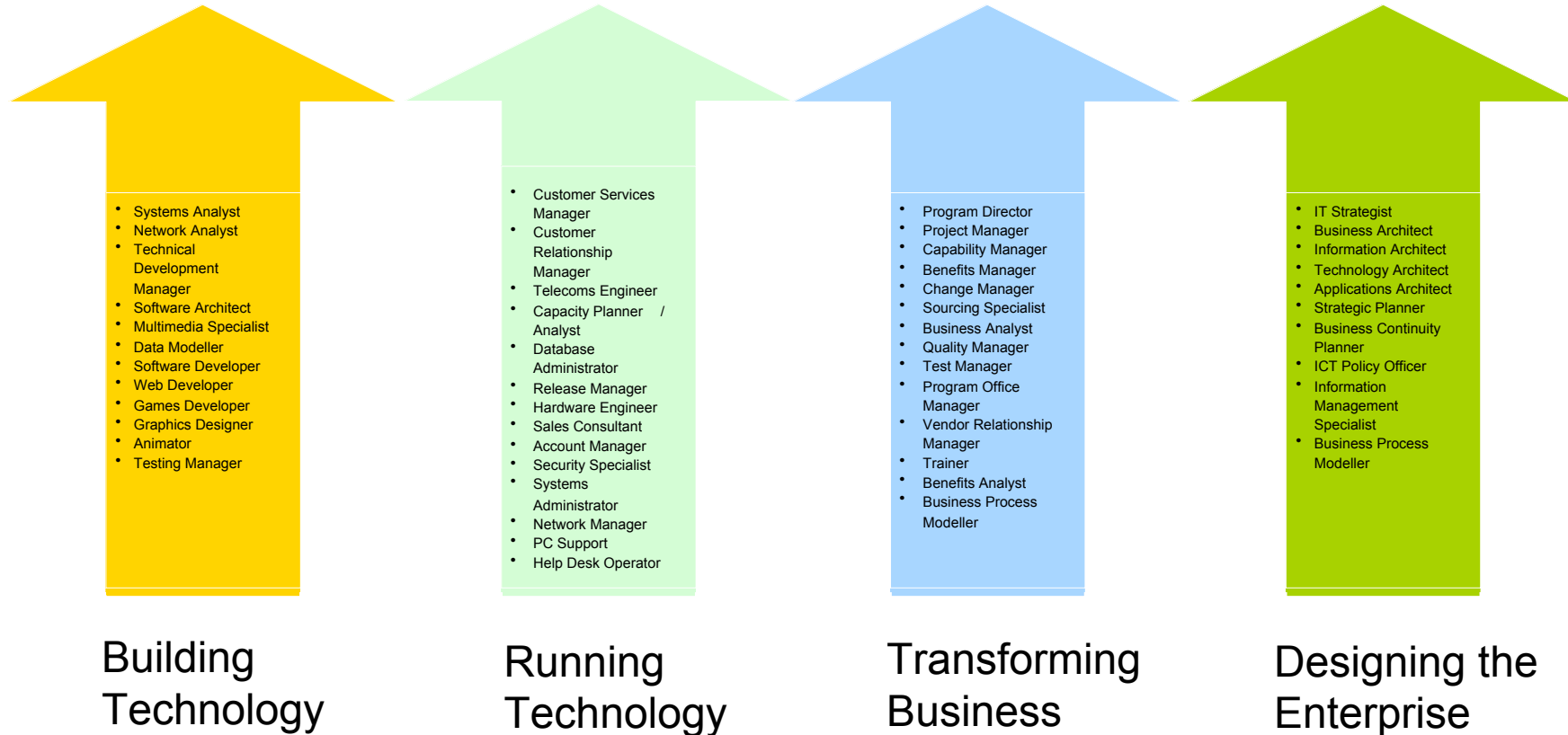
Technology  
Focus

Business  
Focus



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# Career Streams





# Changing Roles Can be Expensive

