

A cheetah is captured in a full running stride across a sandy, arid landscape. The cheetah's body is angled towards the right, with its front legs extended forward and its back legs pushing off. The background is a soft-focus, golden-brown desert environment. The overall mood is one of speed and agility.

COMPUTACENTER INSIGHT

WINNING IN THE AGE OF DISRUPTION

TURNING AGILITY INTO GROWTH



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A cheetah is captured in mid-stride, running across a sand dune. The cheetah's body is low to the ground, and its tail is slightly raised. The background shows a vast, flat desert landscape under a clear blue sky, with distant mountains visible on the horizon. The lighting is bright, suggesting a sunny day.

AGILITY IS THE FOUNDATION FOR OPPORTUNITY

In a world defined by overwhelming disruption, we now know the true value of flexibility and responsiveness.

We're in a new era, one in which growth and success will be intrinsically linked to agility. As we navigate a world in which change is the only constant, this Insight Guide is designed to help you ensure that you're well placed to capitalise on opportunity – whenever and wherever it emerges. From purposeful tech and innovation driving business outcomes, our experts offer their views on a time in which adaptability means everything.

A photograph of two elephants in a natural, outdoor setting. One elephant is on the left, and another is on the right. They are facing each other, and their trunks are touching. The background is filled with lush green foliage and wooden posts, suggesting a savanna or zoo enclosure. The lighting is bright and natural.

EXPERIENCE IS EVERYTHING

It's time to think less about the tech, and more about the experiences we want to create.

We are in the midst of the "experience era". There's a battle for talent across many industries, with attraction and retention critical business issues. At the same time, organisations are fighting for the hearts and wallets of consumers. Whether you're onboarding new employees or delivering innovative digital services to customers, a great experience at every touchpoint is key.

Technology has a role to play. From collaboration tools and AI-enabled chatbots, to advanced analytics and machine learning, ground-breaking technology continues to offer almost limitless opportunities to embed new levels of agility and growth, and to transform how we engage and support our people and our customers.

But for all its importance, success requires we look beyond all the smart tech and focus on the experiences and outcomes we want to create. As organisations, we want our people to be more efficient and productive, of course. To co-create, collaborate, and innovate. To take advantage of shared knowledge and connect with and learn from colleagues in different teams and time zones.

But we also want them to be happy at work. To feel they're empowered to make a difference, that they're valued and supported. And when they are, when their experiences are personalised, and when they're able to work in ways that suit them, they'll give their best and stay with us.

Take remote working, for instance. Technology is a key enabler, but the benefit is in the value it offers the person – spending time with the kids, going running when the sun shines, or getting started early to get ahead of the day that people really value.

For all workers, from finance in the back office, through engineers on the shop floor to delivery drivers and contact centre agents at the sharp end, the experiences matter.

As workforces evolve to become more mobile and dispersed, employers need to consider how to create this 'experience culture' where collaboration, creativity and innovation can still thrive.

Whether you're putting the customer at the centre of your world with immersive, personalised retail experiences, giving passengers the confidence to travel safely with stress-free, touchless journeys, or equipping front line clinicians with the tools to enhance patient care in the communities, it's the outcomes that matter.

None of this happens without the underlying systems, security infrastructure, applications and endpoints. But envision the outcome and the experience to be delivered, and work back. Then technology can become the genuine platform for agility and growth.

“FORGET THE TECHNOLOGY AND FOCUS ON THE USER. UNDERSTAND THE OUTCOMES THEY WANT TO ACHIEVE AND EXPERIENCES THEY WANT TO HAVE. THEN WORKS BACKWARDS TO DELIVER THEM.”

ASHLEY RICHARDSON
CTO - WORKPLACE, COMPUTACENTER

SHARENOW 

SHARE NOW: READY TO WORK FROM DAY ONE

Winning the war for talent means providing workplace tech that just as good as that which we enjoy at home. For Share Now, we created a cloud-based, Apple-only infrastructure that makes onboarding fast and simple. Macbooks and iPhones are leased on a per-employee basis, and a comprehensive device management, identity management, and collaboration framework helps staff get up to speed with their new devices on day one.

TRANSFORMATION IN A FAST-MOVING WORLD

It's never been harder to predict what comes next. That makes agility vital.

Forget the new normal; there's no normal anymore. From the explosion of data and transformational technologies, to continued geopolitical turmoil, uncertainty reigns.

Unpredictability, of course, doesn't necessarily translate to pessimism. In the UK, business confidence is at its highest point for five years¹. But in this age of disruption, moving forwards means being able to react instantaneously, pivoting towards opportunities and challenges as they arise.

The past few years have underlined the importance of scalability. From banking to entertainment, grocery to clothing, industries of all kinds have seen significant growth in demand for digital services – something that has been further exacerbated in recent months².

Let's imagine that the Covid outbreak occurred not last year, but in 2010. Would we have seen the same flight to digital, the same rapid expansion to meet demand? No. But not for a lack of ambition. For the vast majority of organisations, the capabilities required simply wouldn't have been available.

Today, things are different. For those businesses that are thriving in this age of disruption, the use of inherently secure connected cloud services is at the heart of their success – providing them with the speed and flexibility needed to respond to the demands of a fast-moving world.



That's something that every organisation needs to consider. It's no longer a question of whether cloud is right for your business. Instead, it's about how and when to use cloud, as a way to accelerate progress and enable growth.

The approach will differ from organisation to organisation but, whatever shape it takes, cloud is the digital platform to deliver the next generation of business services. From the flexibility needed to reduce your time to market, to the ability to drive competitive advantage and capitalise on developing opportunities, cloud gives your business the ability to move as the market does.

Whether your priority lies in responding to rapidly changing customer needs or the development of tomorrow's products and services, a secure, optimal approach to the use of cloud applications and services can ensure that you can do the best thing for your business – whatever that happens to be.

The truth of today's world is that there's no blueprint, no guaranteed path to success. What there is, however, is the power to ensure that no matter what the future looks like, you're ready to face it.

“THERE'S NO RIGHT ANSWER ANY MORE. WE ALL NEED TO WORK TOGETHER, ANALYSE WHAT OTHERS ARE DOING, LEAN ON OUR OWN EXPERIENCES AND CO-CREATE SOLUTIONS THAT ARE ABSOLUTELY TAILORED TO THE BUSINESS.”

COLIN WILLIAMS
CTO - NETWORKING, SECURITY & COMMUNICATIONS, COMPUTACENTER



DONNER & REUSCHEL
PRIVATBANK SEIT 1798

DONNER & REUSCHEL: PUSHING THE BOUNDARIES OF CLOUD BANKING

A private bank with highly exclusive clientele might not be the first thing that comes to mind when thinking about disruptive technology. Nonetheless, with a “zero datacenter” strategy built on Microsoft 365, Intune, and Azure, that's what we delivered for DONNER & REUSCHEL. Not only did this cloud-only approach enable the bank to enact instantaneous homeworking in the face of Covid-19, it has provided the flexibility and headroom required to quickly and easily test new and innovative customer services.

UNLEASH INTELLIGENT NEW WAYS OF THINKING

The solutions of last year offer a platform for future growth.

Necessity, as the adage goes, is the mother of invention. Few years have proven that quite so effectively as 2020.

While motivations ranged from profit to purpose, bright ideas have prospered in recent times. From household brands selling direct to consumers³, to car and vacuum manufacturers producing ventilators⁴, the focus has been on innovating their way out of the challenges put upon them.

Innovation, of course, isn't always about dramatic change. While examples like those above have grabbed the headlines, innovation is better defined by the kind of pervasive reinvention we can see sweeping across industry as a whole. Businesses are modernising, digitalising, and repositioning themselves for a very different future, one in which the priority is on serving customers wherever and however they want.

In many cases, the solutions employed were fast fixes, intended as temporary stopgaps rather than long-term solutions. The temptation to stick with what's now in place must be great. And after seven years' worth of digital transformation in just 12 months⁵, it's understandable, too.

But the reality is clear; we're at the beginning, not the end. The technological progress of the past few years may have helped us keep pace with a changing world, but it's the long-term implications of this shift that matter most. In companies everywhere, there now exists a bedrock for even stronger growth.

The next generation of apps, services, and delivery models will be built on that bedrock. They'll help create richer, more engaging customer experiences. They'll be underpinned by a smarter approach to data, and edge-powered services that deliver greater speed, efficiency, and insight. Developer velocity will power the agility and innovation required to differentiate products and delight consumers. Those organisations that embrace this new period will win against the competition.

For employees and consumers alike, the appetite for innovation is only growing bigger. From healthcare to retail, HR to R&D, the past year has embodied the art of the possible, demonstrating just what can be achieved when new ideas meet necessity.

Embracing new ideas and new ways of working has become a fundamental aspect of doing business today. But now, the stage is set for an even bigger wave of innovative thinking.

“PEOPLE’S ABILITY TO CONSUME AND ENGAGE WITH NEW SERVICES AND NEW WAYS OF WORKING HAS GROWN BY A PHENOMENAL AMOUNT OVER THE PAST YEAR, AND THAT PRESENTS AN OPPORTUNITY”.

PAUL BRAY
CTO - UK&I, COMPUTACENTER

COSTA
COFFEE

COSTA COFFEE: BREAKING NEW GROUNDS

If you've ever used your phone to order a coffee from one of the 500 Costa Coffee locations that now support mobile ordering, you've already seen our work in action. By integrating new technology into existing point-of-sale terminals and connecting these to the Costa mobile app, we enabled a smart solution that helps baristas prepare orders just in time for collection. It's a new way of engaging customers that creates an experience every bit as rich as a finely prepared double espresso.

PREPARING FOR TOMORROW, TODAY

**In uncharted territory,
data is the best map
we have.**

There are few things more difficult – and more stressful – than making decisions that might affect the future of your business. The choices you make are not just numbers on a spreadsheet; they impact the lives and livelihoods of the people who have put their faith in you.

Even before recent events, picking the best path forward is something that the majority of organisations have struggled with. In April 2019, just one in five believed that they “excelled” at decision making⁶, a figure that’s likely to be lower still today; there’s nothing like a combination of geopolitical upheaval and a global pandemic to really stretch an organisation’s ability to plan effectively.

The bad news is that things are unlikely to get easier anytime soon. If anything, they’re likely to get harder still. The pace of change in business is such that we now need to make decisions faster than we ever have before. And the state of the global economic outlook means that the repercussions of those decisions are likely to be felt ever more keenly.

Is it doom and gloom for decision making, then? Far from it. While the challenges we face might be greater, so too are the tools that can help us make smart choices about where to head next.

Data-driven decision making isn’t a new concept. But it is one that deserves to be elevated much higher than it is today.



More than half of businesses today still make decisions based on gut feel or experience rather than data⁷, according to one study. That isn't necessarily a problem; experience counts for a lot. In unprecedented times, however, we rarely have the anecdotal or corroborating evidence we need to base our decisions on. At that point, data, and the insights it offers, becomes more valuable than ever.

Unlocking the power of data isn't an insignificant task, requiring organisations to pull insights from deep within complex systems and from multiple data sources. Doing so successfully, however, is more than worth the effort. Used in the right way, data provides clear information on your business, consumers, and markets, becoming a strategic asset that enables sharper, more intelligent decision making and better outcomes.

Over the next few years, growth will be governed by an ability to predict the unpredictable, and make smart bets about what the future holds. It will require the ability to respond to changes in the market and amongst customers, and the agility to stay one step ahead of the competition.

The answer to those challenges, and many more, lies within your data.

“WHETHER IN CORE IT SYSTEMS OR AT THE EDGE, OPERATIONALISING DATA AND TURNING IT INTO INSIGHT IS KEY TO UNLOCKING AGILITY, INNOVATION AND ULTIMATELY BUSINESS GROWTH.”

PAUL CASEY

CTO - PLATFORMS & HYBRID IT,
COMPUTACENTER

TRANSFORM. INNOVATE. GROW. DO IT ALL WITH US.

On the road ahead, success will be measured by your ability to stay nimble and capitalise on opportunities for growth wherever they exist. At Computacenter, we're committed to helping you deliver the technology you need to stay ahead.

We can help you...

TRANSFORM THE EMPLOYEE EXPERIENCE AND YOUR ENGAGEMENT WITH CONSUMERS

We're industry leaders in workplace technology, evidenced by our status as "Leader" in ISG's market quadrants. We help our clients enable their people, regardless of how and where they want to work, so they can serve their customers better wherever they may be.

INNOVATE WITH INTELLIGENT, EDGE-BASED APPS AND SERVICES

The opportunity for insightful, innovative and engaging interactions occurs at the Edge. We support clients with the procurement, configuration and management of Edge technologies. We deliver innovative new business solutions together with you, using a "co-creation" approach to problem identification and solving using approaches such as DevSecOps and CI/CD.

DELIVER NEXT GENERATION BUSINESS SERVICES WITH MODERN CLOUD INFRASTRUCTURE

A proven cloud leader, we enjoy strong partnerships with traditional technology providers and the "big three" public cloud hyperscalers. We can help adopt, migrate to and manage a diverse array of cloud platforms and cloud services – ensuring that cloud environments are well designed, architected, governed, and operated.

PUT THE POWER OF DATA AT THE HEART OF YOUR DECISION MAKING

Our heritage in the management and protection of information makes us the ideal partner to help our clients capitalise on the possibilities of data. From being a passive asset, the active exploitation of data through Artificial Intelligence and Machine Learning and understanding of the insights and patterns it delivers helps unlock the true potential of data.

YOUR GUIDE TO A SMARTER, LEANER BUSINESS

If you found this Insight Guide useful, you might enjoy Ready to Transform. As we forge ahead with new technologies and capability to drive agility and growth, Ready to Transform looks at the fundamental underpinnings of delivering an operational efficient IT capability as a mission-critical concern.

Download **The Pursuit of Operational Efficiency** now to read more on:

- How to build disruption-ready businesses by building and operating a core IT platform that's tailored to your business needs.
- How to create smarter and more sustainable businesses that optimise the ways people work, and why now is the time to do it
- How a software-defined approach addresses today's inflexible systems, and why it's important to start small but think big
- Why zero trust security models matter today, and how to turn security from business blocker to a powerful enabler of growth

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GET IN TOUCH

To find out how Computacenter can help you increase your business agility and growth, please contact your Computacenter account manager, call **01707 631000** or email **enquiries@computacenter.com**

www.computacenter.com

About Computacenter

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling people and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 16,000 people worldwide.