

Executive Roundtable: Achieving an Optimized Future State

On May 17, 2011, Cogeco Data Services hosted an Executive Roundtable at the Hotel le Germain in Toronto.

Industry experts debated IT innovation in Canada and what is required to move businesses to an optimized future state. The moderator and panelists provided insights from various perspectives allowing for a thought provoking and engaging dialogue.

Panel:

Moderator: Krista Napier, Senior Analyst, Canadian Emerging Technology and Digital Media, IDC Canada

Panelists:

- Tony Ciciretto, President of Cogeco Data Services
- James Milway, Executive Director at the Institute for Competitiveness and Prosperity, Rotman School of Management
- Robert Zampetti, Senior Consultant with Towers Watson
- Mike McDermott, Director of Service Provider Channel and Cloud Managed Services, Cisco Systems
- Dr. Hossein Rahnama, Ryerson University and Associate Director of Ryerson's Digital Media Zone
- Eric Boehm, Partner at Borden Ladner Gervais LLP (BLG)

Panel Top Ten Considerations:

Moving Your Organization to an Optimized Future State: Ten Things to Consider

Companies need to take a strategic approach to adopting and implementing emerging technologies, such as cloud services, tablets and other devices while pushing for greater IT innovation.

Listed below are suggestions provided by panel members on what businesses might consider to move towards an optimized future state.

1. Identify goals and develop a strategy for how best to implement new tools.
2. When considering implementing a new technology, think clearly about how it is going to affect the bottom-line:
 - How it will compare to competitors
 - How customers will see it
 - What advantage does it provide
3. Always take a second look at the value a new technology brings – will it provide long term value, or is the company simply jumping on a new fad.
4. Lead by example - Business leaders need to take a proactive approach to managing the adoption of new technologies.
5. As mobile technologies become an integral tool for business, companies need to develop a strong policy and ensure that employee's are well versed in it.
6. As C-Level executives help to develop the strategy for implementing the emerging technologies, it is important that IT Managers are included in the decision making process as they can provide a clearer understanding of the hands-on benefits and challenges that come with new technologies.
7. An open two-way dialogue with employees will help leaders identify where new technologies can be implemented to improve employee effectiveness.
8. When considering cloud services and outsourcing data, companies need to identify how much control they are the willing to / legally allowed to give up to third party providers.
9. As a new technology is adopted, companies need to discontinue outdated tools to help lessen the load on IT Managers.
10. Companies need to look at ways to collaborate with customers and across industries to help drive innovation.

To download the complete panel discussion, [please click here.](#)



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