WILDTECH

AI SERIES

TRANSFORMATIVE AI & PRODUCTIVITY

A GUIDE FOR ENTERPRISE

For years, the world has been focused on digital transformation as a concept and objective for IT. Transformation is itself a simple concept – it's the process of leveraging technology to create new or modify existing business processes, products, and the customer experience.

It was digital transformation that drove businesses to the cloud and digitalization. Now, the holy grail at the end of the transformation agenda is AI.

What if you could boost your business performance by 40% with a single technology? This is not a hypothetical scenario, but a realistic possibility with AI.

AI is the next frontier following the era of digital transformation, promising to revolutionise business operations and productivity across industries. Poised to add up to $13 trillion to the global economy by 2030[1], this emerging technology is already creating new sources of value and innovation. For the mid-market, this is an unprecedented opportunity for growth and competitive advantage.

However, AI is not a silver bullet that can solve all your business problems, and for enterprise, there are some significant hurdles to overcome. The most pressing of these is the issue of legacy culture and technology. AI requires a level of technical readiness that enterprises need to overcome before applications can start delivering value. From there, enterprises also need cultural alignment - not just in terms of the desire to adopt AI, but a true understanding of the role it should play in their business.

True AI adoption comes with a host of challenges and risks, such as resource constraints, skills gap, ethical dilemmas, and security threats. To harness the power of AI, businesses need to adopt a strategic approach that aligns with their goals, capabilities, and context. Otherwise, AI could become a solution, desperately seeking a problem to solve - wasting time, money, and effort.

[1] McKinsey, 'Modeling the impact of AI on the world economy', 2018, https://www.mckinsey.com/featured-insights/artificial-intelligence/notes-from-the-ai-frontier-modeling-the-impact-of-ai-on-the-world-economy

CORE DISCUSSION PILLARS

This paper will highlight that to reach maturity in AI, enterprise will rely on key stakeholders across the executive team and board to come together to find alignment.

As you'll see, though enterprises have the resources for AI, both preparation and partnership are critical elements for businesses to leverage, in order to solve large-scale problems that enterprises are uniquely positioned to address.

The role that transformative AI plays in enterprise and the benefits that it brings to organisations that can successfully embrace it.

The technical risks of AI and how enterprises need to think about overcoming them.

The "AI readiness index" and how an enterprise can self-assess where they are on the journey and what their next steps should be towards total AI adoption.

How the IT industry is approaching AI, and how each major player is aiming to support enterprises in adoption.

A close look at the Microsoft Copilot opportunity, as the ideal "first step" for enterprises as they move up the AI readiness index.

A summary of why, for some organisations, partnerships will be a better way of embracing AI than attempting to "do it themselves."

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THE JOURNEY FROM DIGITAL TRANSFORMATION TO AI

Reading time:
3 Minutes

For enterprises, AI is a critical driver of innovation and growth. It supports everything from efficiencies across the organisation right through to supercharging the sales process. For example, Gartner predicts that by 2028, as much as 60 per cent[2] of seller work will be executed through generative AI sales technologies.

However, before diving into AI implementation, organisations must first establish a solid foundation. The journey towards successful AI adoption is underpinned by essential enterprise capabilities such as strategy, talent, culture, governance, technology, and operations. These elements collectively lay the groundwork for AI to flourish within an organisation.

AI integration is not a one-off project; it is a continuous journey that demands ongoing adaptation and collaboration across the organisation. It is this sustained effort that unlocks AI's full potential, transforming businesses into agile entities capable of innovating and creating new value propositions. By leveraging data and insights, AI enables businesses to differentiate themselves, stay competitive, and achieve growth in the market.

Moreover, enterprise AI integration is instrumental in nurturing a learning organisation. Such an organisation is characterised by its continuous adaptation and improvement of processes and outcomes, fostering a culture of curiosity, experimentation, and feedback. This dynamic environment encourages employees to explore new ideas and approaches, leading to enhanced performance and productivity.

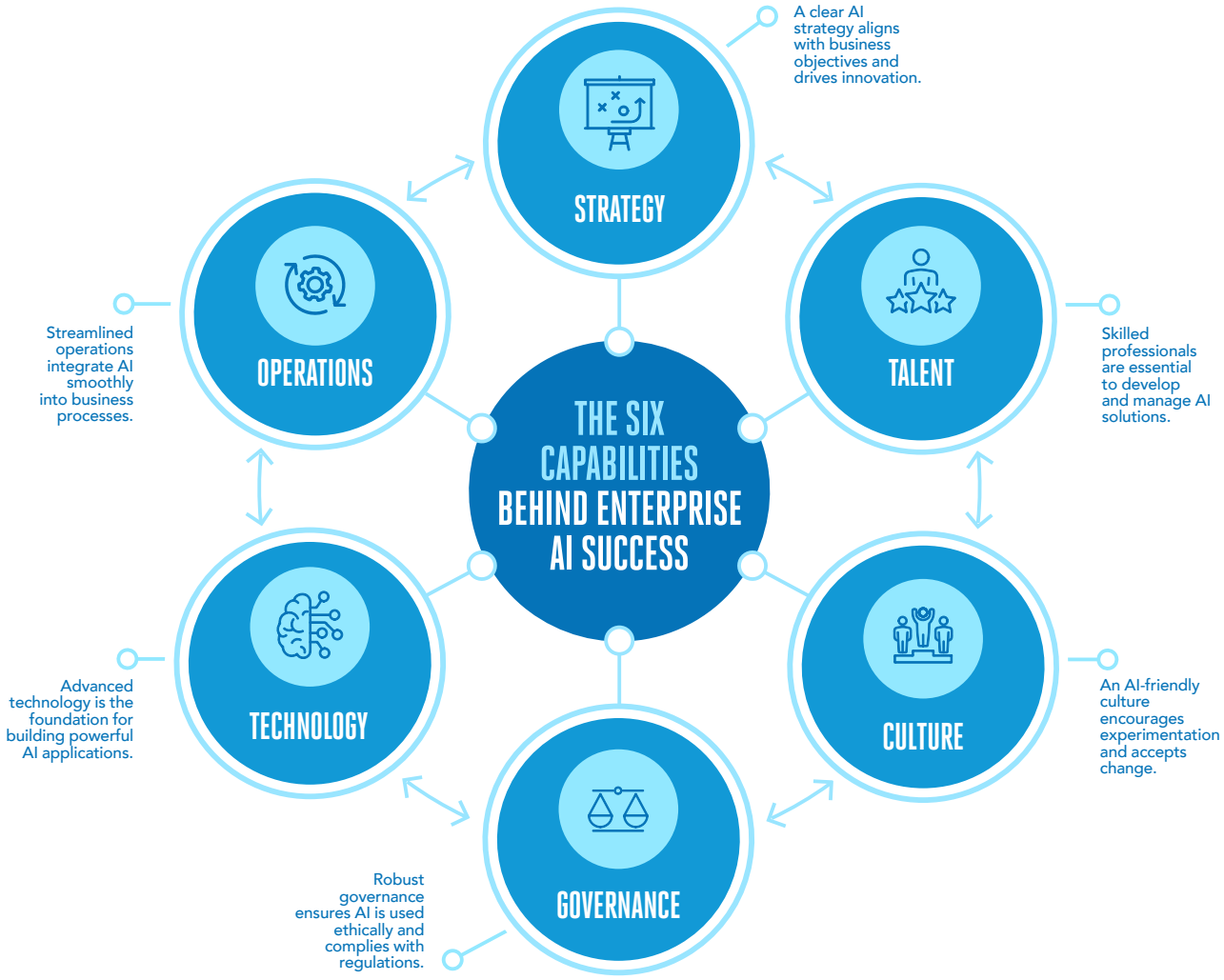
Achieving this necessitates a comprehensive change management program. This program needs to address the complexities of realigning

AI integration is not a one-off project; it is a continuous journey that demands ongoing adaptation and collaboration across the organisation.

business processes and interpersonal interactions with technology. Most specifically, it needs to understand the human concerns around AI, both in terms of the impact that it will have to jobs and the way that people work. Failing to settle people's fears across the enterprise on this will ultimately doom the project to fail.

None of this will be unfamiliar to those enterprises that were successful in previous transformation efforts. Those, too, required a human-focused change management approach, a commitment to ongoing, iterative improvement, and new investments in technology. In many ways, AI adoption within enterprises is a continuation and the newest iteration of processes that were started a half decade ago, or more.

[2] Gartner, 'Gartner expects 60% of seller work to be executed by generative AI technologies within five years', 2023, https://www.gartner.com/en/newsroom/press-releases/2023-09-21-gartner-expects-sixty-percent-of-seller-work-to-be-executed-by-generative-ai-technologies-within-five-years


THE SIX CAPABILITIES BEHIND ENTERPRISE AI SUCCESS
STRATEGY
A clear AI strategy aligns with business objectives and drives innovation.
TALENT
Skilled professionals are essential to develop and manage AI solutions.
CULTURE
An AI-friendly culture encourages experimentation and accepts change.
GOVERNANCE
Robust governance ensures AI is used ethically and complies with regulations.
TECHNOLOGY
Advanced technology is the foundation for building powerful AI applications.
OPERATIONS
Streamlined operations integrate AI smoothly into business processes.

UNDERSTANDING THE RISKS IN AI

Reading time:
8 Minutes

Enterprises, as community leaders, wield significant influence and responsibility. Their adoption of artificial intelligence (AI) technologies is transformative, but there are also several areas of risk. At lower levels, the risk can simply mean failed models that don't deliver the value intended back to the organisation.

However, consider how a relatively simple factual error repeated by an AI cost Google $100 billion in lost share value[3]. Consider how poor oversight, which led OpenAI to essentially plagiarise the New York Times, resulted in one of the most high-profile lawsuits[4] in recent years. There are also social risks, which tend to grab headlines for when an organisation misuses AI, and this can cause significant reputational damage, but generally those are the product of poor implementation and management of the technology.

Enterprises are investing in AI that will materially impact the societies around them. Those managing them must consider and mitigate against these risks:

1 LACK OF TRANSPARENCY AND EXPLAINABILITY

The "black box" nature of AI can make it difficult to understand decision-making processes. A good example of this is healthcare, where research found that the "transparency score" for AI models used to inform healthcare decisions could be as low as just 6.4%[5]. Without being able to understand where an AI gets its answers from, enterprises run a significant risk of misinformation creeping into their AI applications.

2 DISCRIMINATION AND BIAS

AI can perpetuate existing biases, leading to discrimination. A classic example is an AI hiring system that favours male candidates over female candidates due to biased training data, which can lead to lawsuits and reputational damage. This bias could manifest in various ways, such as the system consistently ranking male candidates higher than equally qualified female candidates, or filtering out resumes based on gender-coded language. Beyond gender, there's also the risk of bias being "baked into" AI based on ethnicity, religion, and sexuality.

3 ADVERSARIAL ATTACKS

These attacks involve manipulating AI systems by altering input data to cause errors. An example is altering street signs to trick autonomous vehicles into misinterpreting them, which could lead to accidents. This is a newer form of cyber security risk, and the understanding of how to defend against adversarial attacks is often less developed within enterprises compared to other forms of security.

CONTINUES...

[3] Time, 'A factual error by Bard AI chatbot just cost Google $100 billion,' 2023, https://time.com/6254226/alphabet-google-bard-100-billion-ai-error/
[4] The Conversation, 'How a New York Times copyright lawsuit against OpenAI could potentially transform how AI and copyright work, 2024, https://theconversation.com/how-a-new-york-times-copyright-lawsuit-against-openai-could-potentially-transform-how-ai-and-copyright-work-221059
[5] Fronteirs, 'A trustworthy AI reality-check: the lack of transparency of AI products in healthcare,' 2024, https://www.frontiersin.org/journals/digital-health/articles/10.3389/fdgth.2024.1267290/full

4

THIRD-PARTY AI RISKS

Relying on third-party AI solutions introduces risks such as lack of control and potential misuse of data. An example is a company using a third-party AI service for customer support that resulted in a data leak due to the vendor's inadequate security measures. The ramifications of such incidents can include legal liability, financial loss, and damage to customer relationships. Overcoming this risk means finding the right partnerships, with adequate insight into each partner's own data and security policies.

5

SAFETY AND PERFORMANCE ISSUES

As reliance on AI increases, the potential for AI to compromise human health and safety increases in kind. An AI mapping application that gets the directions wrong is an inconvenience, however, an AI error in autonomous vehicles can cause accidents and risk the lives of all passengers.

6

DATA RETENTION AND DELETION

AI systems that are poorly maintained may retain data longer than necessary or fail to delete it properly, which can lead to too much data being collected due to a security breach. The impact of such retention can be widespread, affecting millions of users and leading to significant fines and damage to the company's reputation - while they were not a consequence of AI, both the Optus and Latitude Finance breaches in Australia were so significant because of similarly poor data governance.

7

RE-IDENTIFICATION AND DE-ANONYMISATION RISKS:

AI systems can potentially reidentify individuals from anonymised datasets, posing a privacy risk. For instance, an AI system in healthcare could reidentify patients from anonymised medical records, leading to privacy violations. This could happen if the AI system correlates anonymised data with other publicly available data, inadvertently revealing the identity of the patients. The consequences can be severe, including loss of trust, legal penalties, and harm to individuals whose privacy has been compromised.

READINESS FOR AI WITHIN ENTERPRISE

Reading time:
8 Minutes

IT organisations are all jostling to provide AI services to enterprises, with a particular focus on helping enterprises move through the readiness scales towards full AI adoption.

Whether it's corporate enterprises, government initiatives or humanitarian causes, there is a maturity journey towards the full embrace of AI that the organisation needs to move through, across both aspiration and technical readiness. We can represent this as an AI adoption quadrant. On one axis, we view technical maturity, and on the other, innovation aspiration. Each section of the quadrant has a set of qualifying criteria, as below.

The higher the risk profile of the application, the more important it is that the organisation find itself in the top right quadrant. While building to that maturity, organisations should aim for low-risk, low-hanging fruit with a fast ROI. These allow the organisation to develop a technical understanding of AI while at the same time demonstrating the value of AI across the organisation and building appetite for further investment.

Some of the current leaders in the space, and the services that they provide, include:

AMAZON WEB SERVICES

Amazon Web Services (AWS) is leveraging its Claude 3 Family of foundation models on Amazon Bedrock to enable businesses to build and scale generative AI applications tailored to their unique data and customer needs. Moreover, AWS recently unveiled Amazon Q, an AI chatbot designed for enterprise integration, capable of automating tasks such as generating JIRA help desk tickets and writing code, further streamlining business operations.

ORACLE

Oracle's approach to AI is distinctive for its use of partnerships to enhance capabilities. Oracle's partnership with Cohere, a leading AI platform, aims to integrate generative AI models into Oracle's extensive portfolio of cloud applications, including Oracle Fusion Cloud Applications and Oracle NetSuite, to address complex business challenges. Additionally, Oracle has integrated AI into NetSuite through its NetSuite Text Enhance feature, which utilises generative AI to help users create and refine content that is contextual and personalised across various business functions. This AI-powered capability leverages company-specific data within NetSuite, enhancing productivity by automating content generation and streamlining processes.

MICROSOFT

Microsoft is enhancing enterprise support through its AI-driven platform, Copilot, which is designed to streamline organizational processes and boost productivity. Copilot Enterprise offers a secure and compliant way to integrate generative AI within a company's existing infrastructure, ensuring data remains within the tenant environment. It's tailored to execute commands across the organisation without contributing to the training of the underlying models for external use. Additionally, Copilot is integrated into Microsoft 365, providing AI assistance in apps like Word, PowerPoint, Excel, Outlook, and Teams.

CONTINUES...

IBM

IBM's Watson is a powerful AI system with applications across various industries. In healthcare, Watson assists in data analysis and patient care, providing insights that can lead to better outcomes. In finance, Watson enhances customer service and risk management. Retailers use Watson's machine learning and natural language processing abilities to create personalised shopping experiences. IBM continues to develop Watson's capabilities, ensuring it remains at the forefront of AI technology.

GOOGLE

Google's AI ambitions for the enterprise is being driven through Gemini. This advanced AI model is designed to cater to developers and enterprises, offering a suite of capabilities that include function calling, embeddings, semantic retrieval, custom knowledge grounding, and chat functionality. Gemini Pro, the version tailored for enterprise development, boasts a 32K context window for text and supports 38 languages across over 180 countries. It's currently accessible via the Gemini API and is free to use within certain limits, making it an attractive option for businesses looking to integrate AI into their applications.

THE BENEFITS OF MICROSOFT COPILOT FOR ENTERPRISE

As enterprises move up the scale of AI readiness, taking the first steps can be a challenge. What businesses need is a "low-hanging fruit" that offers clear benefits with a fast ROI, to establish the case for further investments into AI.

All the major vendors have an AI play of their own. Oracle, for example, focuses on providing AI services and machine learning platforms that enable customers to build their own AI solutions. Oracle claims that its AI services are flexible, scalable, and secure, and that they can be integrated with any data source or application. However, this approach has some drawbacks, particularly with regards to the first steps into AI. First, it requires a lot of technical expertise and resources from the customers to design, develop, and deploy their own AI solutions. Second, it does not guarantee the quality or effectiveness of the outcomes, as they depend on the customers' data, algorithms, and use cases.

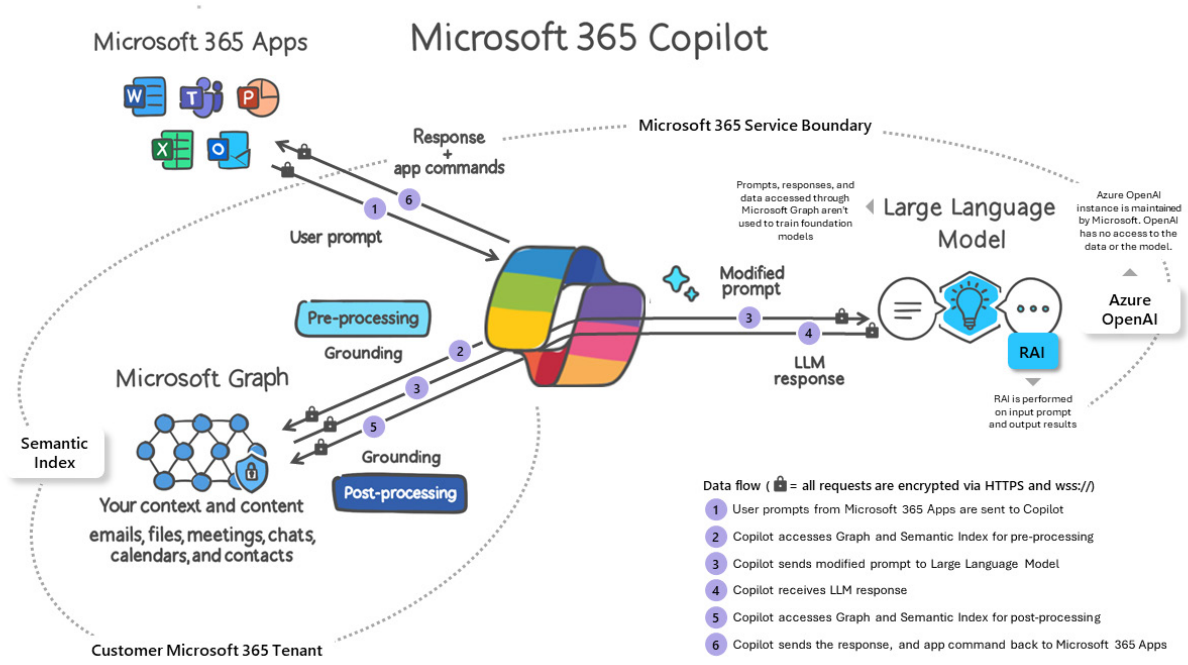


Chart courtesy of Microsoft

Google, on the other hand, tries to offer both AI services and AI applications. Google's AI services, such as Google Cloud AI Platform, Google Cloud Vision API, and Google Cloud Speech API, are similar to Oracle's in that they allow customers to build their own AI solutions using Google's infrastructure and tools. Google's AI applications, such as Google Assistant, Google Translate, and Google Photos, are examples of how Google applies its AI technologies to specific domains and use cases. However, Google's AI applications are mostly consumer-oriented and do not cater to the needs of enterprise customers. Moreover, Google's AI applications are often standalone and do not integrate well with other Google products or third-party applications.

Microsoft's Copilot, meanwhile with its intuitive design and proven effectiveness, is an ideal entry point. It is an opportunity for a business to demystify AI, test the business readiness for AI across technical and cultural readiness, and it will begin returning value immediately.

Unlike standalone AI solutions, Copilot's incorporation into daily workflows allows users to leverage AI capabilities and enjoy productivity gains without disrupting their existing routines. Copilot has also been built to be immediately familiar to anyone already in the Microsoft ecosystem, which helps to minimise the need for training or a change management programme across the enterprise.

It also has specific applications across any enterprises' lines of business. For example, a company's sales teams will find a powerful ally in Copilot. With features designed to prioritise leads, manage opportunities, provide sales coaching, and facilitate collaboration. It is not just about automating tasks; it's about providing insights and recommendations that help close deals faster and build stronger relationships with clients.

In short, Microsoft's AI applications are not only powerful and effective, but also integrated and seamless, as they leverage Microsoft's ecosystem of products and services, such as Microsoft Teams, Outlook, and Dynamics 365. One of the most innovative and impressive examples of Microsoft's AI applications is Microsoft Copilot.

Microsoft's AI applications are not only powerful and effective, but also integrated and seamless.

AI READINESS
SELF ASSESSMENT

A company of any size - from mid-market to enterprise - can assess its readiness to adopt AI across two vectors - technical readiness and cultural readiness. Older companies with more legacy IT will often find the technical readiness a challenge to overcome, while companies in sectors that are traditionally laggards when adopting innovation may need to undertake a cultural readiness project before embracing AI in full.

1. INITIAL AWARENESS

- ☐ Recognise the limitations of current systems.
- ☐ Identify areas where AI can improve efficiency.
- ☐ Begin discussions about the potential of AI.
- ☐ Assess the willingness to change within the organisation.
- ☐ Start small-scale experimental projects to test AI capabilities.

2. UNDERSTANDING IMPACT

- ☐ Evaluate the financial impact of maintaining legacy systems.
- ☐ Consider the competitive advantage of adopting AI.
- ☐ Analyse the skill gaps in current workforce.
- ☐ Research AI success stories in similar industries.
- ☐ Engage with AI vendors for preliminary insights.

3. PLANNING FOR CHANGE

- ☐ Develop a strategic plan for AI integration.
- ☐ Set clear objectives for what AI should achieve.
- ☐ Create a timeline for phasing out legacy systems.
- ☐ Plan for upskilling or hiring for AI-related roles.
- ☐ Establish metrics for measuring AI implementation success.

4. EARLY ADOPTION

- ☐ Initiate pilot programs with AI technology.
- ☐ Gather data to inform broader AI strategy.
- ☐ Encourage cross-departmental collaboration on AI projects.
- ☐ Address cultural resistance to AI adoption.
- ☐ Monitor and report on pilot program success.

5. SYSTEM INTEGRATION

- ☐ Begin integrating AI with existing systems.
- ☐ Ensure robust data governance policies are in place.
- ☐ Streamline data flows to support AI processes.
- ☐ Train staff on new AI-enhanced systems.
- ☐ Evaluate and adjust AI strategies based on feedback.

6. OPERATIONAL EFFICIENCY

- ☐ Achieve noticeable improvements in operational efficiency.
- ☐ Expand AI use to multiple business areas.
- ☐ Optimise AI systems for better performance.
- ☐ Foster an environment of continuous AI learning.
- ☐ Leverage AI for predictive analytics and decision support.

7. TRANSFORMATIONAL CHANGE

- ☐ Implement AI at scale across the organisation.
- ☐ Re-engineer processes to be AI-first.
- ☐ Drive innovation through AI insights.
- ☐ Achieve significant cost savings and efficiency gains.
- ☐ Cultivate a digital-first mindset among employees.

8. ADVANCED CAPABILITIES

- ☐ Utilise AI for advanced tasks such as natural language processing.
- ☐ Integrate AI into customer-facing applications.
- ☐ Develop proprietary AI algorithms tailored to business needs.
- ☐ Harness AI for strategic planning and market analysis.
- ☐ Lead the industry in AI adoption and innovation.

9. AI-FIRST APPROACH TO FURTHER ACTIVITIES

- ☐ Embed AI understanding at all levels of the organisation.
- ☐ Encourage employee-led AI initiatives.
- ☐ Recognise and reward AI-driven improvements.
- ☐ Invest in advanced AI research and development.
- ☐ Position the company as an AI thought leader.

10. FULL INTEGRATION

- ☐ Legacy systems fully replaced or integrated with AI solutions.
- ☐ Continuous improvement and learning embedded in company culture.
- ☐ AI-driven decision-making across all business units.
- ☐ Regular updates and maintenance of AI systems.
- ☐ Ongoing tracking of AI's ROI and impact on business goals.

COMAPNY CULTURAL READINESS SCALE

1. CULTURAL IDENTIFICATION

- ☐ Define how AI aligns with the company's long-term goals.
- ☐ Communicate the vision clearly across the organisation.
- ☐ Ensure leadership buy-in for the AI vision.
- ☐ Identify key stakeholders for AI initiatives.
- ☐ Align AI objectives with overall business strategy.

2. CULTURE COMMUNICATION

- ☐ Develop a communication plan for the AI vision.
- ☐ Create engaging materials to explain the benefits of AI.
- ☐ Hold workshops and seminars to spread AI awareness.
- ☐ Foster open dialogue about AI's role in the company's future.
- ☐ Encourage feedback and suggestions from all levels of staff.

3. CULTURE INTEGRATION

- ☐ Incorporate AI goals into business planning.
- ☐ Align departmental objectives with the AI vision.
- ☐ Establish AI as a core component of the company culture.
- ☐ Develop KPIs to measure progress towards the AI vision.
- ☐ Update company policies to support AI initiatives.

4. CULTURE EXECUTION

- ☐ Launch projects that demonstrate the AI vision in action.
- ☐ Monitor project outcomes against the AI vision.
- ☐ Adjust strategies based on project learnings.
- ☐ Celebrate successes and learn from setbacks.
- ☐ Scale AI projects to have a broader impact.

5. CULTURE EXPANSION

- ☐ Explore new opportunities for AI beyond initial projects.
- ☐ Encourage innovation and risk-taking in AI applications.
- ☐ Invest in emerging AI technologies.
- ☐ Partner with other companies and institutions for AI advancements.
- ☐ Position the company as a pioneer in AI within the industry.

6. CULTURE ADOPTION

- ☐ Achieve widespread acceptance of the AI vision.
- ☐ Integrate AI thinking into daily operations.
- ☐ Provide resources for employees to contribute to AI projects.
- ☐ Recognise and reward contributions to the AI vision.
- ☐ Ensure AI adoption is aligned with ethical standards.

7. CULTURE LEADERSHIP

- ☐ Lead by example in implementing the AI vision.
- ☐ Inspire others in the industry to follow the company's AI path.
- ☐ Share insights and learnings at industry events.
- ☐ Engage with policymakers on AI-related issues.
- ☐ Drive the conversation on AI's role in the future of business.

8. CULTURE INNOVATION

- ☐ Foster a culture of continuous innovation in AI.
- ☐ Encourage disruptive thinking to challenge the status quo.
- ☐ Invest in R&D for next-generation AI technologies.
- ☐ Collaborate with academic institutions for AI research.
- ☐ Develop proprietary AI solutions that give a competitive edge.

9. CULTURE REALISATION

- ☐ See tangible results from AI initiatives.
- ☐ Measure the impact of AI on business performance.
- ☐ Refine the AI vision based on real-world outcomes.
- ☐ Share success stories to motivate further AI integration.
- ☐ Use AI to drive strategic decision-making.

10. CULTURE MASTERY

- ☐ Achieve full alignment of AI with business operations.
- ☐ Be recognised as a leader in AI-driven business transformation.
- ☐ Continuously evolve the AI vision to stay ahead of the curve.
- ☐ Leverage AI for sustainable growth and competitive advantage.
- ☐ Ensure the AI vision is integral to the company's identity and legacy.

SCENARIO EXPLORATION
WHY, FOR SOME, IT'S BETTER TO LOOK TO PARTNERSHIPS

The examples given in the previous section were all technology-based companies that have made the tech stack core to their offering. As such, as AI has emerged, they have already transformed environments and have been able to move quickly to take advantage of the opportunity.

In other sectors, the value in AI is there, but moving through the maturity stages is more challenging. A good example of this might be WiseTech Global. This is an Australian-based software developer that has become embedded into more than 17,000 logistics companies worldwide. Logistics is one area where AI can provide significant benefits in terms of the efficiency and productivity of operations. Amazon's own logistics operation, as well as other organisations like Uber, demonstrate the efficiency that AI built for this sector can offer.

WiseTech Global's core product is CargoWise, which is a comprehensive logistics execution platform that centralizes global logistics operations. It empowers logistics service providers to handle complex transactions across various domains, including freight forwarding, customs clearance, warehousing, shipping, tracking, land transport, e-commerce, and cross-border compliance. With CargoWise, users can manage their operations on a single database, spanning multiple users, functions, countries, languages, and currencies. The platform leverages advanced technology, automation, and analytics to provide deep visibility and control throughout the supply chain.

This is a platform that has already laid out the groundwork to start delivering AI. However, while a significant enterprise, much of WiseTech Global's work needs to be focused on building technology for their sector. Bringing AI requires additional capabilities and resources, both internally and then in the ability to deliver to the customer.

WiseTech Global highlights the benefit for enterprise to work with a partner that specialises in IT solutions and AI, to bridge the gap and bring these capabilities to the organisation. Collaboration with a company like Microsoft of nVidia, which can provide the raw horsepower and capabilities around AI would allow for WiseTech Global to address those last few criteria on the matrix to move into the upper right corner, and with that the ability to deploy for their customers complex AI solutions.

Ultimately this is why AI is written up as an opportunity to add additional revenue and productivity to a business. It often requires a side-step by the company - often best achieved through partnerships - but once the capabilities in AI have matured the enterprise will be able to step into entirely new market opportunities, launch new products, and engage with their customers on an even deeper level.

CONCLUSION

The integration of AI into the fabric of business operations marks a pivotal shift in the technological landscape. The true value of AI adoption lies not merely in the sophistication of algorithms or the automation of tasks but in the strategic collaboration between AI and human expertise. Enterprises equipped with resources to drive AI initiatives internally stand at a threshold; however, it is the partnership approach that will unlock the strategic value of AI, fostering a symbiotic relationship where innovation thrives.

AI's transformative potential is vast, but it's important that enterprises understand their role in establishing a safe and human-centric approach to AI. Here, partnerships with experts in the space, to fill capability gaps and to help mitigate the many risks that come with AI weill be essential in building community trust and a subsequent mandate to continue to invest in an AI-driven future.

ABOUT
WILD TECH

Wild Tech are end-to-end digital transformation partners, that leverage a unique industry led approach, combined with market leading platforms, to build Australia's next generation of digital operating models.

The company is Australian owned and operated with a demonstrated national capability.
For Wild Tech, the evolution of transformation starts with a deep understanding of industry requirements. That means listening in order to be a step ahead, ensuring that end-to-end business processes, and organisational maturity, are considered in light of the nuances of each platform and their ability to deliver on the future-proofed platform required in 5, 10, and 15 years time.

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