

BusinessWeek

EVENTS

European Leadership Forum 2009
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Digital / IT Roundtable Summary

Topic 1: The Value of Information: Information systems, security tracking, data leakage.

Topic 2: Identity crisis in IT: What is the role of the IT department in the modern company?

Topic 3: The IT implications of different corporate models: Product vs. service companies, the changing DNA of the corporation.

Topic 4: IT branding: Marketing and compliance.

About Genpact:

- Genpact is a large IT outsourcing company based in India. Born 11 years ago as an IT services arm of GE.
- Business process outsourcing company. 40k staff around the world: India, N. America, China, Europe.
- This is the perfect time to invest in IT.
- Genpact investing more recently: still cost-cutting, more supplier efficient, and investing in innovation tools.
- "Genpact are nuts about info security and paranoid about it".
- They are quality conscious, green, look beyond servers and data centres.
- Built platform called 'Solutions Exchange' that deals with cloud computing.
- They serve customers needs in a secure way, especially when so many people work from home.
- Business process includes traditional IT and the GE enterprise.
- IT is evolving. IT guys are 'business process evolvers.'
- IT people are always present for a company's needs and growth. Both customers and IT people talk to Genpact.

About Nokia:

- Mobile and Services company / manufacturer, mainly based in Espoo, Finland.
- Thinks of itself as a consumer based company: services and software.
- The company is transforming, it's becoming a digital company.
- The IT and communications systems have changed dramatically since day 1.
- Nokia's vision positively embraces digital systems. To "connect people"; make the world a better place through better communication.
- Nokia needs to protect its strength, reputation, and revenue. Strength in connecting employees and engaging with them.
- They used to just be a product-centric company, but they've changed with the times / demand and are now a product- and services-centric company.
- Looking at IT and the economic downturn, it's time to get 'scalability' into IT and into Nokia.

Q: How do you get scalability across the entire organisation?

A: Don't know yet! But Nokia will succeed!

Identity of IT - IT departments can be their own worst enemy.

- "Skill-set and attitude-set creates the perfect mind-set" – important ideals.
- "IT department is dying".
- Some IT is commodity, and can be outsourced to a company like Salesforce.com.

The most damaging thing about IT is the name "IT."

- Technology is useful processes. "Business Operations" and "Business Performance" are better names. "IT" name should be re-branded.
- No longer good enough to be IT alone. You have to be functional with all other departments too (with Facilities, HR, Legal, Procurement).
- There's a growing trend for young people and the workforce to handle IT better.

How do you best maximize knowledge and how do you innovate more?

- Nokia allows and expects more employees to work from home. Home working is more convenient, productive and safer. The example of 'pandemics' and 'sustainability' are reasons to work from home.
- Work from home is now changing to work from anywhere. Light laptops and good access to Wi-Fi making this possible.
 - **Bad point:** Some people just cannot switch off work. In future we don't want to be in a position where everyone is talking loudly on public transport. It would be VERY annoying. Security breaches will also be an issue.
 - **Good point:** Constant connectivity and access to information. It's what everyone wants!
- How people work, think, get motivated - that's how they'll add more value.
- It will get to a stage where people "can't absorb more technology." There will be a limit to how much we can take in or how much IT will develop. Need to reduce data content, in order to make better decisions.

Will IT change, or will it just change in terminology?

- Change is happening already. Customer's demand is making these changes occur. Customers are continuously adapting to change, whether through choice or need.
- Outsourcing: sometimes it's better for a third-party company to get involved. They could do things better, cheaper, quicker - as they already have the expertise in place. Trust is key to outsourcing.
- Genpact ensures no outage - no downtime. They deal with IT changes in their infrastructure all the time.
- Consider e-mail server: before every company had their own e-mail servers. Soon it will be outsourced, into cloud computing.

Q: What's troubles you in the IT world?

Genpact: Getting a handle on what big IT thing product is next.

Nokia: To deliver a product that succeeds on expectation and innovation.