

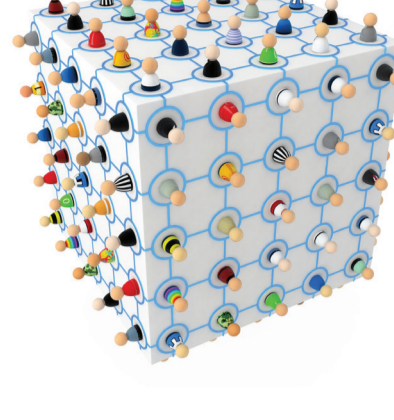
Technology Value Realisation



At BestPath, we're keen to realise the value that technology can offer. Technology, for technology's sake, doesn't always deliver anticipated outcomes.

A widening gap between the exponential rate of technological change and the much slower, almost logarithmic, rate of organisational change has been described as Martec's Law¹.

It's perhaps unsurprising that this gap exists. Not all new technologies generate the benefits that businesses anticipate, and the cost of getting it wrong can be huge.



How can you be certain you're selecting and implementing the best technologies for your business, and realising the maximum value from your technology investment?

Here are five key actions you can take to get ahead of the field, and ensure the best ROI from your technology:

1. Work with a trusted expert solutions provider

Instead of trying to recruit scarce IT talent then investing in refreshing specific skills in fast-moving tech areas, use skilled experts who are up to speed with the latest trends.

In cloud and edge computing, infrastructure management skills are in the greatest demand, yet also have the lowest talent availability, with <1 skilled person for every 10 job postings².



2. Align IT with business goals

Focusing on desired business outcomes ensures IT teams are aligned with revenue generation and customer experience processes, and that any new technology is deployed for maximum ROI.

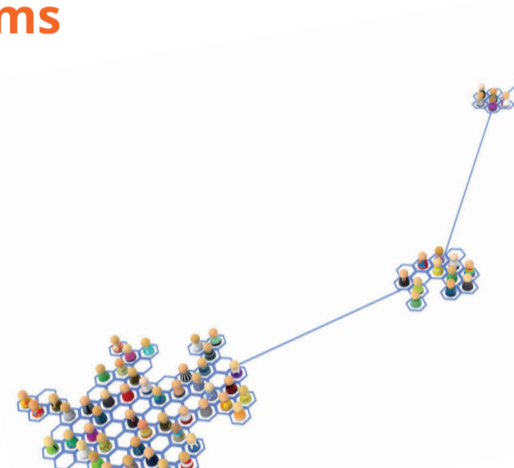
57% of high performing businesses make leveraging technology to advance business goals a top priority³.



3. Improve communication between teams

Communicating and collaborating with other teams and departments helps business goals to be met and new opportunities to be grasped quickly.

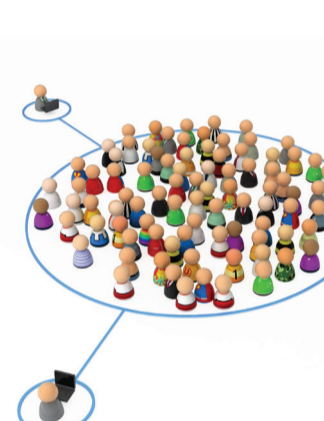
40% of CIOs feel IT's response to changing business needs is hampered by siloed teams⁴.



4. Monitor and optimise the performance of your infrastructure

Proactive monitoring will enable you to identify and rectify any potential performance issues before operations are affected, preventing costly downtime and reduced productivity.

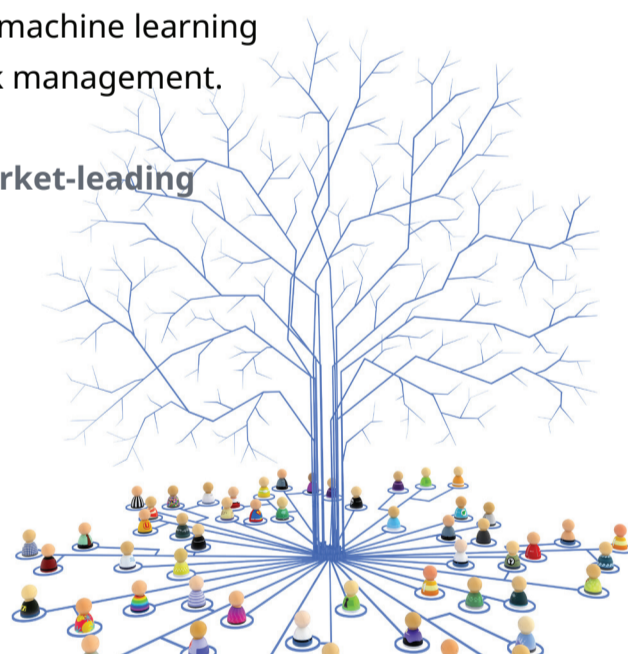
Business disruption and reduced employee productivity are the biggest concerns about outages for IT executives and leaders⁵.



5. Prioritise technologies that improve operational efficiency

Work with your solutions partner to gauge which new technologies are already proven to improve efficiency, and how they could work for your business. For example, automation and machine learning can streamline repetitive tasks including network management.

64% of high performing businesses have a market-leading ability to leverage new technologies³.



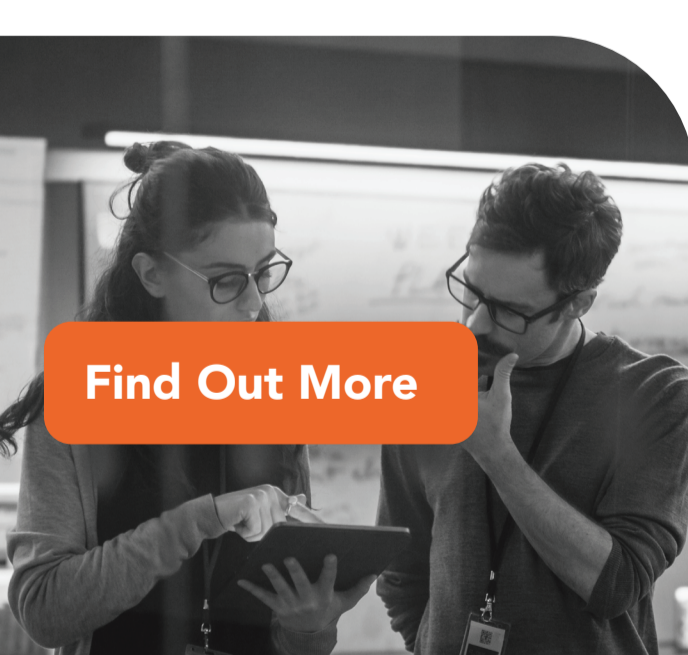
Hear us discuss this topic and other key networking trends in our podcast.



Switching Up with



Jimbo & Nick



Find Out More

The value of your technology investment will only be fully realised when business objectives are met.

BestPath helps you implement new technologies while minimising the risk of organisational disruption and downtime. We offer the perfect balance of innovation and security, to keep your business leading the field and your stakeholders happy.

Find out how you can maximise your ROI from the latest networking technology.

References

- ¹<https://chiefmartec.com/2016/11/martecs-law-great-management-challenge-21st-century/>
- ²<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-top-trends-in-tech#tech-trends-2023>
- ³https://www2.deloitte.com/content/dam/insights/us/articles/6550_wsj-new-cio/DI_WSJ-New-CIO.pdf
- ⁴<https://assets.dynatrace.com/en/docs/report/2021-global-cio-report-dynatrace.pdf>
- ⁵<https://www.bigpanda.io/press-release/bigpanda-report-finds-it-outages-cost-businesses-12913-per-minute-on-average/>

