

Forrester Thought Leadership Breakfast

Event Highlights

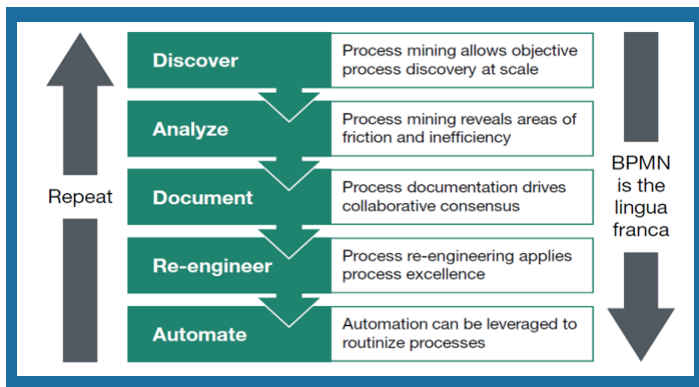
Overview

On February 25, 2020 associates and executives from over 15 Kansas City area companies gathered to collaborate on approaches to digital transformation – the successes, challenges and future strategies going forward. The session, held at the Plexpod Westport Commons, was led by Forrester Research Analyst and Vice President, Rob Koplowitz who started with key industry trends and insights around digital transformation. He was then joined by a panel of three area executives covering Operations, Marketing and Risk & Compliance to explain approaches and perspectives from their viewpoint and discuss how collaboration occurs across these groups to drive change in their firms.

A few key highlights:

Process Improvement and Technology

- 49% of process improvement efforts are focused on accelerating digital transformation. This number is expected to grow to 58% in two years.
- Process diligence requires collaboration, numerous stakeholders and stages:

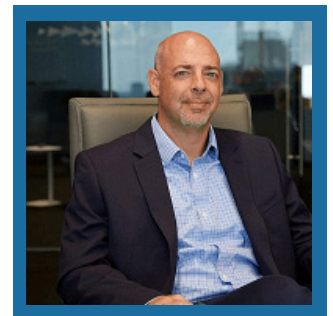


- You don't have a technology opportunity, you have a process opportunity: Focus on the outcome first, technology second. The 'technology first' mindset has wasted millions of dollars and not delivered the results promised.

Meet the Speakers



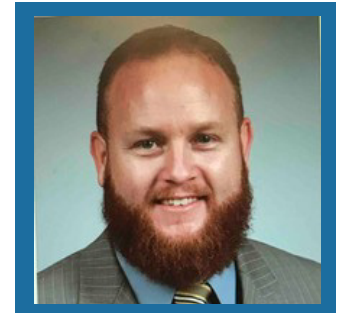
Rob Koplowitz, Research Analyst & VP, Forrester



John Griggs, Executive VP Operations, SVG



Michelle Faul, Sr. Director, Global Marketing, MSTs



Rustin Schemm, Director Operational & Technical Risk, SS&C Technologies

Marketing

- Acquisition of customers requires personalization and speed to delivery.
- With organizations needing to do more with less today, automation is critical but must factor in the outcome and human component for customer experience.
- According to Michelle Faul (MSTS), “we operate under the concept of experience loyalty versus brand loyalty. If you remove the friction from the processes that support the customer experience, you are going to get loyalty.”

Operations

- Successful change management is as much (if not more) about cultural change management than new technology.
- Automation should be considered to empower the human worker not just replace them.
- “A lot of companies make the mistake of jumping straight to software and blame the software for not working. Or they make the software fit their process which is broken any way. Make sure you focus on the outcome and get the right people [not just executives] in the room who know how everything works to find the right process and solution.” -- John Griggs (SVG)

In Risk & Compliance

- “Get us involved early so we don’t have to say no late. We in Risk are here to help the organization make better decisions.” – Rustin Schemm (SS&C)
- Collaborating with risk early typically accelerates not only the delivery of the solution but helps ensure the right solution is designed.

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