

Are Large Organizations Obsolete in a World Powered by Social Media, Mobile Devices, and the Cloud?

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Premise

- The nature of knowledge work is changing as a new generation of workers assume greater leadership authority. They will expect more (per Daniel Pink):

- » *autonomy*
- » *sense of purpose*
- » *professional growth*



all **ENABLED BY INFORMATION TECHNOLOGY** as easy to use as the consumer technologies they use at home.

Personal Curiosity...

- Personal productivity quest
 - GTD
 - Vmail, Email, Notes, Notebook Computers, Web, ...
- Organizational productivity consulting
 - BPR
 - Multi-location team collaboration
 - KM
- Early adopter of technology
 - How does this work?
 - How can I create value with this technology?

How will the changes affect...

...YOU?

...your ENTERPRISE?

Social + Mobile + Cloud



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Consumerization of Information Technology

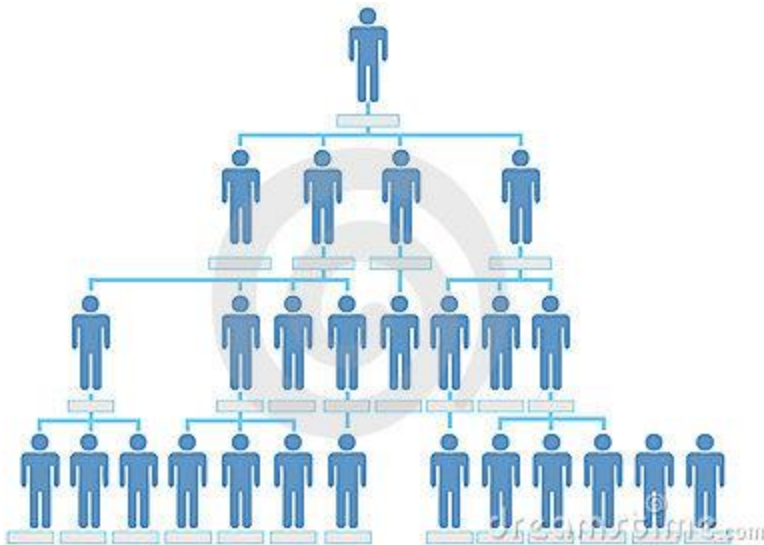


- CSC Leading Edge Forum (LEF) Report, 2011, Doug Neal
- “...The ‘consumerization’ of information technology is a powerful trend that promises many significant long-term business consequences, including radically lower costs, greatly improved functionality, and successive generations of users who are ever more technology-savvy. Consumer devices and infrastructure are also becoming an important platform for a wide variety of innovative new products, services and applications...”

- <http://lef.csc.com/projects/70>

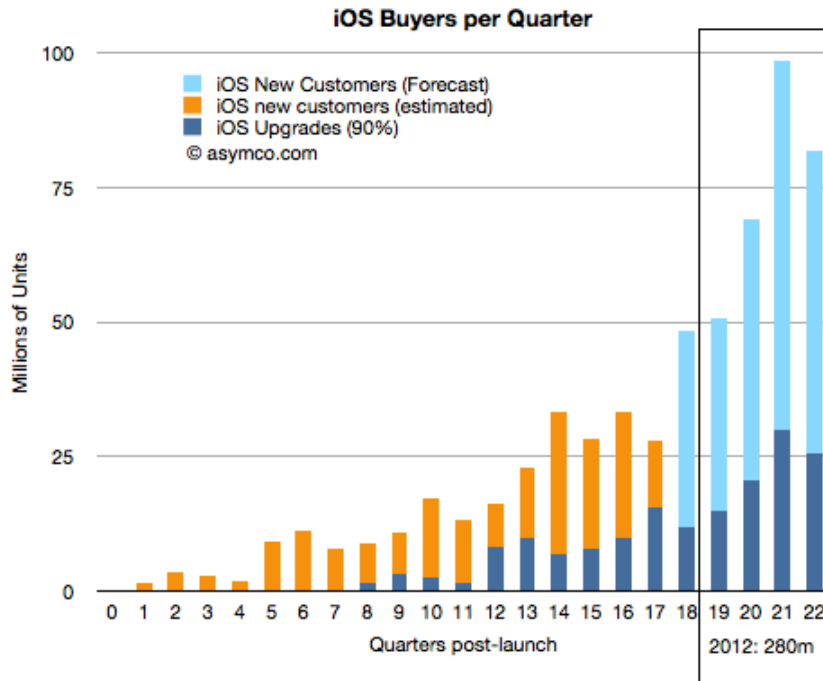


Is the Knowledge Worker better off on their own or inside an enterprise?



Does your organization make it easier or harder to be productive?

Mobile is Just Getting Started



Q4 2011 Apple Sold 37 million iPhones

⇒ ~17,000 iPhones manufactured/ hour

2011 they sold 15 million iPads

It may double again this year!

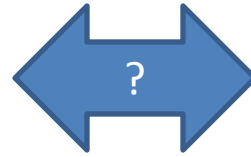


Computerworld – January 25, 2012

“...Apple sold more iPad tablets last quarter than any single PC maker sold personal computers...”

Will traditional enterprises be able to keep up with user demands?

Where Is the Boundary Today?



Outside the Enterprise?



Inside the Enterprise?



eMail
Telephony
Video
Collaboration Tools
Timekeeping
Project Management
Analytics
Sales and Marketing
Human Resources
Performance Reviews
Recruiting
Staffing & Assignments
Payroll
Financial Management
Contracting
Supplier Management
ERP
Mission Systems
Strategy

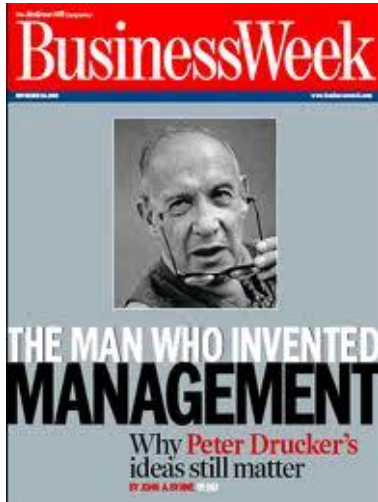
“as a Service” Gains Momentum



Enterprise: Do we need to do this ourselves?

Individual: Do I need to be part of an enterprise to create value?

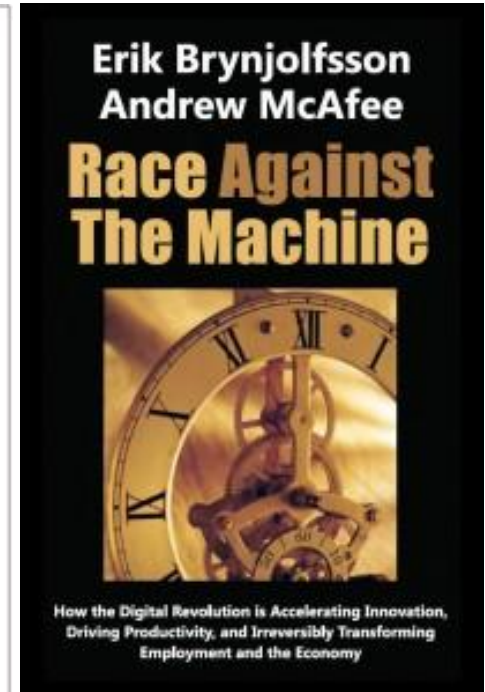
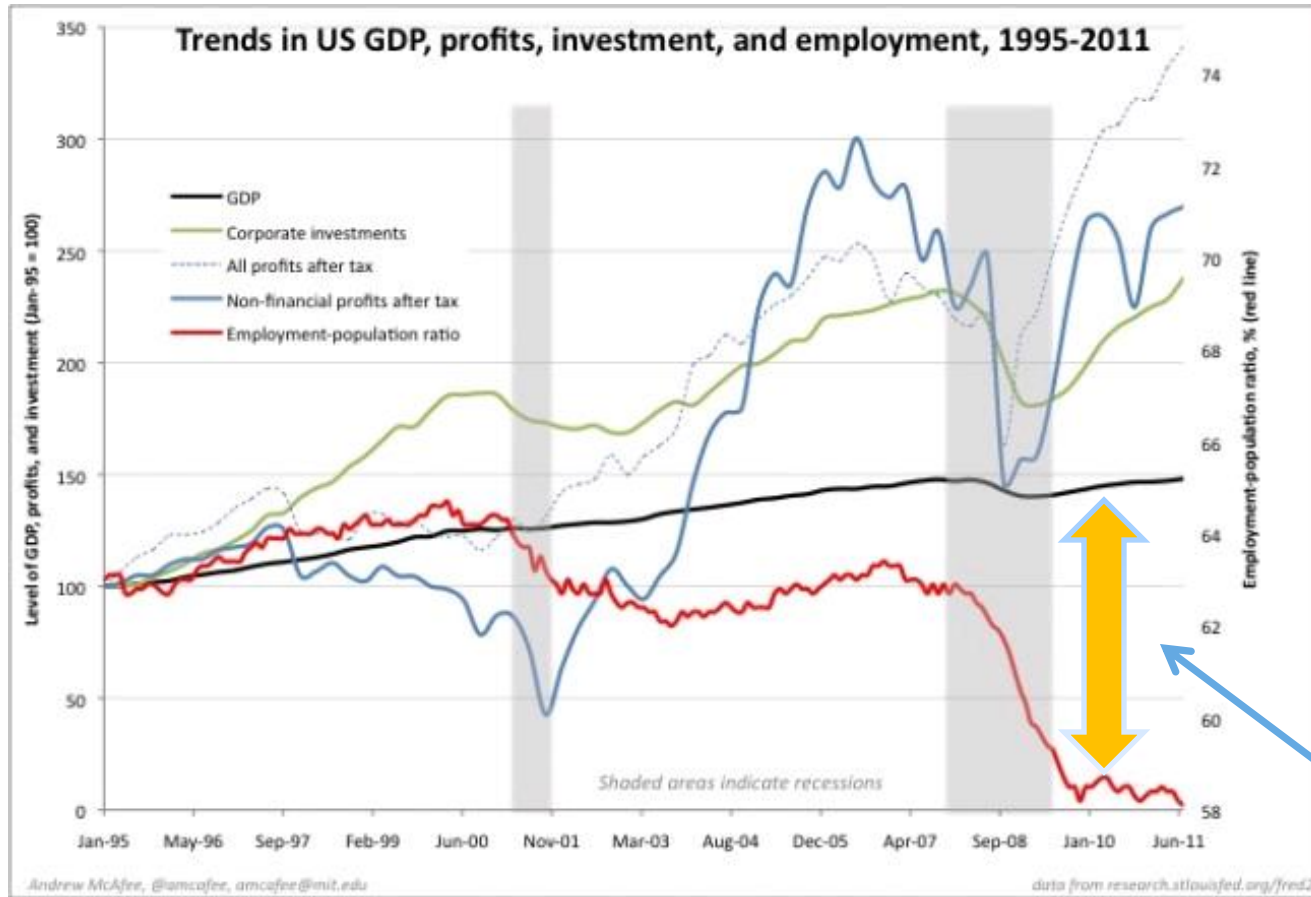
Knowledge Worker Productivity Remains a Major Challenge



- Drucker, 1999
 - “...Work on the productivity of the knowledge worker has barely begun...”
 - Six Knowledge Worker (KW) Productivity Factors:
 1. What is the task? <must be answered first>
 - vs. manual labor where it is “How should the work be done?”
 - The KW must answer that question themselves
 - Management must eliminate all other distractions
 2. KW must manage themselves and productivity is their responsibility – autonomy is key
 3. Continuous innovation must be part of the work
 4. KW requires continuous learning and equally continuous teaching
 5. KW productivity is about quality as much or more than quantity
 6. KW’s are an asset and not a cost, they must prefer working for the organization in preference to all other opportunities

With federal budget challenges, this may become a major focus area again

What role will Financial Resource Manager play in helping Government leaders look for ways to improve productivity?



The impact of I.T. on white collar worker productivity?

<http://raceagainstthemachine.com/blog/>

An opportunity to do more with much less, but also a challenge for individuals to quickly retool themselves for new types of knowledge work

Where to learn more...

- CSC Leading Edge Forum (LEF)
 - The Changing Nature of Work
 - <http://lef.csc.com/blog/category/the-changing-nature-of-work>
 - The Consumerization of IT
 - <http://lef.csc.com/blog/category/the-consumerization-of-it>
- Enterprise 2.0 by Andrew McAfee
- Race Against the Machine by Erik Brynjolfsson and Andrew McAfee
- Drive by Daniel Pink
- The Corporate Lattice by Cathy Benko
- Staying Power: Six Enduring Principles for Managing Strategy & Innovation in an Uncertain World by Michael Cusamano

The CSC logo is a red square with the letters 'CSC' in white, positioned in the top-left corner of the slide.

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To learn more...

**Check out the
CSC Leading Edge Forum
Executive Program**

lef.csc.com