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Accelerating the company of the future

3 key takeaways from
HPE Discover More 2019

We live in VUCA times.

We live in **VUCA times**. Volatile, uncertain, complex and ambiguous times. With seismic shifts continuously taking place in technology and business, the world is changing faster than ever before. The explosion of built-in intelligence, hyper-connectivity and data from the edge is reshaping markets, disrupting every industry and transforming the very core of our economy.

To navigate the **complexity and volatility** of this brave new world, companies need to fundamentally change the way they operate. Applying the right technology for the right purpose and at the right moment is crucial for their very survival. The intelligent company of the future uses technological excellence and innovation to optimize the user experience while driving efficiency and continuously investing in sustainable growth.

Hewlett Packard Enterprise is at the forefront of this new era in IT. Our vast intellectual property portfolio and global research and development capabilities are part of an innovation roadmap designed to help organizations of all sizes – from global enterprises to local start-ups – transition from traditional technology platforms to the IT systems of the future.

At **HPE Discover More 2019**, we invited our customers and partners to join us on the Highway of the Future. With enticing keynote lectures, impressive business cases and inspiring demo's, we redefined what it takes to be a company of the future. This trend report discusses the three major insights our renowned keynote speakers shared at the event: extreme customer centrics, the convergence of next-gen technology and circular economy.

Are you ready to accelerate next?

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" Your customers are your biggest disruptors. "

The rise of **new digital technologies** has changed the way we work and live. The invention of the internet in the late 1960s, and, more recently, the rise of mobile technology and social media platforms, have transformed the fabric of society. Nowadays, people from all over the planet share ideas, information and experiences in real-time via virtual communities and networks. In this modern age, everyone and everything is connected.

Renowned thought-leader, worldwide keynote speaker and author **Rik Vera** believes that today's network and information society has fundamentally impacted the way global markets function. At Discover More 2019, he stated that the global economy of today is digitalized, decentralized and non-hierarchical. And in this new digital economy, the rules for success have altered.

In the old days, **traditional companies** used to come up with a product or service first, and then structure their entire organization around it. They developed logistics and processes, created the internal structure of their organization and implemented a certain working climate. Having figured out all of these components, they – eventually – offered their product or service to the customers.

In this digital age, your customers are your biggest disruptors. Developing a new, **customer-centric approach**, is the key to success in this digital economy. Companies need to reverse their entire business process, starting with the customer experience and structuring their entire organization around it. By listening to customer frustrations and tackling them using new digital technologies and by reaching individuals through highly personalized communication, organizations can gain a competitive advantage in an exponential world.

To thrive in a **hyperconnected world**, companies need to put the customer first. Not just as a nice slogan, but as a rational program of drastic change, in which processes and customer touchpoints need to be rebuilt from scratch.

They need to implement a program in which `digital' plays a key role in giving customers what they want in a warm and human manner. By adopting a customer-centric mindset, instead of being your biggest disruptors, customers will become your biggest investors.

BOZAR Centre for Fine Arts, Brussels

In 2018, the BOZAR Centre for Fine Arts partnered up with **HPE Aruba** to create superior visitor engagement and experiences with a mobile first network. Investing in digital transformation enables the museum to engage visitors of all ages in a new way.

Using new mobile services and functionalities, BOZAR now offers a **personalized visitor experience** to engage with a broad audience. Supported by a robust mobile network, visitors are guided using location-based services, giving them the opportunity to freely explore the museum by means of the new interactive BOZAR app. Throughout their tour, they also receive relevant in-app content related to the different exhibits, events and activities.

Francois Pettiaux, BOZAR's Digital Innovation Director, says that going 'digital' is crucial for transforming BOZAR into a world-class art centre. "Brussels is not London, New York or Paris. We can't hope for the same visitor numbers, but we can grow, and we can match the quality of the best in the world. For me, the live experience will always be the priority, but we have an opportunity through digital to engage with a much wider, more diverse audience."
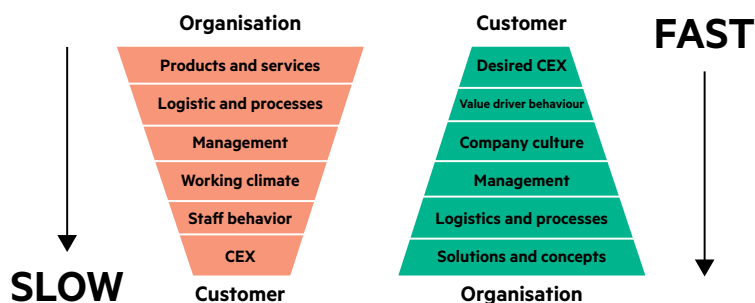
Video

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Kaeser Kompressoren, Germany

Kaeser Kompressoren is one of the biggest manufacturers and providers of **compressed air systems and services** worldwide. Recently, they transformed their business processes using the key principles of the Industrial IoT to cut downtime and drive efficiency. By datafying its processes, the company was able to create value and develop a new Product as a Service business model.

Realizing the potential of big data, Kaeser and HPE created an ecosystem of **smart sensors** to capture key environmental and performance information like temperature, humidity and vibration. Using various types of analytics and artificial intelligence, Kaeser can now predict when a machine needs maintenance before any problems occur.

The result is a staggering **60% reduction in downtime**, giving the company a competitive marketplace advantage by enhancing its customer care—and satisfaction. IIoT techniques also enable Kaeser to launch a new Air as a Service business model, generating new revenue streams as they move costs from capex to opex.

Falko Lameter, the Chief Information Officer of Kaeser Kompressoren, is impressed with the results: "We've gained faster, deeper, real-time insight, and better control of our global supply chain. As a result, we can optimize customer satisfaction by continuously improving the availability and efficiency of our compressed air equipment."

Video

https://www.youtube.com/watch?v=_IGbL4zxR0Y

" When technologies converge, a gestalt shift occurs. "

All companies have one thing in common: **they create data**. But simply creating data is not enough. Companies need to rethink the way they utilize these data in order to create value. Every organization needs to become a data organization. And – according to Datafloq's founder dr. Mark van Rijmenam – the 'secret sauce' to becoming an intelligent data organization is his own

D²+A² model.
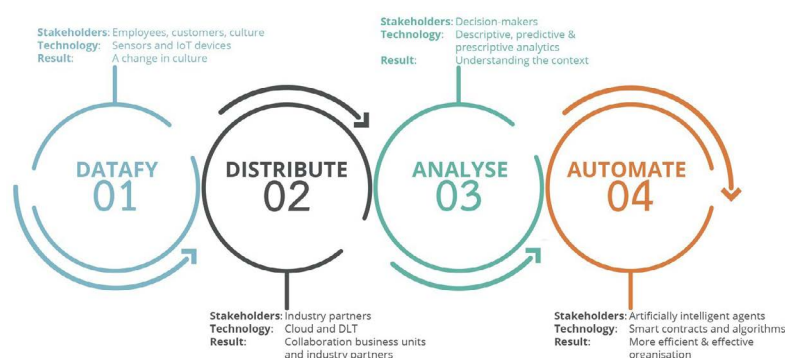
Dr Mark van Rijmenam's D² + A² Model

Companies need to datafy, distribute, analyze and automate their workflows to prepare for the digital economy of the future.

The first step to becoming a data organization is **datafying** processes and customer touchpoints. Smart sensors and connected equipment make previously 'invisible' processes traceable, allowing organizations to monitor, analyze and optimize them. After collecting the data, it needs to be **stored**, either using distributed ledger technologies like blockchain or centralizing it in a common database like cloud.

The next step is to **analyze the data** using various types of analytics and **automate business processes** using artificial intelligence. Analyzing data allows companies to go from content to context, generating a deeper understanding of business processes and enabling companies to optimize them. Artificial intelligence, on the other hand, automates these processes; driving smart, hyper-efficient operations that maximize value and create new business opportunities.

Combining cutting edge technologies like big data, cloud, blockchain, analytics and artificial intelligence, allows organizations to optimize efficiency while creating new revenue streams and business models. When these new technologies converge, a **gestalt shift** occurs, transforming traditional companies into the intelligent data organization of the future.

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The circular economy requires a renewed focus on sustainability.

3 strategic to-dos

Build a partnership between your sustainability team and your IT team to create an Environmental Sustainability plan.

Set targets that include reducing your power consumption and commit to refurbishing or reusing retired IT equipment.

Measure the impact you have on the circular economy.

We live in a world of **infinite connectivity and finite resources**. The global economy is growing at a rate that is outpacing the energy supplies and resources needed to support demand. There is an opportunity and an imperative to invest in technology that will allow businesses to operate and thrive in a resource-constrained world.

According to Mireille Heijnen, Head Social & Environmental Responsibility at HPE, the answer to these global resource constraints is a **renewed focus on sustainability**, putting into practice the core principles of the circular economy. A circular economy decouples economic growth from consumption by maximizing the value of resources and minimizing energy and waste. This new model requires sustainable innovation – investing in the right technologies and business models that allow products to be used at their highest utility for the longest possible time.

First of all, companies need to rethink the way they **design** products from the get-go. Focusing on superior design enables companies to create products that are easy to upgrade, repair and recycle. Also, restricting the use of materials of concern – such as plastic additives or flame retardants – and optimizing energy efficiency of their assets are two effective measures that increase sustainability while reducing operating expenses and capital investments alike.

Secondly, companies need to come up with innovative solutions that help customers **minimize consumption in the use phase**. They need to design their technologies in a way they use far less space, power and resources. In IT infrastructures, for example, we know that most servers are underutilized by 80%. Here, as-a-Service consumption models provide an efficient solution. Consumption-based models shift ownership away from the customer, eliminating energy and IT waste by shutting down comatose servers.

Finally, companies need to invest in **extending the lifecycle of products** through end-of-use management services. Upcycling, reusing and refurbishing older assets keep products and materials in the circle longer and facilitates companies to capture the residual value of products. Maximizing the value of end-of-life assets jump-starts them into contributing to the circular economy – helping them meet their business and sustainability goals.

Superior design, use-phase efficiency and asset upcycling are three key priorities for the company of the future. "Achieving a sustainable future will require disruptive transformation across every industry," says Heijnen. "In an era of infinite connectivity but finite resources, we must partner with our customers and stakeholders to catalyze sustainable innovation in our industry and beyond. Only together can we solve the world's most complex challenges."

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Create your digital highway to the future

In 1938, **Bill Hewlett** and **Dave Packard** started creating scientific instruments in a small garage nearby Palo Alto, California. A year later, they formalized their partnership with an initial capital investment of $538. Now, more than 80 years later, a lot has changed. Technology has evolved at lightning speed and globalization has impacted the way markets work. But innovation is still at the core of the HPE DNA, we live by it and aim to help our clients do the same.

Throughout the decades, Hewlett Packard Enterprise has kept on investing and innovating to provide customers with the right products, solutions and services to excel in a **volatile world**. To best leverage emerging technologies and their rapid expansion into human activities, we help companies reinvent themselves by radically transforming all processes and models.

It is paramount that we keep looking to redefine experiences and drive smarter, hyper-efficient operations as well as improve the effect we have on our planet. In the years to come, the Intelligent Edge will allow us to improve experiences. Every customer will get the personalized experience they deserve, whether that's in a football stadium, in a museum, on a golf court or when visiting your company.

Our aim is to enable seamless experiences in every industry. By creating smarter digital workplaces and speeding up new cloud-based ventures, we want to help your company achieve more, faster.
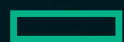
Get in touch to discover how HPE can impact the future of your company.

Hope to talk to you soon!

Raf Peeters

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