Preparing for perpetual change

Four ways your business needs to pivot, and how the right solutions provider can help
In business, everything changes. That’s nothing new.

What is new, is the pace of that change. And this pace is in no danger of slowing. In fact, it’s accelerating.

For large enterprises, quickening and perpetual change carries both threat and opportunity.

The threat comes from disruptors who aren’t encumbered by legacy technologies and business models.

The opportunity comes from a dizzying wave of new technologies that will change the way you deliver and capture value (if you can implement them fast enough).

The reigns of the biggest companies are getting shorter all the time.

In 1965, the average tenure of companies in the S&P 500 was 33 years.

In 1990, it was 20 years.

And by the mid 2020s, tenures are forecast to fall to under 15 years.¹

¹ https://www.inc.com/ilan-mochari/innosight-sp-500-new-companies.html
How fast can you pivot?

This new unrelenting pace of change means that there’s a new critical driver of success for every enterprise: the ability to pivot.

To spin up new business models, new customer experiences, new products, and new services.

To seize new opportunities and escape from emerging traps.

The enterprises that survive and thrive in the coming years will run towards change in order to make big, measurable impacts — like delighting customers, or streamlining processes, or boosting security.

Those that simply change for change’s sake will face similar risks to those that resist change altogether.

Not surprisingly, we think your network providers have a pivotal role to play here.

So let’s look at four change drivers then examine how your carrier can help you ensure they deliver for your business.
The power to harness IoT and machine data

Communications networks have come a long way since the first transatlantic telegraph cable crossed the Atlantic in 1866. But for a century and a half, there was at least one constant, the data being carried was human-generated: voice, text, audio and video.

Now that’s changing. Machines and objects are increasingly generating high-value data too.

Cars, MRI machines, thermostats, wind turbines, factory equipment, buildings, consumer products... they’re all getting connected and they’re all generating nonstop flows of data.

These connected “things” sense their environments, report on their own performance and can be continually improved through software updates. They give warnings before they break down. They deliver higher product utilization. And they reduce fuel costs.

This ‘sensing boom’ changes not just the nature of products and services, it’s changing entire markets and their value chains.

What this means for you

You’ll be increasingly using data from devices, sensors and machines to help your business work faster, smarter, and even pivot into new markets.

How your network provider can help:

• By optimizing its systems for this new kind of IoT data

• Ensuring you’re ready for the volume and variety created by the IoT, by providing a high-coverage, high-capacity, multi-spectrum network

• By talking to you about its readiness for the machine-to-machine era
Not so long ago, a car was valuable because it got you from A to B. But products are now becoming valuable beyond their primary use, because of the data they create.

Data has become a product in its own right. Manufacturers like Ford are gathering big data from their IoT-enabled vehicles to refine future products, and resolve problems faced in the present.²

The same data can also support new services for customers, from wireless driving alerts to autonomous parking. And it’s not hard to imagine this information being sold to third parties such as retailers to support location-based services and other offerings.

Thanks to the cloud and application programming interfaces (APIs), many businesses are already making their data much more accessible to interested parties.

Whether it’s public data like bus routes and schedules, semi-private data shared among supply chain partners, or open-innovation ecosystems.

What this means for you

Data is most valuable when it’s sliced, diced, and ready when you need it.

To really benefit, the smartest businesses will double-down on cloud analytics to:

• Accelerate innovation

• Personalize services and products

• Increase business flexibility and scalability

• Deliver competitive leverage during R&D

How your network provider can help:

• By providing a high-capacity, high-coverage, multi-spectrum network

• By offering flexible, pay-as-you-go services, to ensure you’re not penalized if, thanks to a new data-driven opportunity, your business model flips and you have to scale up or down

• By being committed to move from locked-in legacy services to ‘as-a-Service’ solutions

• By being ready to talk now about pay-as-you-go delivery models

Balancing personal freedom with business security

The BYOD trend, the merging of work and personal lives, and the mobilization of work have happened much faster than most people predicted.

For enterprises, the benefits are huge — in terms of productivity, speed of collaboration and fluidity of processes.

But the risks are real too: today, your business data is accessible from thousands of smartphones, tablets and laptops.

What this means for you

You need your business data to be secure. But if you’re going to pivot at pace, and you want to attract and retain the best people, remote and mobile working are crucial.

You’ll need to find ways to harvest the benefits while minimizing the risks.

How your network provider can help:

• By securing your people’s phones and devices, whatever your ownership model
• By introducing a new generation of Mobile Device Management solutions
• By ‘partitioning’ employee devices to protect the business while maintaining their privacy
The agility to beat disruptors at their own game

This is the big one. If your business isn’t riding the waves of change, you can be sure someone else is.

Traditional industries are being disrupted left, right and center by startups using data in all the new ways we’ve discussed, and more.

In healthcare, smart devices are helping people enjoy a higher quality of life.

In transportation, open APIs are helping people make better travel choices.

In agriculture, sensors are helping farmers grow more crops using less water.

In retail, highly-personalized recommendations are driving increased sales.

In financial services, biometric identification techniques are making “selfie payments” possible.

What this means for you

All this innovation doesn’t have to come from the start-ups.

But to seize your opportunities, you need a tech infrastructure optimized for agility and for pivoting.

Yesterday’s networks just aren’t cut out for that.

How your network provider can help:

• By giving you genuine freedom, without requiring you to rip and replace your existing investments — or even to make big new capital outlays.

• By supporting you even as you work with multiple vendors — so you don’t get tied into rigid mobility, network and security services.

• By offering flexible payment models, pre-integrated solutions that work with any device and access type — so whatever new direction you set out on, you can hit the ground running.

• By giving you everything you need to choose your own tech path, turn on a dime and create a measurable and lasting impact on your business.
The most successful businesses don’t just anticipate change. They run towards it.

But it’s tough to throw yourself into an exciting, ever-shifting world when you’re held back by inflexible services, proprietary thinking and yesterday’s networks.
Let’s talk

We think there’s a much better way to deliver carrier services to enterprises. A way that’s optimized for agility; that makes it easy to pivot; and that lets big businesses innovate for customers and shareholders as fast as the upstarts.

If that sounds like it might work for you, we should talk. Give us a call on 1-877-633-1102 or visit sprint.com/business