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Do what matters

The Future, Reimagined
Four ways the enterprise as we know it will change for good

Businesses are experiencing a new wave of technological innovation while simultaneously navigating unprecedented market disruption.

At Avanade, we have spent the past two decades working with more than 5,000 clients across the world, guiding them through continual change and digital transformation and helping them make a genuine human impact.

Through our experience, we've seen that the most successful and resilient organizations are adopting technology in **four bold new ways** to reinvent, reimagine and redefine themselves and their future.

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Rathbones embraces people-first workplace experiences and sustainability with new digital processes

Siemens AG meets users where they are using Holmes, a chatbot with natural cognitive understanding

Improved operational tools give the **International Rescue Committee (IRC)** employees more time to focus on people displaced by conflict

Landmark Information Group bolsters its flexibility and ability to scale with a cloud migration

EDF Energy deploys the UK's first nuclear-sensitive, secure public cloud to support net zero carbon emissions

KrisShop transforms the in-flight shopping experience, allowing customers to shop anywhere, anytime

El Corte Inglés achieved zero waste certification

The Felix Project supports its mission of feeding those in need thanks to a series of new tech solutions

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The Future, Reimagined:
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Embracing a new and bolder model for the future of work

Seizing opportunities for growth in a hyper-connected world

Infusing transparency and trust across the enterprise

Building agility with a strong digital core

Do what matters

4

The Future, Reimagined: Four ways the enterprise as we know it will change for good

Embracing a new and bolder model for the future of work

The pandemic forced every industry and company to rethink how their employees worked. Healthcare, education, governments and retailers digitized and embraced automation and AI to change people's roles for good.

Seizing opportunities for growth in a hyper-connected world

The hyper-digitized world is creating new opportunities for growth, allowing organizations to experiment boldly bringing together physical, digital and immersive technologies.

Infusing transparency and trust across the enterprise

Employees and customers alike have high expectations. Building trust-centered technology infrastructures will form the foundations of lasting relationships.

Building agility with a strong digital core

When external market forces are creating extraordinary pressures, the organizations that face the unexpected and thrive have strong digital cores.

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Do what matters

Future of work

Digital core

Creating trust

Hyper-connected world

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Do what matters

Embracing a new and bolder model for the future of work

The way we work, how we work, why we work and where we work continues to evolve.

- Technology has fundamentally changed the definition of work, transforming the expectations of employers and employees alike

- Changes driven by the pandemic are well documented, but these were just the warm-up for the journey to come

- Organizations that want to attract top talent must provide employees with the flexibility to work in ways that suit their lives

- Technologies like AI and automation will increasingly influence how we work through their massive potential to eliminate repetitive, mundane tasks for both frontline and office workers, freeing them up to focus on value-add activities

- Using cutting-edge technology, leaders are combining the best of pre- and post-pandemic working methods to create new opportunities

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Improved operational tools give **The International Rescue Committee (IRC)** employees more time to focus on people displaced by conflict

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Rathbones embraces people-first workplace experiences and sustainability with new digital processes

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Embracing a new and bolder model for the **future of work**

Seattle Children's – a leading children's hospital, research institution and foundation – created a positive workplace experience when it introduced "virtual rounding" during the pandemic to empower clinicians to do their jobs more effectively while helping patients get better.

[Watch video]

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Seizing opportunities for growth in a hyper-connected world

With the blurring of physical and digital boundaries, opportunities to succeed and grow in a hyper-connected world will be (almost) limitless.

- Immersive experiences like augmented and virtual reality are easy to get lost in, but behind the hype, the "hyper-connected" world offers organizations an unprecedented opportunity for growth

- Fear-mongers would have you believe the "robots are coming" to steal jobs and create a dystopian existence for the masses, but reality is very different

- The successful marriage of employees and machines is critical to fulfilling the potential of a hyper-connected world and delivering real value

- Technologies such as AI, the metaverse and 5G are already enabling pioneering organizations to gain early mover advantage

- Businesses are innovating to deliver more personalized experiences for customers, enhance human-centric workplace experiences, improve supply chain efficiencies, and even create whole new business models

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KrisShop transforms the in-flight shopping experience, allowing customers to shop anywhere, anytime

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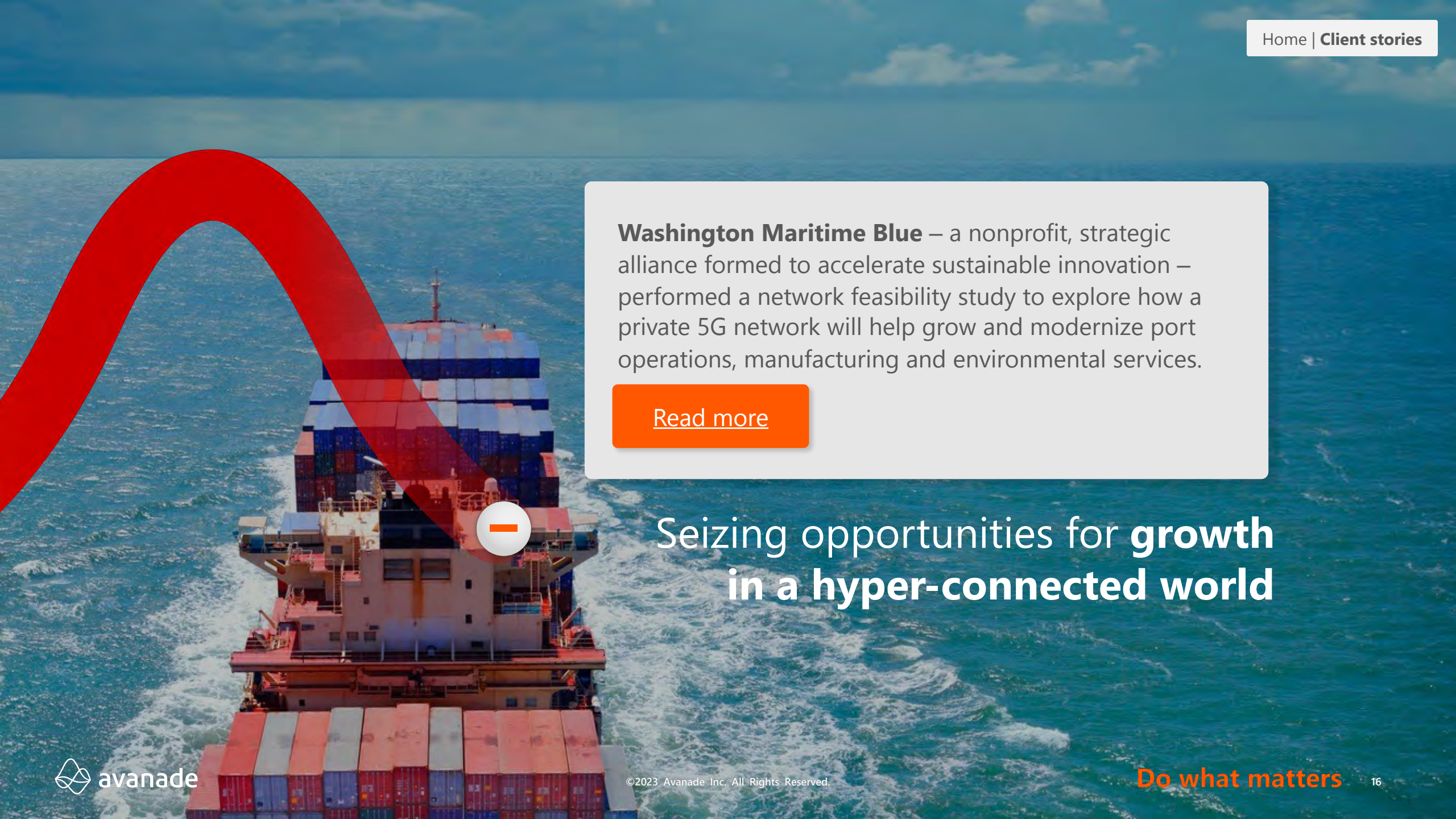# Seizing opportunities for growth in a hyper-connected world

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Hospital Israelita Albert Einstein adopts tech solutions to speed up patients' access to medical care

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ICA-Roslagstull enhances customers' in-store shopping experience with innovative tech solutions

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Washington Maritime Blue – a nonprofit, strategic alliance formed to accelerate sustainable innovation – performed a network feasibility study to explore how a private 5G network will help grow and modernize port operations, manufacturing and environmental services.

[Read more]

Seizing opportunities for **growth in a hyper-connected world**

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Do what matters

Infusing transparency and trust across the enterprise

It's a simple premise. But what does trust mean to organizations and individuals in the modern world, and how does it manifest?

- Trust, transparency and reputation go hand in hand, yet nurturing them demands diligence, commitment and determination

- Generative AI is just one example of the trust challenges facing business and governments today – building a responsible AI framework will be paramount

- Data security tops the trust agenda for many amid the constant threat of phishing and other cybercrimes, as well as environmental challenges

- Business leaders address these concerns and create competitive advantage when they focus on building trust and transparency around ethical practices

- If you want to attract and keep the best people, you need to demonstrate that you are acting with integrity and transparency in every facet of your operations

- Building a robust framework that covers work systems, natural resource systems, infrastructure and data systems, physical systems and AI systems takes time, but without trust, nothing else matters.

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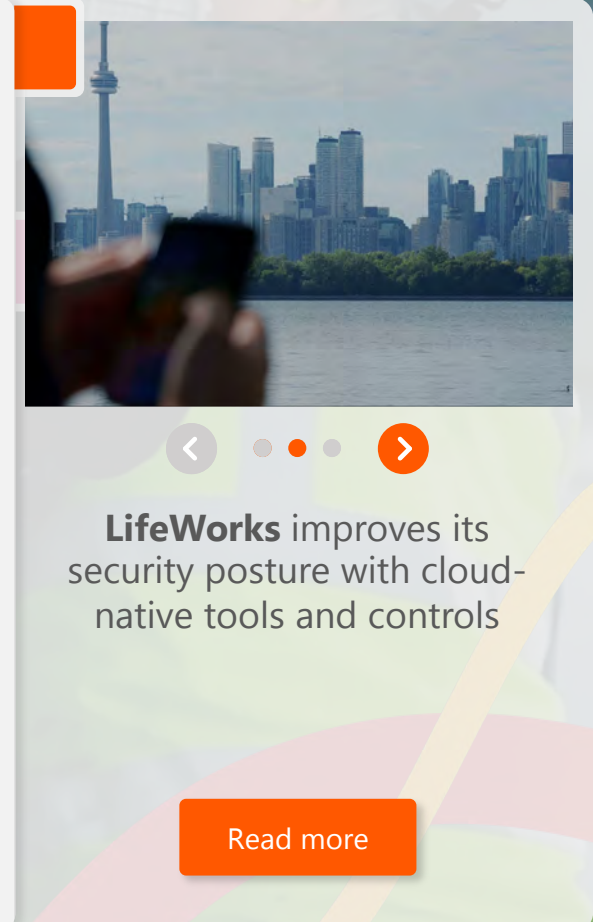
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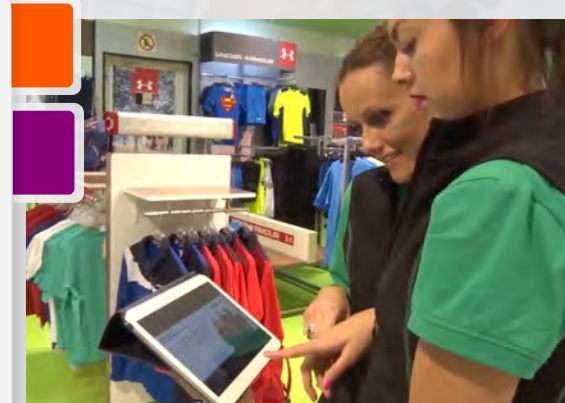
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LifeWorks improves its security posture with cloud-native tools and controls

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El Corte Inglés is using Power Platform capabilities to manage 78,000 tons of waste and achieve net zero certification.

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SSE Renewables – the UK's premier green energy company – is harnessing advanced ecological monitoring systems and data analysis in the metaverse to better understand and protect the ecosystem surrounding its wind farms. Using APIs, immersive virtual reality experiences and self-service analytical tooling, SSE can also share the eco insights data with anyone who needs it.

[Watch video]

Infusing transparency and trust across the enterprise

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Do what matters

Building agility with a strong digital core

Above all, the pandemic highlighted that businesses with a strong digital core were able to adapt quickly, endure and bounce back better than those who didn't.

- Economic, geopolitical and environmental uncertainty requires organizations to be ready for anything, anytime and anywhere

- Macro- or micro-market forces mean that businesses need to have resilience and agility built into their operating model to survive and thrive

- Building and maintaining a strong digital core starts with the infrastructure: having the flexibility and scalability of a cloud-based foundation that is secure by design

- It also means making data accessible and integrating tools like AI and machine learning to inform and improve decision-making across business functions

- Lastly, it requires having applications and platforms that are flexible, scalable and can deliver new experiences to both employees and customers alike

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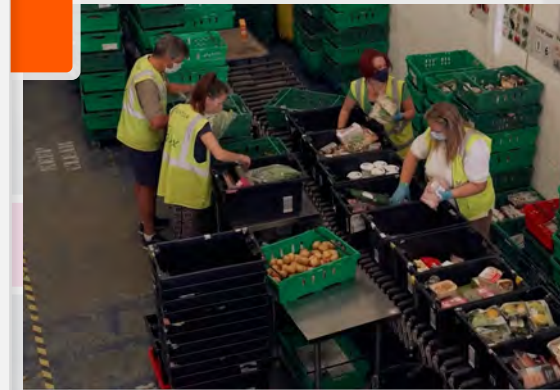
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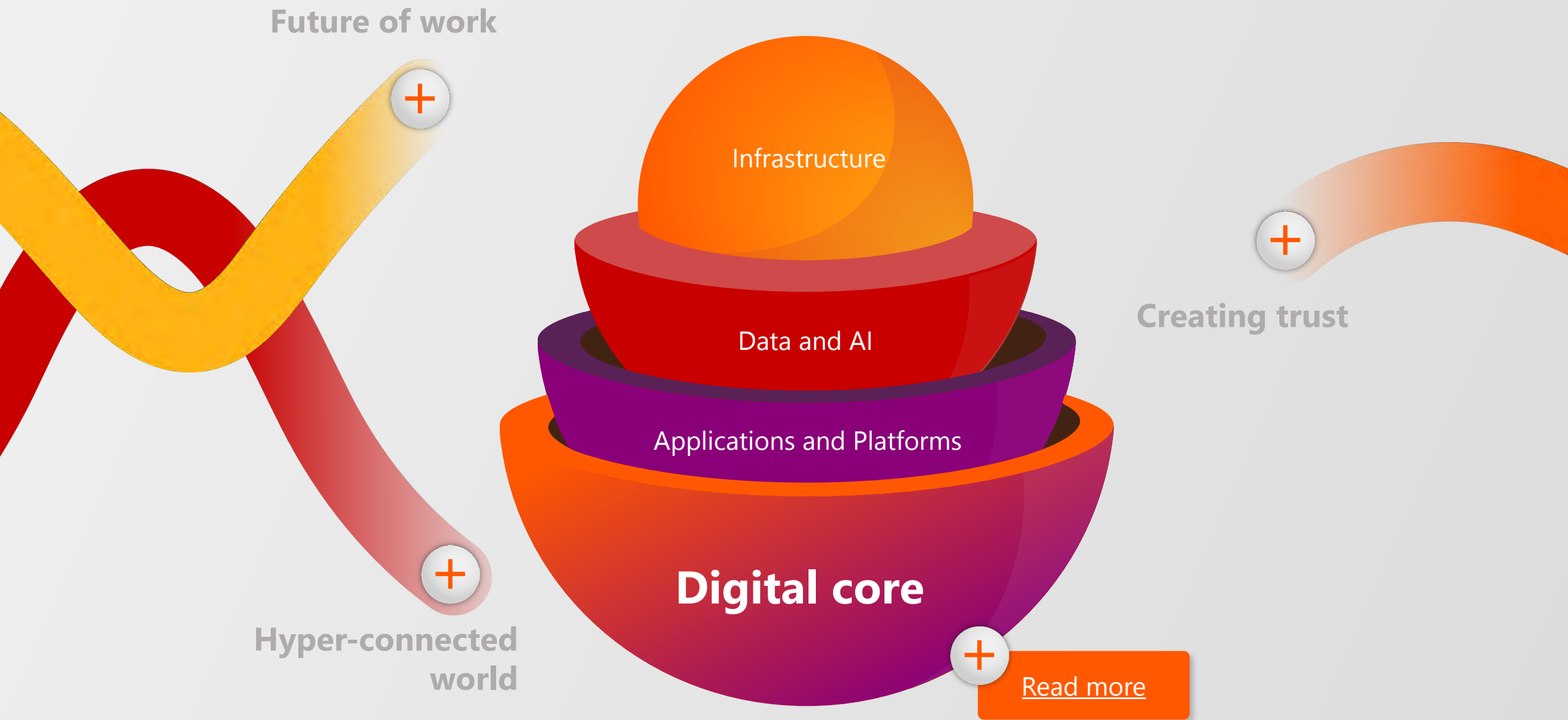
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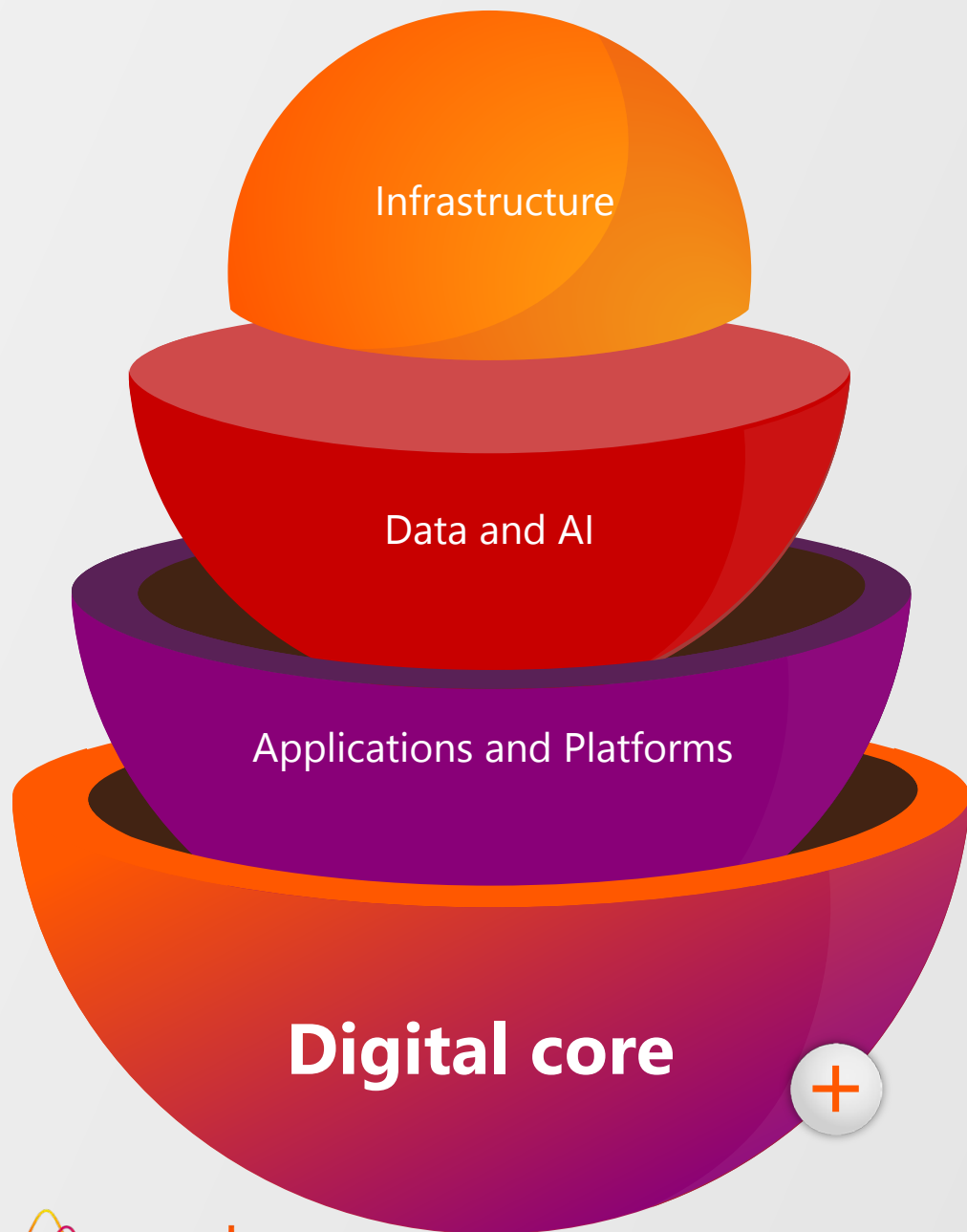
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Home Group keeps customers' data safe while fulfilling their housing needs

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Future of work

Infrastructure

Data and AI

Applications and Platforms

Digital core

Creating trust

Hyper-connected world

Read more

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Do what matters

Infrastructure

Data and AI

Applications and Platforms

Digital core

Key components of a strong digital core

- Modern, cloud-based IT foundation that is automated, agile and secure by design

- Where enterprise data becomes accessible at scale, with domain-specific, AI-enabled applications and platforms generating insights for decision making. This connects and elevates trapped data, helping enterprises ask new questions and find new answers that drive decision making and the development of new products

- Where new experiences and ways of operating come alive through modernized, custom applications and platforms or re-platforming on SaaS

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Enabling agility with a strong digital core

AQA – the UK's largest provider of academic qualifications taught in schools and colleges – ensures students get the correct results for their exams by building out a more secure and scalable underlying platform.

[Watch video] [Read more]

Digital core

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Future of work +

Hyper-connected world +

Creating trust +

Digital core +

Seattle Children's	Washington Maritime Blue	SSE Renewables	AQA
International Rescue Committee	Hospital Israelita Albert Einstein	EDF Energy	Landmark Information Group
Rathbones	KrisShop	LifeWorks	The Felix Project
Siemens AG	ICA-Roslagstull	El Corte Inglés	Home Group

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Further insights

Future of work —

Seattle Children's

International Rescue Committee

Rathbones

Siemens AG

1
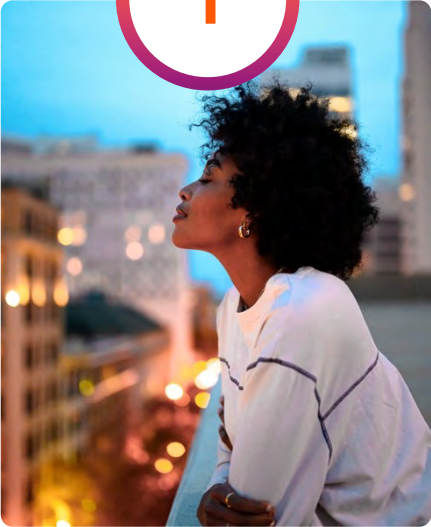
People first. Or people false. Are you letting your people down?

[Learn more]

2

Collaborative apps: The big questions answered

[Learn more]

3

Do what matters to unleash the full potential of your frontline workforce

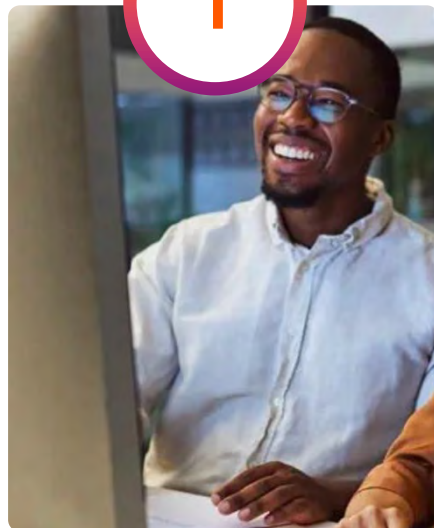[Learn more]

4

Transforming justice

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Further insights

Hyper-connected world

Washington Maritime Blue

Hospital Israelita Albert Einstein

KrisShop
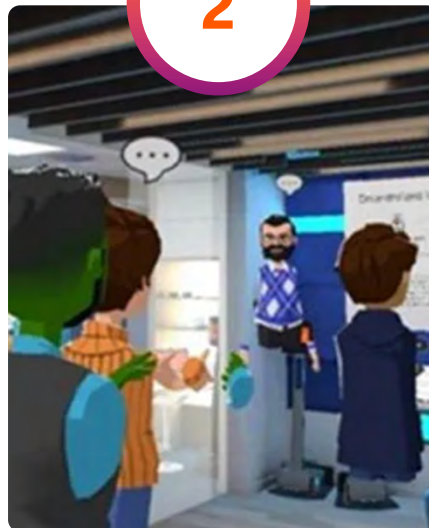
ICA-Roslagstull

1

Our learnings from working with generative AI model GPT

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2

Making metaverse real – it starts now

Learn more

3

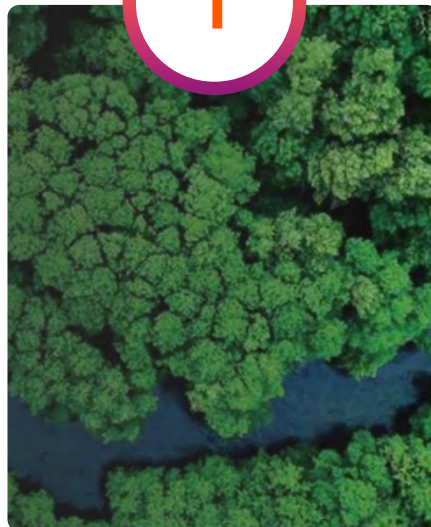**Working in the metaverse: How banks can create value**

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4

How Data-Driven Digital Transformation Enables Profitable Retail with a Purpose

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Creating trust —

SSE Renewables

EDF Energy

LifeWorks

El Corte Inglés

1

Diversity in sustainability innovation

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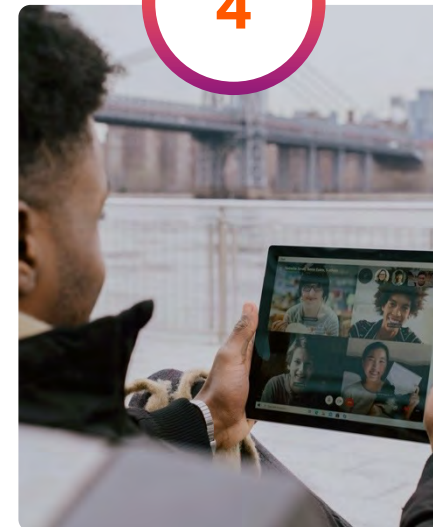**2**

Committed to data protection

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3

How can organizations build their resilience to cybersecurity threats?

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4

Remote working, we are here to help

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Further insights

Digital core

AQA Education

Landmark Information Group

The Felix Project

Home Group

1

2

3

4
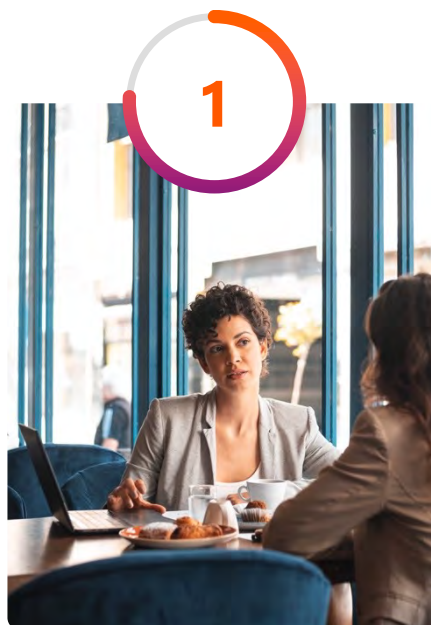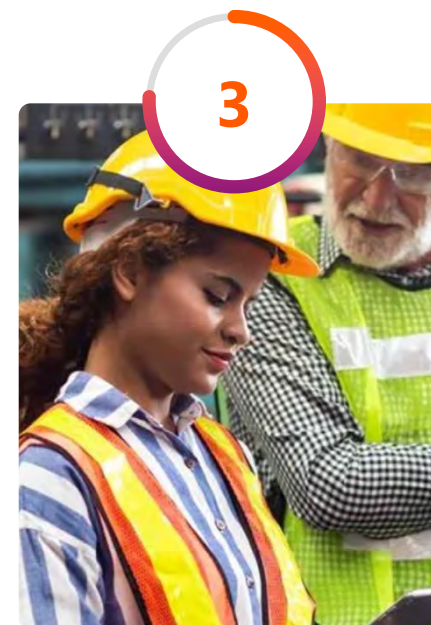
Avanade talks to The Banker | Avanade US

Transform your data modernization strategy and watch business value soar

Is this a now or never moment for ERP cloud?

The hard questions of continual change

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Avanade is the global market leader in building innovative Microsoft solutions

As a joint venture formed in 2000 by Accenture and Microsoft, Avanade brings the best in Microsoft capabilities. With unique industry insights, unrivaled expertise and breadth of services, our 60,000 people **do what matters** for our clients and their customers every day.

60,000
Skilled and diverse professionals – **33%** of whom are women

60,000+
Microsoft certifications, more than any other partner

10,000
Projects with **4,000+** global clients since inception

6
Solutions Partner Designations

+ the 7th coveted **Microsoft Cloud Badge**

82
Locations across **26** countries

17x
Winner of Microsoft Global SI Partner of the Year

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