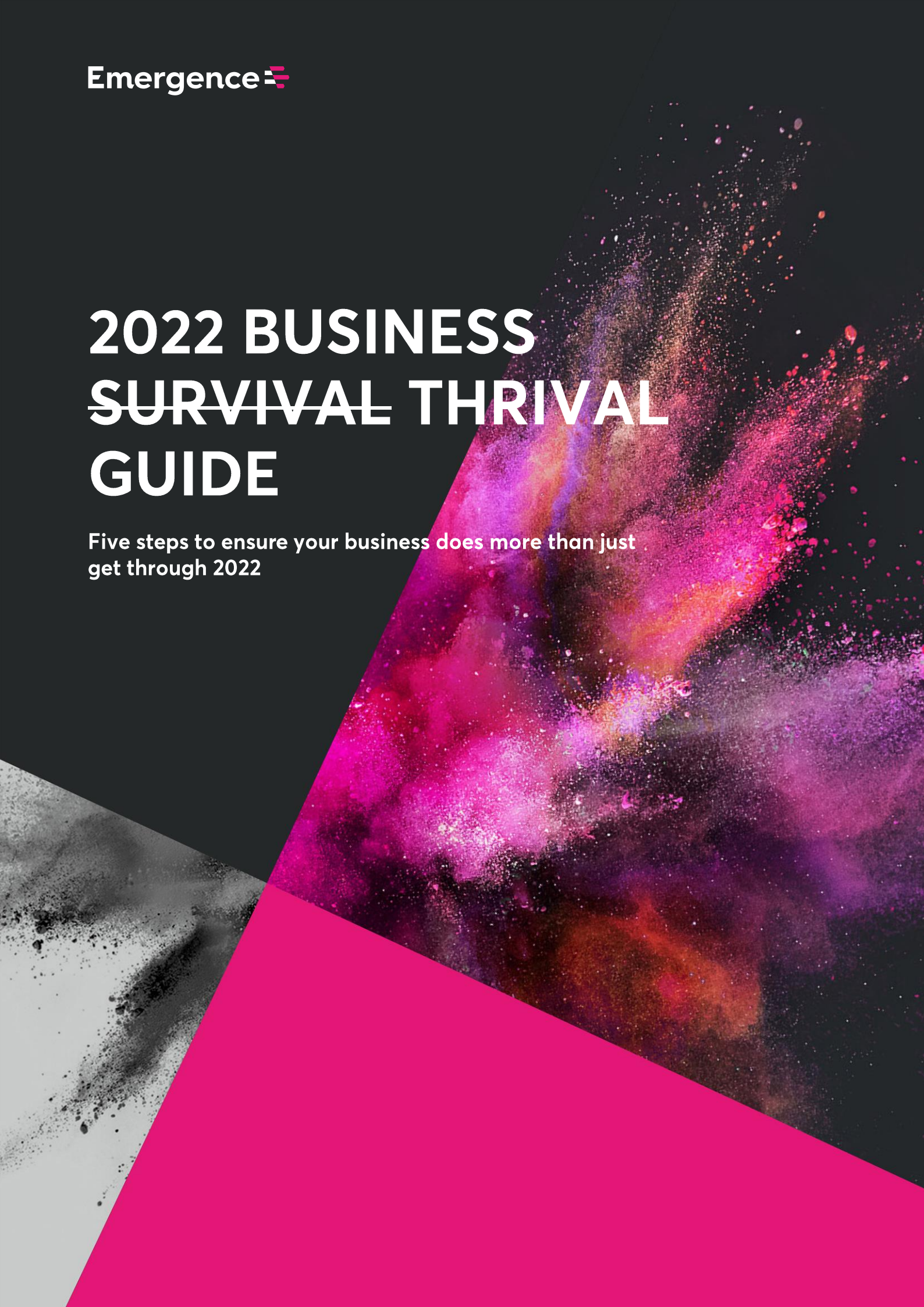


# 2022 BUSINESS ~~SURVIVAL~~ THRIVAL GUIDE

Five steps to ensure your business does more than just  
get through 2022



# 2022 BUSINESS SURVIVAL THRIVAL GUIDE

In February we hosted a real-world roundtable discussion with senior execs to debate "WhatNext?" and the role of technology in delivering what we call profound transformation – the kind of seismic change in business that allows you to leap-frog your competitors and exceed the expectations of your people, partners, customers and shareholders.

We wanted to find out, straight from those running businesses, what's working for them and what's not – here's what we found and how you can win in 2022 and beyond:

- 1. SKILLS AND THE AUTOMATION GAP:** both the workplace and employment models have changed forever, and businesses can now access a rich seam of talent from a truly Global workforce. But while access has never been easier, the cost of labour offshore has massively increased – as much as 40% in some technology markets according to our participants. This huge offshore labour cost increase makes the case for smarter use of automation as well as the need to access the best talent as needed. The pandemic has opened the panacea of distant working which creates a massive opportunity to leverage a global workforce, opening up new labour markets and access to talent and innovation without the need for huge offshore centres and restrictive outsourcing contracts. Meanwhile, the labour market in the UK is now seeing greater demand and reduced supply when compared to pre Covid and Brexit times with unfilled vacancies up 50%, whilst those resident and eligible to work in the UK has decreased by over 1 million. This tightening in demand and supply within the labour market is forecast to be a long term norm.
  - We can identify exactly where and how to automate work flows, processes and decisioning as well as help upskill and retrain human talent to improve and accelerate your business.
- 2. STRATEGY & BUSINESS CASE:** a lack of joined up, strategic thinking on the 'long-term' future aims and objectives of businesses leads to conflicting, confusing and irrational decision making around the use of advanced technology. Business cases remain critical to securing budget and buy-in from senior leadership but how can they make rational investment decisions when they operate with an incremental short-term mindset? These things feel at odds for many execs and must be brought together for success – long term vision with short term actions.
  - Talk to us about defining a clear and unique vision (North Star) for how technology can accelerate your business and create the data-lead business case to make it happen whilst delivering crucial early wins.

3. **SCALING:** a massive challenge for technology programmes, especially automation projects. Tactical and/or short-term deployments creates a wild-west of projects running inside businesses, often without clear objectives and disconnected to each other, making it near on impossible to scale or adopt more widely within the business. As an example, just 89 of UiPath's 4000 customers in the year to March 2021 spent over \$1m on licences and average revenue per client was just \$72.5k. (source UiPath S1 filing March 2021)

- We can quickly assess the reality of your current people, processes and tech to assess where there are opportunities for improvement, automation and alignment.

4. **CONTRACTING:** is destroying innovation and must be remodelled. Whether it's direct with vendors or via outsourcing partners, antiquated contracting processes take too long to approve and out-of-date fee structures often lead to diminishing returns for everyone. Organisations need to be significantly more open to collaboration and learning across a much broader spectrum of knowledge and trading partners.

- Our modernised approach to contracting, puts trust, transparency and collaboration at the heart of any partnership, saving you precious time, money and resources.

5. **TOOLS:** automation = RPA right? Wrong! There is so much more to automation than RPA but the narrative has led to confusion and frustration. The recent explosion in automation hype has been principally driven by the RPA market but to truly succeed, the enterprise will need a joined up ecosystem of different technologies that can mimic the range of attributes of human cognitive capabilities. Process orchestration systems, decisioning engines, complex data mesh and analytics, conversational AI and automated discovery tools can now be combined into an end-to-end automation ecosystem that operates with industrial strength. RPA has a part to play but it's just part of the toolkit. This is why we're seeing key players like UiPath investing heavily in broader requirements that go beyond RPA.

- Our vendor agnostic tech team can show you how to navigate the modern enterprise tech stack and separate the hype from the reality of what your business actually needs, design the model and even contract on your behalf.

Ultimately these boil down to one single challenge – the need to shift and fast, to an exponential or **profound transformation** mindset.

As a business you can't improve performance until you're clear on your vision for and expectations of technology. Getting your leadership team aligned, setting a clear strategy and having the right partners to deliver that strategy, within a collaborative model, is the only way to succeed.

We can deliver all of these aspects of your profound transformation journey.

Visit us [HERE](#) to find out more or just set up a meeting with our team [HERE](#) and we'll start today!

**Emergence Partners** is a new breed of Tech Consultancy and exist to make the world a better place to live and work through the thoughtful adoption of advanced technologies. We set out to be different. To be true strategic partners to our clients. To listen. To move fast, with passion and purpose. We blend independent technology expertise with an understanding of human impact – we never forget that people are at the heart of every business and the communities around them. We are a catalyst for change for business leaders and their businesses - helping them shift from a narrow, risk-averse mindset to an agile, experimental and adaptable one. We call all this, Profound Transformation and it's what we deliver for our clients.

## Where does your business need support?

Call us on **+44 (0)20 3807 9789**  
or email **info@emergencehq.com**

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