

CHANGE IS INEVITABLE

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Someday, in the comfort of your home, you'll be able to shop and bank electronically, read instantly updated newswires, analyze the performance of a stock that interests you, send electronic mail across the country, then play Bridge with three strangers in LA, Chicago and Dallas.



Welcome to someday.

Are we in trouble if our workforce expects technology at work to be as advanced and as usable as what they are used to at home?

I can remember when technology at the office was better than the technology I had at home; in fact, I am so old I remember having no technology at home!

For me, the first to arrive at work was the electric typewriter, followed by the copier, then the fax, then the main frame computer, then the PC, and finally the Mac which, still today, is misunderstood by most IT departments and many technology suppliers. After all, it wasn't too long ago that I had a PC-based solution provider tell me that I should convert my predominantly Mac-based company to PCs; later I watched as our IT department forced Windows operating systems onto the Macs as a solution to supporting legacy PC-only software.

Why do we insist on complicating the simple?

But never mind, now all of these systems work on my smart phone: a mobile device that belongs to me, not my IT department. Arguably, everything performs better, and is easier to use, with the added features of music, a camera, a phone, instant messaging, and geo location services, all integrated in a meaningful way.

For the past 3 years I have almost exclusively worked from my iPhone. My personal technology is indeed better than what I was provided with professionally. IT consumerization isn't coming, it's here and we can, and do, work everywhere and anytime.

This makes our IT departments and many of our legacy technology suppliers nervous; linear thinking about technology is now an old fashioned mentality and brands with this mentality do not progress, but die. The same is true for technology.

End-to-end vendor solutions often sound nice on paper and more so to IT departments than they do to end users. But it's the users that make technology their own and adoption is key to sustainable success.

Our workforce will choose off the shelf tools if not provided with tools that are as easy and intuitive to use as those found on the app store.

Nothing beats a mobile phone to capture product inspiration and innovation. Collaboration is as simple as shared photo streams and Polyvore. Proprietary end-to-end solutions and networks are viewed as blockers when cities like London offer WiFi underground and pubs, coffee shops, and retailers offer it free above ground.

Are you mobile first, or is your workforce still tethered to a desk, a PC and a desk phone? Are you digital on the inside as well as the outside? Does your technology facilitate social collaboration to solve problems at work?

Today is about mobility, integration and collaboration. It is about commoditizing technologies that do not differentiate our brands and developing those that do, architecting these in very relevant and meaningful way for our workforce.

At this conference you will find vendors who will be offering both traditional technologies and disruptive technologies. This conference explores the journey of transformation from one to the other.

This transformation to enterprise strength, robust, innovative and agile technology isn't easy, but it's not as hard as you're imagining. In fact, it can be very exciting and fun!

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