SMART CHOICES

Sometimes even the brightest ideas can be so difficult to implement that it's just not worth it in the end. inno.com helps you find which ideas to pursue and which to abandon – and how to decide

Johan Cattersel, CEO and founder of inno.com

MEET INNO.COM

inno.com is a Belgian based IT-strategy advice company with 90 consultants, located in a beautiful park in Beerzel where nature, art and intelligence meet. It focuses on complex and strategic business projects involving ICT and Enterprise Architecture. inno.com's customers are mostly large companies operating in Europe or worldwide, where innovation and digital transformation is a top priority.
It is the only private company in Europe recognised by the government as an institution of higher education. The company is able to award the official degree 'Master of Enterprise Architecture, MSc'. The company is currently looking for Enterprise Architects, IT Strategy professionals and Program Managers

Innovation starts with the creativity to find ideas that have a competitive edge and can create a significant difference for customers. But companies need much more than just bright ideas. They need to make sure that they have an environment that can bring the right ideas to fruition, and faster than any competitor – Are we efficient enough, and can we cope with an increasing number of parallel projects? Likewise, bright ideas that imply a complete overhaul of the organisation model, or rebuild half of the IT infrastructure, no matter how innovative, may simply be unachievable due to complexity or cost. Companies need to know which ideas they need to keep and which ones they need to abandon.

Decision-makers need to be able to assess which elements of the organisation would be affected, what the impact is going to be, and then to know how to manage that impact. Only then can they take informed decisions, inevitably leading them to making smart choices.

inno.com's team of Enterprise Architects can plot the existing situation, and identify what is needed to realise a particular innovation project. Would the project imply process change, new information requirements, organisational adjustments, extra competencies, IT updates? The Enterprise Architects can provide answers to these questions.

"Thinking in terms of 'fit-for-purpose' is another essential element to making smart choices: you should only change what needs to be changed", says Johan Cattersel, CEO and founder of inno.com. "A simple 20% of possible changes will typically deliver 80% of the desired result. Often, companies aim for the stars with exhaustive solutions, where most of the effort delivers little real value."

Enterprise Architects also suggest innovative solutions that can accelerate R&D projects without impacting the entire operating environment. A good example would be sandbox environments for speedy building and testing of new solutions. These sandboxed environments would ideally be supervised by the Enterprise Architects and separated from the rest of the organisation. Sandboxed environments can be quickly created and immediately erased when required.

inno.com enables their clients to find the difference between bright ideas and the right ideas.
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