Technology the biggest organisational change for the next 10 years

Nearly half of senior Australian execs place technology change top of the list

SYDNEY, 20 September 2011:A study from Canon entitled, ‘Change or Be Left Behind’ hashighlighted the crucial role that technology plays as Australian organisationsgo through changes in their business. When asked what will be the singlebiggest change their organisation will go through in the next ten years, 43 percent of business leaders overwhelmingly said that technological advancementswere top of the list. This was over and above other areas such as generalcompany changes (19 per cent), people changes (18 per cent) and widereconomic/legislative changes (18 per cent).

The two partCanon-sponsored research study[1] sought tounderstand attitudes and trends in how Australian businesses view change,pinpoint key barriers to change, the role that technology plays in the processand what the formula for good change is. Split via two audiences, the firstsurvey spoke with 300 senior Australian executives responsible for change,while the second questioned 700 general business workers, not responsible forchange in Australian organisations.

The over-riding themefrom the study was that despite agreeing change was important (86 per cent[2])and that their business will be left behind if they don’t address it (73 percent[3]),just 39 per cent[4]of Australian organisations embrace it and under half (49 per cent[5])take a pro-active stance on change. A healthy proportion of respondents didn’tbelieve their business had the right tools to deliver change (40 per cent[6]),but agreed that technology played a very important role within the changeprocess (95 per cent[7]) and increasedtheir competitive nature.

Craig Manson,director, Canon Business Imaging said, “If we look at everything that’s‘changing’ within Australian business, technology change is by far and away thebiggest thing that organisations will go through in the next ten years. Butthis is not about implementing technology for technology’s sake. Organisationsneed to take the time to look at how their business is evolving and growing,working out how technology can align with the business, changing it for thebetter and making it more competitive.”

The criticaldriving force behind change

Not only willtechnology be the biggest change organisations go through, it was also rankedhighly among both sets of respondents as the main reason behind why changeoccurred in Australian businesses in the first place. Each survey group wasasked to rank three of their top driving forces behind change. Fifty-nine percent of business leaders ranked technological advancements as the biggestdriving force behind change, with financial (54 per cent) and peopleconsiderations (44 per cent) placed second and third respectively. Employeesallocated technology in fourth place (44 per cent), behind reasons such asincreased competition (56 per cent), financial considerations (55 per cent) andthe need to work smarter and increase productivity (51 per cent).

Technology also playsa massive role towards increasing the pace of change, with 84 per cent ofrespondents agreeing.

Of those who votedtechnological advancements across both surveys as their top reason for drivingchange, the following were cited as reasons why:

-The business gains better efficiencies and ismore competitive (47 per cent)

-Market forces dictate that technology is acrucial element of driving change (30 per cent)

-The speed at which it can drive change forgood (23 per cent)

Owen Coppage, CIO,AGL Energy, a Canon customer which has implemented a major change project,said, “Change is disruptive, but if you manage the people aspect it can be seenas a positive. Hard dollar savings are great, but it’s productivity andefficiency improvements that really add the value to our business. One of ourkey requirements when undertaking projects at AGL is having a change manager aspart of the implementation team.”

For more informationon the research study, please see: www.canon.com.au/business/change

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About Canon

Canon is the world’s leading imaging brand that actively inspires withimaginative ideas that enable people to connect, communicate and achieve morethan they thought possible through imaging solutions for business andconsumers. Canon’s Australian R&D company, CiSRA, develops and exports digital imaging technologies for use in Canonproducts worldwide. Canon has ranked among the top-four US patent recipients*for the past 19 years, and had global revenues of around $US45 billion in 2010.Canon Australia also operates Canon Finance Australia, which offersone-stop shopping for customers wanting leasing or finance services. For moreinformation, visit www.canon.com.au, www.facebook.com/canonaustralia, www.twitter.com/canonaustralia, www.youtube.com/canonaustralia

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[1]The first part of the survey looks at overall changewithin Australian business, and the role of technology. The second part willlook at people changes, skill sets required for change and a formula forchange.

[2]The average from both surveys

[3]The average from both surveys

[4]The average from both surveys

[5]The average from both surveys

[6]The average from both surveys

[7]The average from both surveys