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Business Resilience:

Is your organisation fit for the 21st Century?

Format14CRM Whitepaper

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Address: Newlands Mt, Maidenhead SL6 4LQ

Phone: 01628 281 114

Web: www.format14crm.com

Business Resilience: Is your organisation fit for the 21st Century?

COVID19 ominously preceding a 'Code Red' from the IPCC is signalling society's need to move into emergency mode[1]. Changing the world or society so it can cope with foreboding predictions of the future may now be beyond reach, but we must make every effort to ensure that what is within our control can adapt.

"Businesses are always seeking resilient strategies so they can weather unpredictable competitive environments.

One source of unpredictability is the unsustainability of commerce's environmental, economic or social impacts and the limitations this places on businesses.

Another is poor resilience causing erroneous and unexpected outputs. Companies prospering long-term must have both resilience and sustainability, existing in a symbiotic state."[2]

Making business fit for the 21st Century means ensuring that revenue, profitability, employment and providing products and services continues (while a few years ago this might have sounded simple it's clearly not an easy task).

It's probably going to become a bigger issue because business continuity seems likely to require innovation - not to increase market share, beat competitors or win new customers, but - *just to keep going*.

While businesses who understand that "just keeping going" is *the* challenge will likely have a better opportunity to achieve returns, those that fail to focus on ensuring business critical functions keep operating are playing a high stakes game.

The crises-technology nexus

Adaptations practiced by business reveal the utility of technology to manage the distribution of resources as a response to lockdowns and the overhang of consumer behaviours

from them[3] - increased demand has even challenged business models we assume would have prospered[4]. For COVID19, software has been an answer for contact tracing, quarantine management, symptom monitoring, information provision[5]. For issues of sustainability, applications are providing services to reduce waste, facilitate reuse and identify sustainable alternatives.

With decades-old predictions of irreversible environmental disaster coming true and COVID19 linked as one of many[6] major crises to come, many enterprises have needed capacity to adapt processes quickly, in case 'normal' operations stop functioning. From home working to e-commerce, effective responses to the pandemic have demonstrated a reliance on technology for business and society to keep functioning.

We are realising that innovation, adaptation and transformation aren't projects any more, they're BUSINESS AS USUAL. It's therefore time to revolutionise the technology-business relationship and instead of professionals consuming technology, they/we must make the technologies to solve problems OURSELVES.

"The only sustainable advantage you can have over others is agility."
- Jeff Bezos[7]

"The pandemic is a dress rehearsal for climate change."[8]

3/10 organizations are noticing the operational impacts of climate-related disasters (like facilities damage and workforce disruption[9]). But despite this, as recent as December 2019 (notably, before COVID really hit), climate responses had focussed primarily on short-term, cost-saving measures[10], while a response to demands for change from external stakeholders was found by Deloitte to not have 'materialised in the vast majority of cases'[11].

Everyone will remember how a breeze over the Suez Canal cost the global economy billions[12], - in the face of extreme weather conditions the argument for greater attention to the topic of resilience is self-evident.

Redundancy & Failover

While datacentres enshrine concepts of "resilience" in the day-to-day, other instances familiar to a business context include companies providing First Aid skills to staff; these are (hopefully) largely redundant resources.

With an increasingly unpredictable external environment, planning for the unexpected to maintain 'business as usual' will require a diverse set of similarly redundant skills, but which require greater commitment than simply ensuring you can switch to an alternative energy supply. Customer relationships, partner relationships, supply chains and distribution are all part of the complexity that must be maintained.

Businesses need the tools, people and processes to quickly create solutions that meet "on the fly" requirements that come out of the extreme weather events, zoonotic disease, rising temperatures and the plethora of crises that nature will throw at us. Adopting the core principles of resilience - 'failover' and 'redundancy' - allows businesses to respond quickly to challenges that require innovative solutions, like sustainability issues or crisis situations.

Failover - the process of moving to a back-up system when another fails.	*Redundancy* - a spare, usually unused, alternative resource.
e.g. switching to a local supply if there is a mains electricity failure	*e.g. the back-up generator that is used for the local electricity supply*

No-Code & resilience

Gartner's suggests that modern business "must follow the four principles of composable business modularity, autonomy, orchestration and discovery"[13] to achieve resilience that can cope with crises.   The idea is that by using advanced technologies, organisations can navigate disruption and deliver 'hyper-automation' across operations[14]; decoupling and recoupling systems so businesses can move between different operating models.

Where No-Code plays a role is by providing one half of the 'Composable Business' equation: the tools.

Aspects of a No-Code platforms include:
- ↗ 'Out-of-the-box' or 'ready to go' functionality in pre-configured modules providing the back-end processing required in numerous applications.
- ↗ Modules are stored in repositories that enable them to be reused in different solutions quickly, by rearranging them, or 'composing' them in different ways.

↗ New business applications are effectively built on top of a core set of modules, processes and interfaces that are configured by Citizen Developers.

As well as rapid response to the natural environment, the advantages of No-Code to the competitive environment involves providing an additional layer of responsiveness to digital disruption. Businesses can use Low-Code platforms to facilitate integrations by fetching data from multiple data sources to give immediate visibility into data, or even facilitate enriched omni-channel customer experience in industries that benefit from it the most. It's no surprise that both these themes have grown in relevance since the pandemic.

But What is No-Code?

Put simply, it's software to help people, who can't (don't/won't) code, make software themselves.

Next steps

Of course, no one is claiming that a software platform, even one which makes software applications, makes an organisation resilient. The other half of the equation is people.

No-Code automation "will form a new set of organizational skills" says Katherine Kostereva, CEO of Creatio, "it's important for organizations not to expect these skills to develop spontaneously and adjust to support the human-centric side of this change"[16].

While many organisations may feel they currently lack the skills, the advantages to investing in a Citizen Development programme may reap economic dividends beyond plugging a skills gap. A resilient, dual-skilled workforce could mean "the average company avoids hiring two IT developers by using Low-Code tools — reaping about $4.4 million"[17]. If No-Code isn't on your agenda for reasons of just keeping going then the economics is still convincing.

"Low-Code is the future" … agile by design,

built for collaboration and rapid development..

… and dramatically expands the pool of development talent.

- Derek Roos[15]

Format14CRM works with organisations to identify their Low-Code and No-Code opportunities and enable you to understand how your business can benefit from leading solutions like Creatio.

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