New Rules for IT Mean New Opportunities for AV Integrators

It's a really exciting time to be in technology. So much change is happening so quickly, creating new opportunities for everyone involved, particularly those in IT. For IT, these changes are creating a new expectation that they become not only an enabler, but a strategic driver for the business. This is a radical shift from the days spent mostly on system maintenance and troubleshooting, and creates new rules for how IT should operate. These new rules were artfully described in the keynote speech at last October's Gartner CIO Symposium.

One of the rules described is IT Dynamism. It's the ability to quickly respond to drivers of change, including changes in the market and changes in technology. It began with the term "plug and play" and is now extended through technologies like service-oriented architecture (SOA) and the cloud. These newer technologies will help free IT from the legacy ties that bind them. The AV industry's move from analog to digital is an example of IT adopting technology that will help them react more quickly to changes in the business.

Another rule I found interesting is the need to move from outputs to outcomes—to go from back-office support to creating innovative and valuable business solutions. This is a shift that is long overdue. Because just about anything a company does today has a technology component, IT is in the best position to offer leading-edge solutions that can make the business more competitive and more efficient. The shift of AV solutions to IT means IT managers are now in charge of the AV outcome—a quality user experience.

Meeting these new rules means IT will have to cede its long-held control over its processes and systems to those who do it best. For many, cloud technologies will be the answer because they allow for on-demand capacity and services. IT will also need to rely on third-party experts to help them deliver not only creative but quality solutions.

This shift in processes, services, and technology to cloud providers and third-party experts may initially be difficult for some. Whether the fear is loss of control or even loss of employment, this level of change is not easy. Those that dare to be progressive and play by these new rules will be greatly rewarded. Those that don't may be left behind.