



**Dynamics Matters**  
**Podcast**

Episode 3 - Creating an Agile Business

***With Mike Stanbridge - Enterprise Architect***



the results company



**What does it take to create an agile business? Why is it important? What challenges are involved? In the wake of Covid-19, many businesses are examining how they can improve business efficiency and deliver products faster to their customers, so, what does it take?**

## Culture

It has to start with the culture and the people in the business. People are always looking for ways to make life easier. How can they make processes more straightforward? How can they introduce efficiencies without disadvantaging someone else? How do they join up the dots? The challenge is to develop efficiency across a group of processes in a business, to benefit the business as a whole. Achieving this relies upon culture, practices and thinking.

Compare SpaceX and NASA. SpaceX are clear about their goals – they know exactly what they want to do and how they want to do it. They are also happy to fail. Look how many rockets they've blown up recently. How many rockets have NASA launched in the time SpaceX have lost a whole load of theirs? None. Which company is more agile: SpaceX or NASA?

It's two different cultures. The difference is their attitudes to risk, willingness to fail, and how they motivate staff.

One says: iterate quickly, fail quickly, encourage new ideas and get those new ideas out there quickly. If it doesn't work, it doesn't work. The other one is about making sure they do it right first time. But both will work, and both will build rockets and get you to the moon.

The same can be said of businesses. Using PowerApps – which can be deployed within Microsoft Dynamics 365 – will bring that agility to a business: a tool whereby anyone within the business can create something solves a particular challenge. They can create workflows, or apps, capture data better and faster, and plug it into the wider system so the whole company benefits.



## Freedom to increase value

To some businesses, this freedom seems scary and there does need to be an element of control. You wouldn't want someone writing PowerApps all over your general ledger. But for anything with a process flow, people developing PowerApps themselves should absolutely be encouraged.

In truth, this often happens today. We've had Excel for 30-40 years, which allows for some individual innovation. The difference is, PowerApps is a better-controlled, more function-rich version of a spreadsheet. Clearly it's a little more than that: it's an environment for rapid application development, where you – or anyone in your company – can combine apps, services, connectors and a data platform to build whatever your business needs. It empowers people to make doing their job easier.

So, if your workplace is rather more 'old school', if you are in an industry which has always done things the same way, if your basic business model is still working ok, what's the driver for change? How are things going to be fundamentally different and better if you bring in this new technology?

When the guys steering the ship see a need, that often becomes the opportunity which drives change, and from this a vision can be defined.

## Agility

Consider the SpaceX scenario again: Elon Musk says: your only job is to build a starship and go to the moon. A Formula 1 boss tells the team: your job is to make the car go faster. Olympic coaches work with the nation's elite athletes ... everyone is aligned to the same clearly-defined vision, everyone drives for success.

In business, enlightened managers understand the need to empower their people to make changes. To enable this, you need transparency and a common core objective. If there's a compelling vision and it is clearly communicated, people will align to the goal and make efficiencies, make changes, move the company in the right direction. This requires good leadership but, by working together towards a common goal, you can 'evolve' forwards instead of a 'big bang' process.

So, the key to creating an agile business is digital transformation.

Transformation comes from within. People know how they do things now, what they need to do better, what the business objectives are and (at least sometimes) how they need to transform.

The digital element comes from elsewhere. Most businesses don't know the capabilities of software features and functions. This is where HSO can come in: we bring our architects and our expertise, we join the dots. We look at your business model, products vs services, customer demand, and navigate with you to come up with the best digital transformation strategy for you.

Like everything in business, transformation is always:  
People → Process → Technology. Get the vision and the people right first, everything else will follow.

With the world of Microsoft Dynamics 365, businesses are no longer technologically limited.

The only limit is their imagination.



# Contact HSO



**Contact Michael Lonnon**

[mlonnon@hso.com](mailto:mlonnon@hso.com)

07849087668



the results company

1st Floor, Enterprise Point, Altrincham Road, Sharston, Manchester. M22 9AF | T +44 (0)161 300 6060 | [info-uk@hso.com](mailto:info-uk@hso.com)

HSO is a leading global technology and professional services company, delivering successful business transformations, using Microsoft cloud business applications, data and analytics, that improve results of our customers. As a Microsoft Solution Integrator, HSO innovates, designs, implements, integrates, optimises and manages business processes and applications based on Microsoft Dynamics 365, Microsoft 365 and Microsoft Azure.

With over 1000 professionals throughout Europe, North America and Asia, HSO combines innovative technology with extensive industry expertise in retail, distribution, manufacturing and (field) services and unique global delivery capabilities to help customers achieve and maintain competitive advantage (anywhere) in today's digital and global world.

HSO has been part of Microsoft's Inner Circle since 2007, the top 1% of best performing Microsoft partners worldwide. Visit [www.hso.com](http://www.hso.com) for more information