Technology ISAT Innovation Challenge: Defining The Problem To Solve

Problem Statements

It's imperative that before attempting to solve a stated problem, the problem is rigorously defined and it's importance articulated. Below, is the problem statement the Technology ISAT Members created and used to guide their collaboration.

The Technology ISAT Problem Statement

Innovation Challenge

What can ASA do to catalyze growth oriented members to strategically and successfully transform their companies with technology?

The Context

We are in the early stages of a rapidly changing business environment driven by accelerated advancements in technology. While ASA members have "runway" (due to traditional customers being slow to change, these customers needing the credit we provide, access to our inventory for example) to figure out their technology transformation strategy, at the same time there is an urgency to do so. We are in an age that a digitally native business like Amazon Business scales from $0 to $10 billion in three years, customer communication and buying habits have rapidly changed in the 11 years since the iPhone was launched, and BIM is set to change how architects, engineers, and contractors design and source products and financing for their projects.

The Business Need

ASA members must solidify their position in the supply chain by strategically deploying technology solutions that:

- (Rapidly) reduce costs while improving efficiencies
- Builds capabilities that delivers a valued customer experience
- Solves customer's changing business needs

The Solution

The solution will guide ASA members to understand, embrace, prepare, and execute technology and the growing role it will play in growth oriented businesses. This solution will define the technologies that are considered today's table stakes, provide specific expertise regarding "tomorrow's" technologies that customers and suppliers will value, and will also provide a longer horizon view of the technologies of the future that have a degree of probability of making their way into the industry and growth oriented businesses. The solution of research, testing, exploring other industries use, roadmaps, implementation plans, etc. will be sustaining (institutionalized) in that the technologies are constantly moving through this spectrum (i.e tomorrow's technology becoming today's tables stakes).

Value Delivered

Those members who embrace and utilize the provided solution will capitalize on a constructive paranoia that is built into an industry narrative insuring sustainability, profitability, and that they do not get passed by and become irrelevant. They will embrace technology as an engine of growth.