

# HOW TO INCREASE YOUR COMPETITIVE ADVANTAGE WITH BTP

Join DalRae Solutions' Sales Director Cheryl Jensen & Alex Aitken as they talk through how IT divisions can restore confidence and trust with their business, in this increasingly hybrid environment as we move to Cloud.

It is about the practice of managing two separate but coherent styles of work: one focused on stability and predictability; the other on exploration.

This approach is the key to organisations not only embrace this rapidly changing space, but also the increasing importance of being able to deliver quick agile wins to the business, through rapid and constant innovation. This in turn will drive digital innovation and turn your IT department into a profit centre versus a cost centre.



## HOW CAN USING BTP INCREASE OUR COMPETITIVE ADVANTAGE?

Using BTP allows you to innovate, improving core business processes quickly and easily to create tangible business benefits. This can all be done while the transition to a cloud environment is ongoing by using a bi-modal IT strategy.



## WHY IS CONSTANT INNOVATION SO IMPORTANT?

The "new normal" is disruption, with the pandemic highlighting the need for rapid and constant change for business to succeed. Organisations that lean into this reality and leverage their innovation capacity, technology and reach will not only survive, but grow as a result.



## WHAT IS A BI-MODAL IT STRATEGY?

A Bi-modal IT Strategy is the practice of managing two separate but coherent styles of work: one focused on stability and predictability of your core systems, and the other on innovation. BTP allows customers to achieve this approach by innovating outside your core systems, while integrating with them to ensure continuity and maximum benefit.



## ARE THERE ANY OTHER BENEFITS TO MY BUSINESS?

The ability for businesses to accelerate growth and scale at speed are all achievable with a focus on innovation. Critically, using BTP with a Bi-modal approach reduces the risk of systems failure during this period.



### Improve Usability

BTP is purpose built to reduce complexity and improve business agility, for both business & operations.



### Innovation Platform

Built for innovation, BTP is the best way to future proof your business and build resilience in today's world.



### Transform Today

BTP is available now, with low cost to entry and fast time to value, it's ready to leverage today.

## CONNECT WITH THE SPEAKERS



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