DRIVE BUSINESS RESILIENCE AND GROWTH WITH A CULTURE OF INNOVATION

[Ram Chakravarti](#), Chief Technology Officer of BMC, recently shared his thoughts with Information Week about the importance of enabling organizational processes and encouraging personnel to drive innovation and enable growth.

In the article, Ram explains that a culture of innovation is the most significant common denominator for companies that have successfully navigated digital transformations. Innovation both relies on and results in agility and flexibility for today's business ecosystem and can:

- Offer the capabilities to pull an organization through disruption
- Empower an organization to adapt to new market conditions
- Enable expansion to new markets

Following on the necessity for agility, there are a few success factors for creating a culture of innovation in your organization:

- Adapting technology and practices to the changing environment
- Adding more e-commerce and hybrid work solutions to your technology stack to appeal to today's internal and external customers
- Introducing IoT devices and Edge computing platforms to harness the constantly increasing volumes of data generated by today's users
- Applying artificial intelligence and enterprise automation to your IT infrastructure to increase efficiency and make critical business decisions quickly

More than anything, innovation relies on freeing up your people to focus on their creativity and

passion so they can deliver higher value work for the organization—and themselves. This is the basis of the Autonomous Digital Enterprise (ADE), where manual and redundant tasks are replaced with automated intelligence, freeing up people to be creative, serve customers, and collaborate on higher-level pursuits. When employees are engaged and fulfilled, they recommend their workplace and recruit likeminded talent—a win-win in a market where talent acquisition and retention is crucial to success.

BMC doesn't just talk the talk; we are also focused on creating a culture of innovation internally and across our ecosystem. Recently we hosted our first annual BMC Innovation Summit, where we explored the requirements for establishing a culture of innovation and the benefits we are deriving from those efforts—including some exciting demos of products in development at BMC, inspired and influenced by our customers and partners. We also announced the Innovation Labs Preferred Partner Program, focused on exactly this kind of ideation and experimentation, with the goal of designing and commercializing modern technology solutions to support customers on their Autonomous Digital Enterprise journey.

See a quick summary of what went on at the Summit, visit BMC Innovation Labs to learn about some of our latest customer- and employee-driven innovations, and read the full article to learn more about creating a culture of innovation for your organization.