

Tech General Manager Mission-Critical Priorities (MCPs)

MCPs

Navigate and Thrive in the Intelligence Supercycle

20 years of sustained growth will be driven by business adoption of new technologies in the AI Supercycle

Accelerate Revenue and Market Multiples with Scalable AI Strategies

10X improvement in operations is needed to justify investment and adoption

Secure AI Leadership with the Right Ecosystem

90% of high-tech providers will have to collaborate with other providers to field AI-related solutions

Journey Steps

1 Know the New Rules for Winning

2 Exploit and Redefine the Rules in Your Favor

3 Align with the Rules That Matter

1 Identify and Prioritize Markets with Scale Adoption Opportunities

2 Pressure Test Products and Services for Their Scale Potential

3 Build Pricing and Product Models That Encourage Solution Consumption

4 Execute High-Quality Relationships to Grow with Customers

1 Design the Full Solution, Not Just Your Part

2 Curate Partners, Startups and Channels Continuously

3 Employ Nontraditional Business Models

4 Lead a Dynamic Ecosystem