Consultative Digital Approach (CDA) (Version 01.2013)

This article highlights the new ERA Leader Role and Direction Globrocks is taking to help businesses take ACTION to enjoy the benefits of *Current, Emerging and Futuristic Technologies;* the newer ERA of **Consciousness** incorporating high-level increasingly newer levels of Electronic-Based intelligence global capabilities.

Globrocks vision of **'Transforming and Connecting Business and Technology though Strengths-Talents, Collaborative Teams, Vision, Missions, Values and Goals-Based Global Business solution'**; offering *Business Technology Solutions, Consulting Services, Project Management, Computer Networking and Systems Integration* at the lowest cost in the industry is a reality. This *New ERA* **dynamic and adaptive ways of implementing Business Technology; paradigms shift in a class of its own.**

The New ERA Business Technologies offer **global perspectives on how we will do our work as new digital infrastructures are executed.** The **digital** connectivity space is like the human nervous system- The natural biological nervous system that triggers our reflexes to react quickly to danger or need. It furnishes us with information as we ponder issues, making choices around the most important things. This New ERA nervous system FILTERS information that isn't important to us.

From a global and technical perspective, companies must have that same kind of nervous system- The ability to run smoothly, efficiently, to respond and react instantly to emergencies and opportunities. Companies need to be able to quickly get valuable information to the people who need it, the ability to quickly make decisions and interact with customers.

The 1980s were about <u>quality</u> and the 1990s were about <u>reengineering</u>, the 2000s will be about how quickly the nature of business will change. This is known as **velocity**; *how quickly business itself will be transacted, about how information access will alter the lifestyle of consumers and their expectations of business, said Bill Gates, Chairman and Chief Software Architect Microsoft Corporation.* Quality improvements and business process improvements will occur far faster.

In this New ERA, we shall experience a rapid radical change in the speed of business and the speed of change. To stay up with and anticipate this change, **businesses need radically better information flow.** To get a better flow of information to develop the right processes and strategies, they need a digital nervous system built on a '**Rock-Solid Foundation'**. Most organizations don't have enough data and information to understand the key strategic aspects of their businesses well enough. Automating <u>business processes</u> can reduce the overall cost of transactions by minimizing the number of human 'touches' while increasing accuracy.

A digital nervous system will help you understand your business better and then act more effectively on that understanding. An infrastructure designed around information flow will be the "killer application" for the twenty-first century. The successful companies of the next decade will be the ones that use digital tools to reinvent the way they work, *said Bill Gates, Chairman and Chief Software Architect Microsoft Corporation.*

The successful technology service companies, computer consultants and consulting firms will be the ones that transform technology into business solutions, able to help their clients bring all of these things together into a unified business, technical and computer solution. These companies will become very dynamic, make decisions quickly, act efficiently and directly touch their customers in positive ways.

Globrocks believe in the possibilities of positive change. Going digital with collaborative technologies will put you on the leading edge of a shock wave of change that shatter the old way of doing business. **This is a digital nervous system that will let you do business at the speed of thought-the key to success in the New ERA.**

A tremendous amount of change occurred in the Information Technology industry and HUMANITY in the last decades. Computer Networking and Information Technology Service companies, System Consultants, Solution Providers and System Integrators now, must have complete and thorough understanding of **Business Technology Needs, the People, Strengths-Talents, Vision, Mission, Values, Goals and Processes.**

A few years ago, there was business and a business set of skills, management and a management set of skills, technology need and a technology set of skills. Now business solutions, processes and needs demand and expect we to bring much more than business, management, technology, connectivity, integration, convergence and merging all at once. Globrocks is extremely dynamic responding to CHANGE. *We Lead in the New ERA.*

Globrocks is a reliable **Visions-Based, Missions-Based, Goals-Based and Values-Based Business and Technology *Strategic Business Partner* and VAR for a measurable high-value IT Projects and Return on Investments (RIO).** We continue to Lead as in Ways we are unique.

<u>**Consultative Digital Approach**</u> help all businesses, people and technologically-inspired individuals to map their daily transactions, business processes, collaboration needs, work and play directly to the appropriate systems architecture and software, compatible system designs and 'global standard' infrastructure solutions seamlessly, using the right technologies, 'Rock-Solid" future; *in combination with the right skills and talents at the lowest cost in the industry.*

Getting, managing and keeping the right People, Collaborative Teams, Strengths-Talents and Skills remain the most challenging areas for all businesses. Getting the business and technology executives and managers involved for a successful and measurable IT Value in Business Technology Infrastructure-Architecting, Project Management and Implementation prove to be on-going rocking the Business Technology Consulting Solutions and Services area.

While Gallup (Clifton Strengths Finder and Strengths-Based Leadership has deep individual self-assessment 'guidance' to assist in the right path to begin to perceive, gain basic understanding and work toward the areas of one's Strengths-Talents, organizations must track that they will benefit EVEN greater by having True 'Human Development' Strengths-Talents; i.e. individuals who are naturally gifted, therefore 'Talented' in knowing, identifying and placing Strengths-Talents and Skills right in the right Role/Position and Team which comes to such individuals with very minimal coaching, training and effort.

Information Technology must interface directly with Business Departments, Business Owners to map their Visions, Missions and Business Goals and Strategy to underlying Architecture and Infrastructure for Collaborative Teams.

'As this generation moves into the workforce, they expect to continue using the devices they've grown up with. Organizations that can't meet this expectation will be at a sharp disadvantage as talented young people choose to work for companies that recognize the value of a new generation of communications innovations.'

'Companies that do provide the unified communications framework that these young people expect will see incredible benefits. Recruiting young talent will be easier, of course. But the gains will be much broader. Unified Communications (UC) technology will help companies raise productivity and respond more rapidly to changing business conditions. These technologies will also enable organizations to create closer ties to customers, develop innovative products more quickly and reduce costs.'

'Ultimately, Unified Communications (UC) is about delivering a new way of doing business that recognizes that people are more important than processes. And it is about creating a New World of Work where technology unleashes the passion and potential that each one of us brings with us every day when we go to work.' ~Bill Gates

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'Embracing the new, more radical models of organization and service will be much more critical to winning that race than merely innovating new products and extensions. This decade is the most exciting.' ~*Harry S. Dent, Jr, "The Next Great Bubble Boom".*

Consultative Digital Approach is a <u>radical</u> change in thinking, a different way of looking at the IT Business. Consultative Digital Approach may involve in-depth understanding, of business processes, organizational structure and security needs, ***a* thorough understanding of the insides of how the different software will work, what they are best in doing, and the required levels of mix of Strengths-Talents and Skills to make the Technology work right from a Global Perspective.**

July 2006- 'What we do at Globrocks is, take <u>Unified</u> **Communications** and **Collaboration** and merge them with the unique **Business Needs, Processes and Variables. In combination with the right Talents and Skills, we get that new level of Consultative Business Technology,** Technology Solutions and **Services.** The regular Computer Consulting Services is now re-born at a higher-level that is more <u>people</u> oriented. **Understanding that the Strengths-Talents, Skills and the People with the passion to make all this happen are the 'key' to unlock these great opportunities,'** said **Ifeanyi O. Asonye in a recent Business Technology interview and discussions.**

In this new environment, an individual will be able to have access to applications and features like email, collaboration, word processing, customer/client accounts, accounting database information, and Internet/Web applications within the same application. System Managers will have access to all of these applications including systems management and security applications within the same environment. This new environment will continue to blend to how we work and play, and for the people of the newer generations, he explained.

<u>**Consultative Digital Approach**</u> is here! **Today, Globrocks is betting on:**

1) Our New ERA *'Merging and Connection of Strengths-Talents, Skills and Unified Teams with Vision, Mission, Values, Purpose and Direction, Business and Technology using Unified IT Architecture Infrastructure (UIT-AI), Unified Communications (UC) and Consultative Digital Approach (CDA) and,*

2) *The* unique combination of Business Technology Strategy, **High Level** of '**Flexibility'** in our Contractual offerings; affordable **Professional Quality** Contract engagements for our Consultative and Unified Business Technology Communications Solutions and Services.

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