How Knowsys Group is Fulfilling 2022's Top Strategic Trends

By Mary-Ann Massad, CEO, Knowsys Group

"CEOs want three things: **Growth, Digitalization and Efficiency**", *David Groombridge VP Analyst, Gartner Infrastructure and Communication Services.*

Knowys Group's strategic vision is dynamically aligned to these three aforementioned "wants" by CEOs. Our solutions and services help organizations to grow their revenues and increase their bottom-lines by creatively optimizing digitalization. Sometimes our first step to achieving these objectives is to focus first on helping organizations achieve efficiencies. We achieve this with our **digital portfolio management framework**. This framework manages and optimizes a holistic view of organizations' IT/digital portfolios: **Software, Hardware, Applications, Data, and Projects**. We believe that digital assets are no different than Financial Investments and should be managed accordingly.

Knowsys' solutions and service offerings hit the following marks in Gartner's Top 2022 Technology Trends:

Gartner's Top 2022 Trends	Knowsys Focus	Knowsys Solution
Data Fabric	√	Denodo Logical Data Fabric
Cyber Security Mesh	√	Cord3 Symmetric Data Encryption
Cloud Native Platforms	√	CAST MRI for applications and portfolios
Decision Intelligence	√	ThoughtSpot-self-service, AI enabled decision intelligence Software Asset Managed Services-BCS' Software Organizer
Total Experience	√	Knowsys Digital Portfolio Management Consulting Services

| Denodo Logical Data Fabric |

"By 2024, data fabric deployments will quadruple efficiency in data utilization while cutting human-driven data management tasks in half." *Gartner Group Top Strategic Technology Trends for 2022*

Knowsys' Logical Data fabric solution by Denodo integrates data across platforms and users, making data available everywhere it's needed. Within inbuilt analytics reading metadata, data fabric is able to learn what data is being used. Its real value exists in its ability to make recommendations for more, different, and better data - reducing data management by up to 70 per cent *(Forrester Research 2021).*

Knowsys delivers an integrated solution focused on decreasing data governance costs and increasing and centralizing security governance controls on data assets.

| Cyber Security Mesh |

"Digital business assets are distributed across cloud and data centers. Traditional, fragmented security approaches focused on enterprise perimeters leave organizations open to breaches. A cybersecurity mesh architecture provides a composable approach to security based on identity to create a scalable and interoperable service. The common integrated structure secures all assets, regardless of location, to enable a security approach that extends across the foundation of IT services." *Gartner Group Top Strategic Technology Trends for 2022.*

Knowsys understands that in order to create leadership and to address the inherent risks associated with not having a holistic cyber defense strategy, we had to find a partner and solution that were several steps ahead of the industry – with this partner naturally coming from the military world. **Knowsys provides the Mil-Spec Cord3 Cyber Mesh Solution, which separates data security from applications,** enabling organizations to have **one data security policy that is implemented consistently across all application assets,** not a different data security policy and approach for every application. We *separate to elevate.*

| Cloud Native Platforms |

"By 2025, cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives — up from less than 40% in 2021. Lift-and-shift cloud migrations focus on taking legacy workloads and placing them in the cloud," *Gartner Group.*

Knowsys recognizes that being able to automate the heavy lifting (i.e. the analysis and understanding of application assets) would be critical to accelerating our clients' progress in their cloud journey. We have selected **CAST,** an innovative solution born out of France. **CAST** provides **MRI-like** visibility into complex, modern, and legacy applications from end-to-end. **CAST is able to reverse engineer complete architectures** to perform semantic and/or syntactic analysis, and to create a knowledge base of dependencies between all objects.

The outcomes we target utilizing CAST include: risk and cost reductions for cloud migration, velocity acceleration of application enhancement, refactoring, and cloud migration improvements in governance and architectural optimization.

| Decision Intelligence |

"By 2023, more than a third of large organizations will have analysts practicing decision intelligence, including decision modeling." *Gartner*

Decision intelligence allows organizations to take action on decreasing costs and spending or driving new revenue through the acceleration of empirical data-based decision-making.

Knowsys utilizes the **BCS Software Organizer** toolset to automate and actively manage the cost of software licensing risk. By automating and providing a managed service for software asset management, we free-up our clients to do strategic work instead of just tactical activities. We provide a **Software Asset Managed Service**, in addition to the use of these analytics tools to understand an enterprise organization's licensing risk - whether it be from a vendor audit or to take proactive action on cost reduction opportunities. Our service allows clients to use cost savings for strategic digital investments instead of unnecessary software spending.

Knowsys has also partnered with **ThoughtSpot, a leader in AI-enabled, self-service analytics tools targeted to business users. ThoughtSpot** is as easy to use as Google and allows decision-makers to ask complicated questions easily and get clear answers quickly without having to use IT as an intermediary.

| Total Experience |

"Total experience unifies four disciplines: customer experience, user experience, employee experience and multi-experience to create a better experience for consumers and employees. The goal is to interconnect and enhance each of these for a more holistic overall experience for all stakeholders....

....By 2026, 60% of large enterprises will use total experience to transform their business models to achieve world-class customer and employee advocacy levels." *Gartner Group Top Strategic Technology Trends for 2022.*

Knowsys has 27 years working with some of the largest and most complex organizations in the world. We successfully help organizations transform their customer, user, and employee experiences leveraging our **Integrated Portfolio, Customer, and Product Management discipline frameworks.** Adding to our multi-decade and global capability - the solutions and technologies we have described here will equip you with the necessary ingredients to **massively accelerate your organization's transformation**.

Knowsys Group Canada and USA.

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