

2020 VISION SET YOUR COURSE FOR THE FUTURE

Over 200 IT professionals hear why IT investment is now an imperative at Ergo's 20-20 Vision

Ergo Chief Executive John Purdy urged organisations that were *"punch drunk after many years cutting costs"* to turn the corner and look at new ways to leverage technology for business advantage.

Speaking at Ergo's 20-20 Vision event on Friday, he said: *"We have reached a point where a combination of better connectivity, standardised technologies and more affordable price points are making IT a business critical asset; not a cost base, not a burden, not a "nice-to-have", but a necessity if you want to compete and be successful as the economy starts to turn."*

Over 200 IT Professional attended the event at Croke Park in Dublin, where the company showcased a range of technologies as building blocks for the new economy. Drawing on partnerships with Microsoft, HP and Citrix – co-sponsors of 20-20 Vision – breakout sessions explored wide-ranging solutions.

Delegates had the opportunity to see practical demonstrations of ICT delivered as a service, and how to turn information into insights that bring businesses closer to customers. A third session looked at the role of the cloud in a new generation of managed services, a subject that was discussed in detail by the keynote speakers.

Tech gurus Tony Redmond and Microsoft's Andrew Macadam agreed that cloud adoption would be a central tenet of IT going forward, but both warned organisations that they need to make a compelling user case for its adoption. Martin McCormack, Director of ICT at Beaumont Hospital, also spoke about user benefits, how technology was only truly useful when it gets to the point of helping people work more effectively.

The second annual Ergo event also highlighted how one of Ireland's leading IT services companies has successfully reinvented itself and found a role as business advisor as well as technology consultant. *"This is not about technology for technology's sake,"* said John Purdy. *"It's a top table business discussion that goes far beyond the IT department. We have the solutions to help our clients win new business, open new markets, devise new ways of working, drive costs out and maximise returns."*