



BERT WONG:
**INNOVATOR OF NEXT-GEN
 MANAGEMENT CONCEPT**

The Editor, Mei Mei catches up with the man who has made a difference to the business of document and enterprise content management arena and led Fuji Xerox Singapore from a copier company to a leading document and knowledge management solutions leader today.

Bert Wong, the newly appointed Managing Director of Fuji Xerox Singapore is highly regarded for his 27 years of experience in systems, re-engineering and operational management and his role in spearheading numerous bold business initiatives contributing towards the company's exponential growth over the years.

Bert's business acumen, passion and charisma have earned him the reputation as a choice speaker in many business events and readers may look forward to meeting him at Marketing Institute's CEO Talk in 2008.

Resources of a company in itself can be a source of competitive advantage for an organisation. However, resources are generally of little use without capabilities to create value for customers. Please share your views on the four key components of strategic capabilities which are a potent combination of resources, people, process and activities.

People are our greatest asset especially when customization and collaboration is becoming the new rule of competition. Processes, resources, and activities have to be aligned in order to enable people to react and respond timely, accurately, and professionally to the demand of customers, and be able to provide the necessary advice, solution and services.

Do you see a growing trend of early adopters in harnessing on the convergence of traditional IT and the world of documents in the Asia region?

Traditional IT has been focussing on infrastructure, business, productivity applications, servers, PCs, printers - mainly the electronic world. The office administrator has been managing office equipments such as copiers, fax machines - the paper centric world.

Now that the multifunction device has become a networked device, IT can no longer neglect the MFD as one of the important business equipments. Now connected to corporate networks, linked to AD (active directory), deployed as Document Portals and linked to business applications and workflows - IT team are facing new demands and challenges in information and document security, document and content management and business process management. Users are no longer using the MFD only for making hardcopy duplicates or prints but the trend is now in exploiting the scan and route capabilities of these powerful devices for improving business workflows etc.

Businesses usually have a corporate/business strategy and IT strategy but most never had a document strategy. Faced with security threats, regulatory requirements and other compliance requirements, business have no choice but to also consider having a document strategy. A Document strategy -supported by an IT strategy will enable a business strategy to succeed.

There is a growing trend in organisations outsourcing many of their functions to specialists and flattening their structure. One of the key reasons for such initiative is because organisations are not leading edge in every department activities. What are the key criteria that companies should look out for in opting to outsource for better profit?

Outsourcing is a strategic way to align technology initiatives and business goals, and as a way to reduce operating costs. Often, companies begin the process by outsourcing non-essential business operations which may include people, applications, assets and other resources. It is important to start with a clear understanding of your business processes, particularly the connections between different business functions as it is the driver for choosing which functions can be outsourced. Next, examine how outsourced functions should be integrated with your existing business. Define metrics for the project, monitor them over time to ensure that the outsourcing is working properly.

Learning is necessary for knowledge to be created and for innovation to occur. In your views, how can an organisation build and sustain innovation?

Culture & Value: having values underlines the reasons for our behaviour. Have a culture that values innovation. Leadership: leadership is important as it impacts the culture and model the way for their followers. The leaders must first have to believe in innovation and learning, collaborate to compete, so that they can lead their team towards the same direction.