



## Avanade joins the MIT Center for Information Systems Research to bring insights and expertise to clients ahead of the market

*Multi-year investment will help companies enable their digital workers and accelerate their readiness for the emerging AI-first world*

**SEATTLE – November 14, 2017** – As the emergence of artificial intelligence and other advanced technologies reshapes the workforce, [Avanade](#) has become a patron of the Massachusetts Institute of Technology's Center for Information Systems Research (MIT CISR) to help organizations fast-track their capability-building for the future.

Recent research highlights that beyond the prevailing digital transformation focus on customer experience, there is an immediate imperative for organizations to also prioritize the digital employee experience – and start placing digital worker enablement at the center of their growth strategies for the emerging AI-first world. A [global survey of business executives](#) by Avanade found that implementing digital and AI technologies to augment the productivity potential of the human workforce will be critical for companies to remain relevant in their markets beyond 2020.

One of only seven patrons of MIT CISR globally, Avanade will support its clients to be more innovative and equip their digital workers for the changing workplace by facilitating privileged access to the center's research and resources as part of Avanade's [advisory](#) and [digital innovation](#) services. A recognized digital workplace leader globally, Avanade will also contribute to MIT CISR research and case studies showcasing successful digital transformation and employee experience strategies that large companies can apply to retain a competitive edge and avoid disruption.

"Digital transformation requires a 360-degree approach, because to be digital on the outside, you also have to be digital on the inside," said Adam Warby, Avanade CEO. "Data-driven artificial intelligence and other advanced technologies are fundamentally changing the way we all work. Joining MIT CISR will enable Avanade to bring insights and capabilities to our clients ahead of their competitors, both so they are strongly positioned to differentiate their digital workplaces and lead as innovators."

Avanade has worked with hundreds of clients across the world to help them develop innovation strategies and implement digital tools and processes that optimize both the employee and customer experience, including [Airbus](#), [Delta](#), [Henkel](#), [GroupM](#) and [Williams Martini Racing](#). Avanade's digital transformation and human-centered innovation expertise aligns closely with the research focus areas of MIT CISR, notably digital business design, employee experience, data and analytics, and cognitive computing.

"MIT CISR research shows large companies in the top quartile of employee experience are twice as innovative and 25% more profitable than those in the bottom quartile<sup>1</sup>," said Peter Weill, MIT CISR Chairman and Senior Research Scientist. "The Center for Information Systems Research at the MIT Sloan School of Management is pleased to welcome Avanade as a Research Patron."

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<sup>1</sup> MIT CISR Research Briefing, Vol. XVII, No. 6, June 2017, [http://cisr.mit.edu/blog/documents/2017/06/15/2017\\_0601\\_employeeexperience\\_derysebastian.pdf/](http://cisr.mit.edu/blog/documents/2017/06/15/2017_0601_employeeexperience_derysebastian.pdf/)

**About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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