



**Mickey North Rizza**, Program Vice President,  
Enterprise Applications and Digital Commerce

## **What do you see as the number one change in enterprise applications and digital commerce in the next two years?**

In the next two years enterprise applications and digital commerce products will continue to advance at a hypersonic pace. More innovation, new vendors and products, and the intelligent connection of data, workflows, people and organizations are quickly increasing the technology selection for the IT and line of business buyer. For example, the coupling of external data such as weather, news, regulations, and benchmark indicators with organizational transaction data, customer preferences and resources can immediately provide real time insights into customer satisfaction, revenue and profitability. The massive amounts of data connected to the organization and its resources is rapidly changing the mix and engagement of resources, while immediately providing real time insights and valued outcomes.

## **What path did you follow to get into information research advisory/analysis, especially in your focus area(s)?**

As a former supply chain executive, I find great satisfaction helping organizations find solutions to improve their organization's performance. Exceptional performance on a continuous basis is the new mantra in the DX economy; helping our clients achieve this new standard is very rewarding.