

Five rules for your own Hyperscale and Microcare success

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"Hyperscale and Microcare are the key drivers of the digital economy." Each of our interviews with people from extremely different digital backgrounds started with this sentence. These took place as part of our cooperation with Bloovi on digital transformation in a Belgian context. We extracted the key takeaways from those fascinating discussions, which we share with you in this very last part.

A common thread throughout the nine interviews we conducted over the past year is that technology is usually not the hardest nut to crack in a digital transformation initiative. Recruiting technical profiles is no laughing matter, but there is a lot of talent and experience available in the rich Belgian ecosystem.

We have packaged our insights into five rules that emerged in the interviews as critical to digital transformation success. In a first closing article on 'Hyperscale and Microcare as key drivers of the digital economy', we touched on the following two points of attention: be as specific as possible and start from the job-to-be-done of a known user. And also: keep the lead group and the pack together and steadily renew your company's culture through a clear mission. In the second and final article, we will zoom in on the other three elements. You can read exactly what they are at **Bloovi** (part 2) (in Dutch).

About Hyperscale & Microcare

In this interview series Peter Verhasselt and Nick Boucart of Sirris zoom in on the essence of digital business: scalable online services. It is not software or yet another hype of technology that is central to this, but the ability to combine scalability and customer centricity. Order their book 'Hyperscale& Microcare' here.

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