



Doug Albregts

CEO and President

What strategies have you implemented at your organization to contribute to it being named a 2018 Thomson Reuters Top 100 Global Technology Leader?

We decided our culture had to evolve into becoming an irresistible technology partner to our external stakeholders. We made a very strategic decision to get away from activities that weren't essential to becoming a technology leader in our space.

One of the biggest questions we faced as a company was how to expand our technology offering and product portfolio into meaningful solution offerings without disrupting our complex business model. We enlisted Tech Data (TECD: NASDAQ), a world-class distributor of IT solutions to help us provide greater efficiency in logistics and other backend functions. But more importantly, they enabled us to expand our product offering with complimentary third-party products that allowed us to get more control over our customers' networks.

This full solution technology approach creates a "stickiness" within our customers' IT organizations that can eliminate the need for costly RFPs that bog down the organization and increase the sales cycle time.

What does technology leadership mean to you?

Technology advancements have a tendency to outpace the ability for many enterprises to keep pace and decipher what's truly meaningful to their business. Our job is to make that education and implementation much simpler for our partners. For me, providing technology with measurable results and benefits is what leadership is all about. We're constantly thinking about the impact our solutions can have on the workplace.

How is the changing technology landscape impacting your business?

Everything is becoming "smarter." The way we work and the way we live.

The biggest buzz acronym in technology at the moment is AI (Artificial Intelligence) and the impact it will have in our homes and offices. Of course, AI has been incorporated into many of the technology tools we use today, like cell phones, but its full potential is yet to be unleashed into other everyday products and services.

As a provider of technology hardware, software and many other solutions, it's critical we invest in areas that stay true to our commitment of being an irresistible technology partner. Getting that right will determine our future.

What does the future of technology look like to you and your organization?

The future looks bright. With voice recognition technology, retina and facial scanning technologies, and predictive data analytics becoming more common, Sharp is leveraging these technologies to revolutionize how we work and live. As one example, specific to the workplace, we are working on an assist bot that uses these technologies. It will revolutionize meetings making them easier to facilitate and more productive.

Our customers want to be more agile, quicker to react, and more effective in everything they do. They want to deliver great customer experiences, take advantage of new technologies to cut costs, improve transparency, and build value for their shareholders.

Technology will be the catalyst for making those things happen. My job is to assure that Sharp is ready to meet the needs of this new dynamic market opportunity.

