



Est. 2010

Directors Club[®]

To endeavour. To achieve

Winner's Webinar

SHOWCASING THE WINNERS OF THE UK NATIONAL INNOVATION AWARDS 2020

Title

From “Digital Transformation” to “Digital Innovation”

Digital innovation drives the redesign of processes and workflows based on the outcome required rather than product limitations

Presented By

Alcatel-Lucent Enterprise

Winner

UK National Innovation Award 2020

When

Tuesday, November 17th, 11am – 12pm GMT

R.S.V.P.

Please register now via the secure GoToWebinar link below:

<https://register.gotowebinar.com/register/6349819698803253008>

If the link doesn't open, try pasting it into your browser

Please contact jon.snow@directorsclub.world if you require assistance

Dear Members & Invited Guests,

Winner's Webinar by Alcatel-Lucent Enterprise | Tuesday, November 17th, 11am – 12pm GMT

Directors Club® United Kingdom cordially invite you to attend a webinar presenting **Alcatel-Lucent Enterprise**, winner of a UK National Innovation Award 2020.

The session is titled:

From “Digital Transformation” to “Digital Innovation”

R.S.V.P.

This webinar is free and open to all. Click the secure GoToWebinar link below to book your place:

<https://register.gotowebinar.com/register/6349819698803253008>

Overview

Digital transformation for much of this year has been spent in crisis mode, keeping the lights on whilst dealing with a newly disparate workforce.

How do you now elevate yourselves from the reactive provision of home working tools to proactively managing real change?

Digital innovation drives the redesign of processes and workflows based on the outcome required rather than product limitations.

Find out how **Alcatel-Lucent Enterprise Rainbow** creates the intimate relationship between machines, devices, applications, and humans required to address customer engagement needs, automation and operational efficiency.

We'll discuss how Rainbow provides the framework to deliver optimised processes and services, addresses the cultural change required in order to adopt these new practices and empowers the new locations, workstyles and communication channels of your employees and customers.

Alcatel-Lucent Enterprise

We are Alcatel-Lucent Enterprise. Our mission is to make everything connect with digital age networking, communications and cloud solutions. Our solutions are tailored to our customers' industry providing built-in security and limited environmental impact. We offer flexible business models: in the cloud, on premises, and hybrid.

Over 100 years of innovation have made us a trusted advisor to more than 830,000 customers around the world.

For more information, visit our web site at: <https://www.al-enterprise.com>.

Directors Club® United Kingdom

Today's Directors Club® has its origin as a supper club in London's Mayfair.

The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the Directors Club® and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation or recommendation.

For more information, visit our web site at: <https://directorsclub.world>.