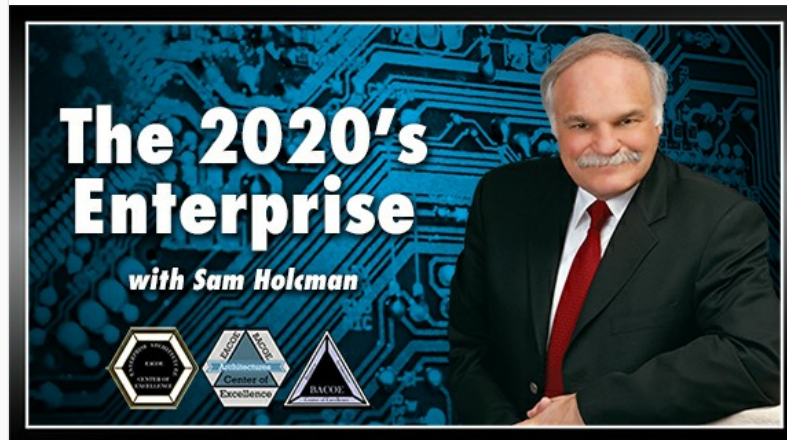


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**October 23rd 2019: The Critical Role of the
Business Technology Collaborator/Partner**

Phrases such as technology supports the business, or needs to be aligned with the business, are industrial age thinking. It is like saying finance supports the business. These functional areas are the business, in the same way technology is the business. The Business Technology Collaborator/Partner (BTP) provides the focus that understands the business needs, the possibilities of technology to address these needs, and presents a business case that is suitable and understandable to the business stakeholders, and is transformable by the technology specialists. A BTP is quite different from b

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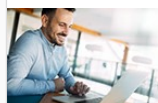
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