

Digital Business

A new approach that gets to the heart of business's technology needs. More space is devoted to our 'definitive' articles on the use, management, and investment in today's technology, plus thought leadership on best practice and IT that will shape tomorrow's organisations. Featured in this issue:

- **IT: transforming the developing world**
- **The power of design in the digital age**
- **Can You Believe IT? A look ahead to technology that will change business**
- **Does IT work?**
- **IT First Aid: Demystification and practical advice from Ade McCormack**
- **What's New: Latest products and services from the vendors**
- **My Ideas: a senior business figure's thoughts on IT**
- **Perspectives: Alan Cane puts IT in the wider context**
- **View from the Valley: Chris Nuttall on the latest thinking**

The Financial Times proposes to publish the following FT Report on June 16 2010.
Deadline for completion of articles: June 2.

We plan to include the following features (please note that this list is provisional):

To receive news of updates to our schedule, send your e-mail address to digitalbusiness@ft.com, with "UPDATE REQUEST" in the subject field.

Big Page Feature

IT: transforming the developing world

IT has revolutionised the way businesses in developed nations operate; yet it has made only relatively modest inroads in developing countries, which have yet to benefit from the efficiencies and opportunities that it brings. This feature will look at the reasons for the slower take-up of technology in developing parts of the world – the lack of resources to invest in infrastructure; the absence of a skills base; poor understanding among the population of the benefits IT can bring; and inadequate

government support, especially in the fields of taxation and regulation. Cultural sensitivities can also play a part and need to be taken into account to ensure the technology adopted will not clash with local culture. It will seek views on what needs to be done to create an environment in which IT can flourish and its benefits be maximised.

The article will ask fundamental questions, the biggest one being: can IT bring more than just change? Can it really tackle the problems faced by developing countries, such as poverty, social inclusion, education and justice?

It will go on to look at what IT can achieve in developing nations, from administration in the public sector, through large businesses, to smaller businesses and individuals. It will pay special attention to the quick wins that can be achieved in the fields of connectivity and collaboration. The “bang per buck” from telecommunications can be a driver in kick-starting economic growth.

It will also look at what has been achieved in different parts of the world, comparing the rise of IT in some Asian countries with the relatively stagnant performance of some African economies. With institutions in some developing countries having escaped the worst of the current economic meltdown, does this leave them in a stronger position to invest in the latest IT, exploiting their late-adopter advantage, and enabling an expansion of sustainable banking services in their region that could be drivers or economic growth? **1,400 words, Jessica Twentyman**

Big Page Feature

The power of design in the digital age

Design is central to shaping the future. Anything that is built or manufactured must go through a design process – a process that, with computerisation, enables the previously unthinkable not only to be thought, but made reality. Design tools mean that ideas can be experienced before they take physical shape.

The speed at which products develop and become obsolete increases the demands on the design function, and the requirements of regulators and environmental constraints pose extra challenges to designers. At the same time, visualisation software, prototyping, a singular view of the object being designed, greater collaboration (even with customers), and other advantages will lead to faster, more accurate and responsive design.

This feature will look at the development of computer aided, visualisation software and the changing interface, new design processes in the digital age, new materials, and how advanced design technology enables greater product differentiation. It will also discuss architecture, buildings and infrastructure and designing digital cities, as well as design’s contribution to enhancing sustainability. **1,400 words, writer TBA**

Issues for Business

NEW REGULAR FEATURE – Can You Believe IT?

A new series focusing on a new piece of surprising technology that could one day change the way businesses operate – or even the world. **Joia Shillingford, 600 words**

Does IT work

A look at how a particular aspect of IT is affecting businesses. **950 words**

NEW REGULAR FEATURE – First Ade

What can your business do to be better at IT? **Ade McCormack** begins a new regular feature that demystifies technology and offers easily digestible and practical guidance on how it can best be used. His rolling list of topics will include security, being green, mobility, and web strategy.

What's New: Launches and Updates Digest

Keeping general business abreast of the most interesting products and services. A selection of highlights to keep opinion-formers informed about the technology industry's output. **Geoff Nairn**

NB: A new edition of Geoff Nairn's What's New round-up appears every Tuesday at www.ft.com/digitalbusiness

Interviews / Ideas

My Ideas

Either: A senior executive or industry expert is interviewed about their relationship with technology; the importance they attach to IT in their business and their sector; how it can differentiate their company or provide it with competitive advantage; and whether their business sees IT as strategic or simply a cost. Or they put forward their own ideas in their own words. **1,200 words**

Valley View

Chris Nuttall's column that captures the colour and flavour of life in Silicon Valley.

Perspectives

Alan Cane, our regular columnist, places today's technology in context.

Editorial Information for FT Digital Business

Background information for articles or themes that have not yet been assigned to individual writers should be sent, by e-mail only please, to digitalbusiness@ft.com where they will be considered by Peter Whitehead, FT Digital Business editor. Please do not use individual e-mail addresses, fax numbers or post.

Once articles have been assigned (the synopses on the Digital Business pages of FT.com – accessible via 'Looking Ahead' link – will be updated), please send information directly to the writers concerned. Information on writers, and their email addresses, is available via the "Writers and Contacts" link at www.ft.com/digitalbusiness.

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