

The Role of Cloud in the Transformation of IT

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October 2013

Abstract

IT is undergoing tremendous changes as an organization. Being pressured to move from technology operations into innovation and business value delivery requires a whole new approach to IT where the keys to success include viewing IT as an ecosystem, becoming a solution provider organization, and moving a step closer to the dissolution of IT into the business. Cloud, as the platform of the future onto which companies are building or migrating their mobile, eCommerce, social, collaboration on enterprise applications; is the key to the transformation of IT. A transformed IT is envisioned as the enabler of the business in our highly connected mobile global world.



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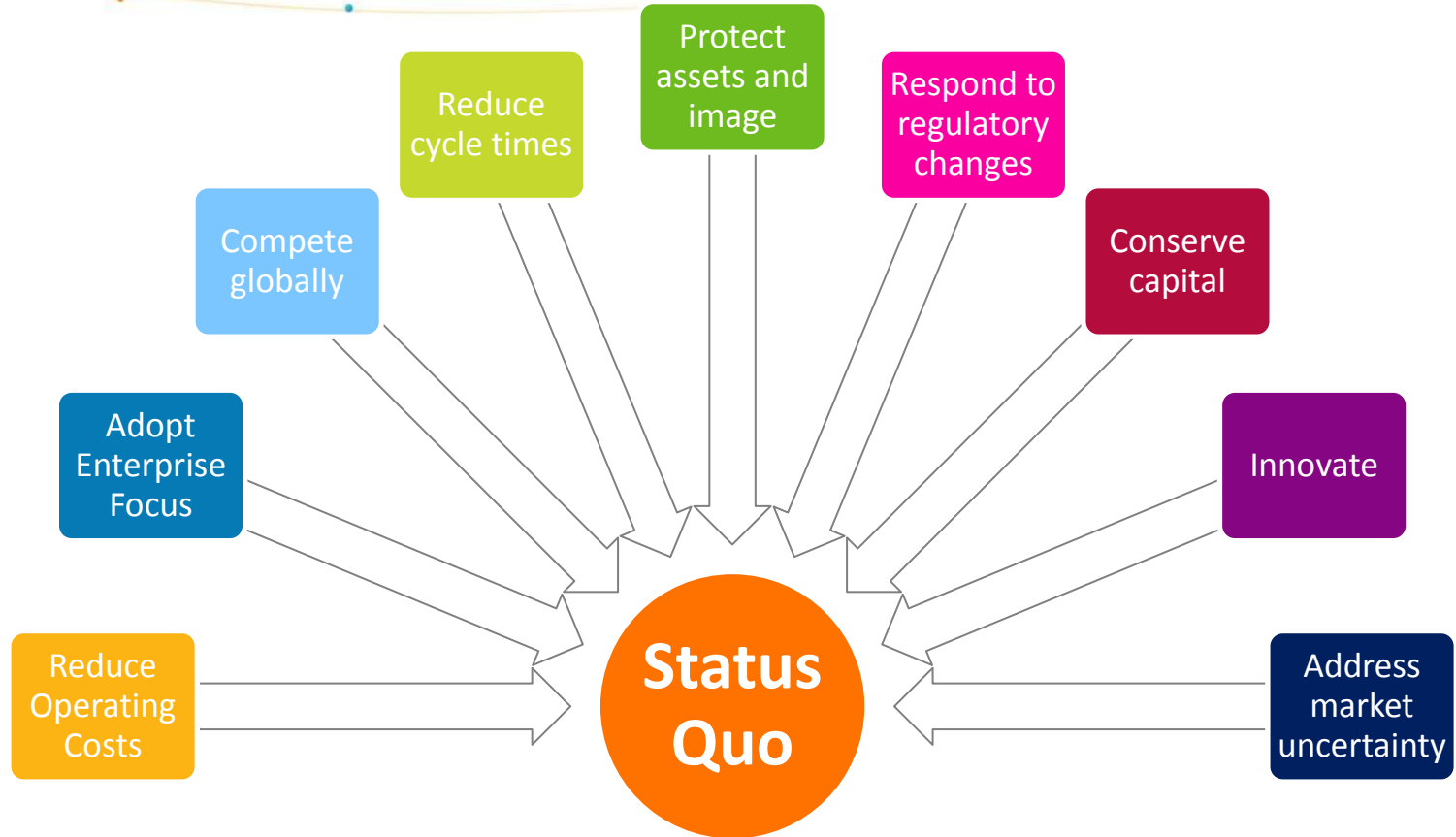


1.0 View from the C-suite

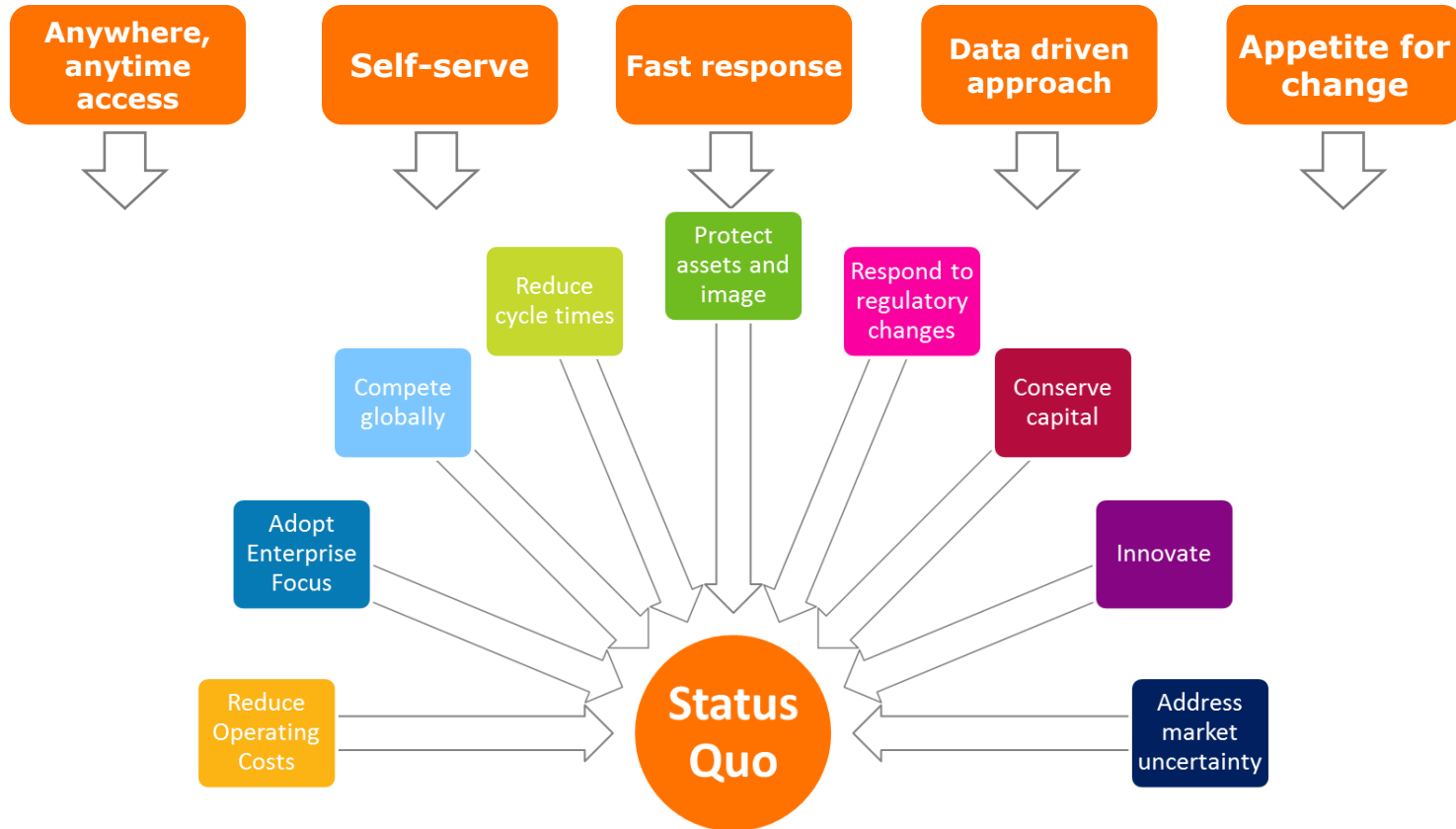
What are the drivers of change?



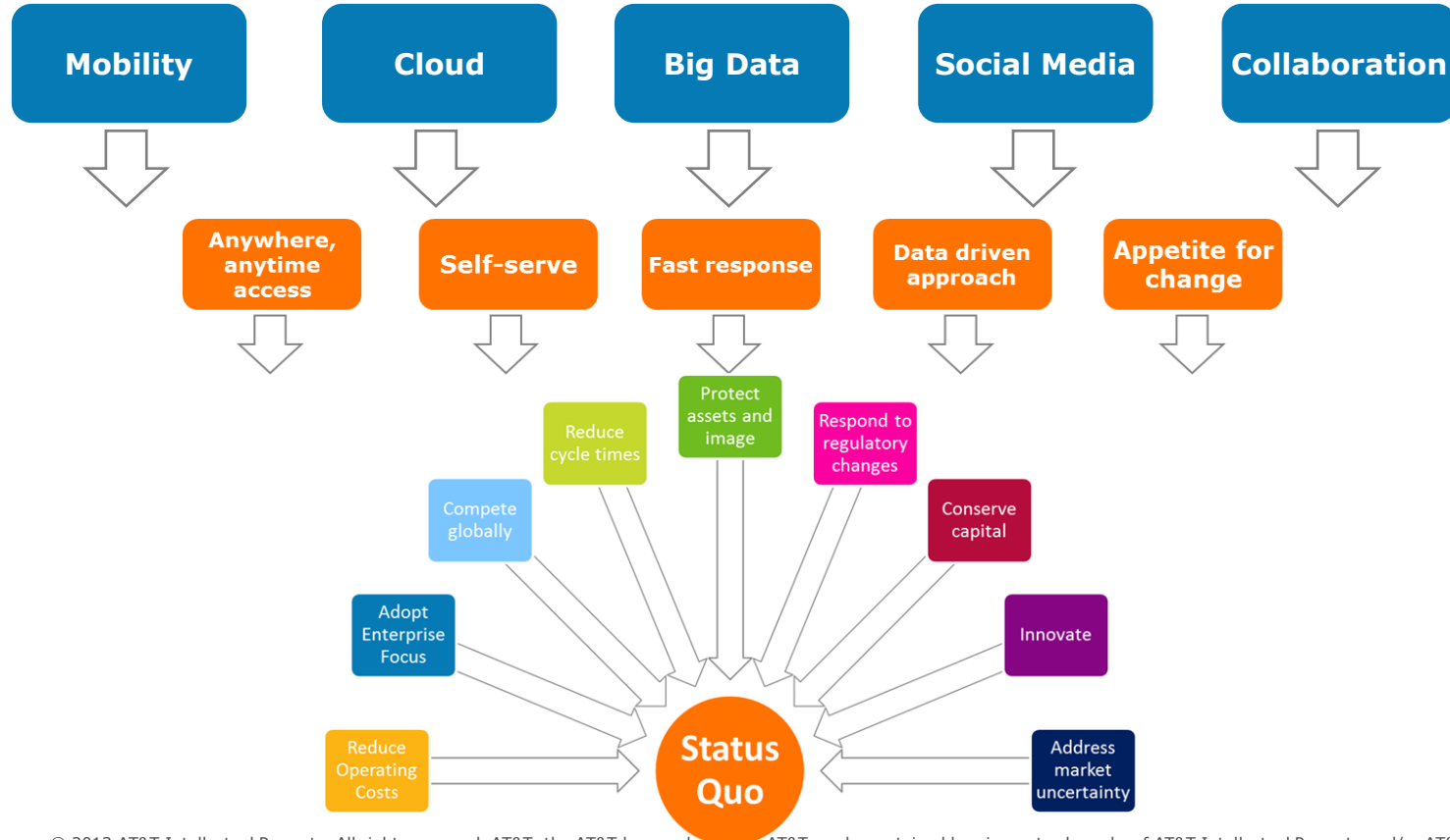
Companies are under siege from internal and external forces...



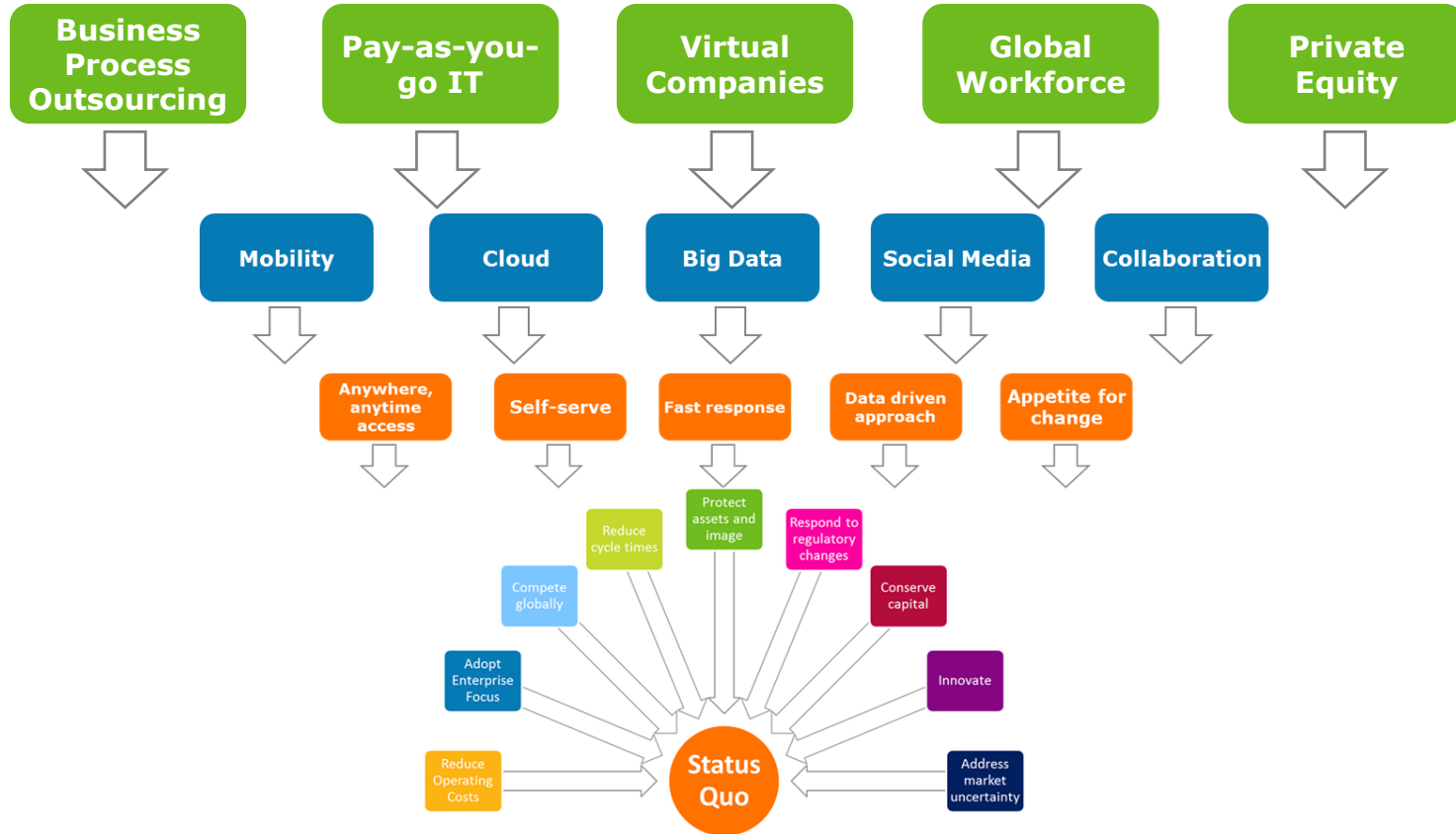
...compounded by consumer expectations ...



...enabled by a new wave of technologies...



...enhancing the ability of others to compete



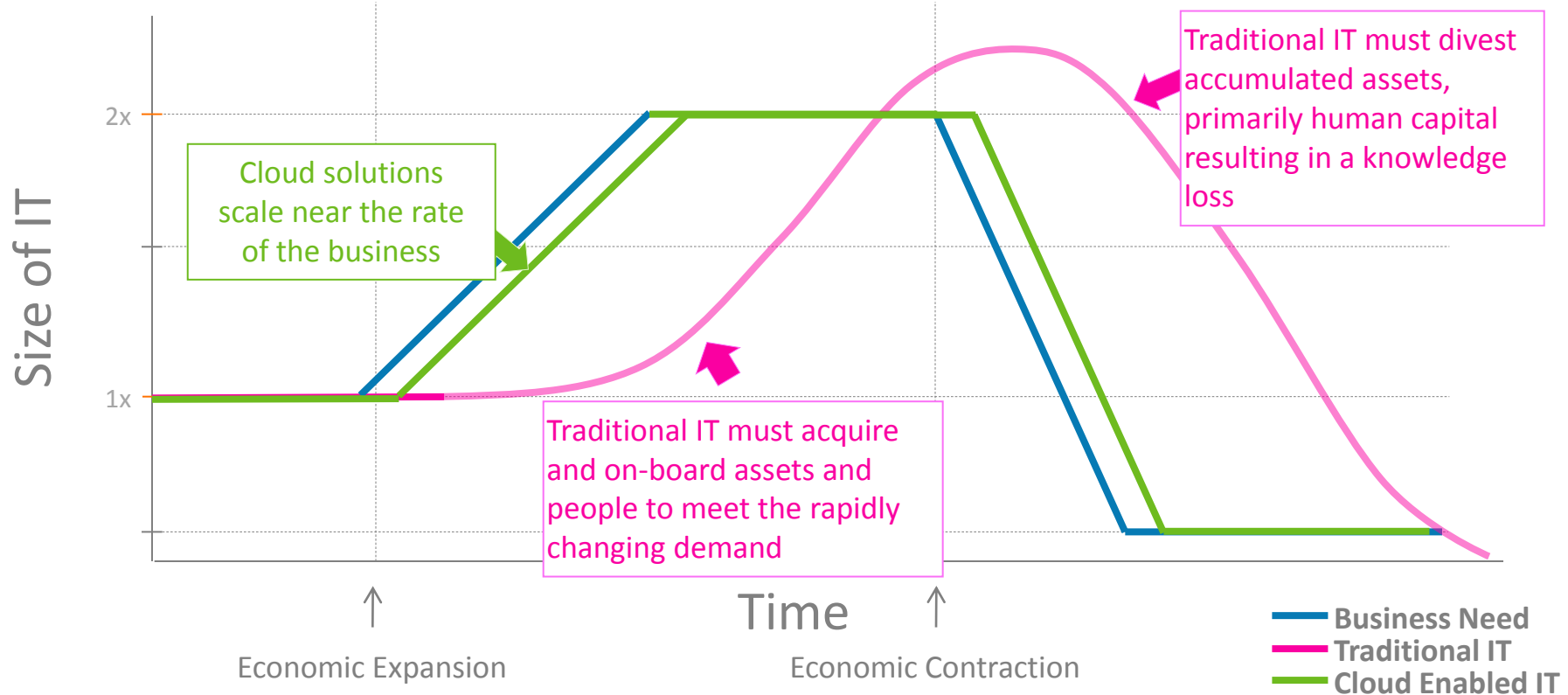
While the business is trying to grow in the face of disruption...

- Delivering a seamless customer experience
- Reducing the time to market
- Increasing transparency
- Improving collaboration
- Developing new products and approaches
- Identifying and beating emerging competitors

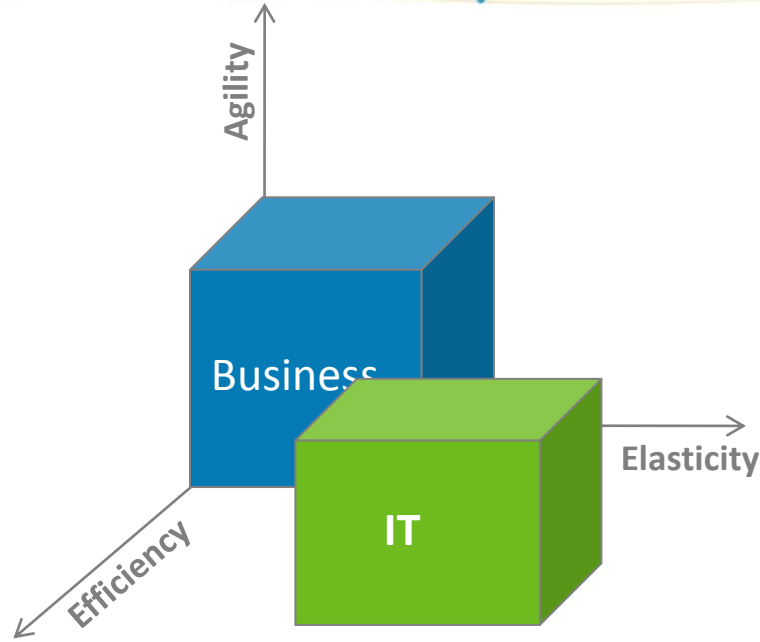
Everyone in the C-suite wants more from IT



CEO's want agility



CFO's want efficiency while COO's want elasticity



Direct Costs

Optimized by matching people, process and technology costs to the need represented by the size of the IT cube

Indirect Costs

Optimized by matching IT to business demand represented by the location of the Business cube

The difference in cube size and location reflects the disconnect between the business and IT



So CIO's ~~want~~ *need* options that won't threaten their companies or their careers

Private Cloud (Command & Control)

- Move up the cloud learning curve
- Identify ways to drive revenue in addition to the cost savings
- Explore regulatory compliance challenges
- Resolve security concerns

Hybrid Cloud (Speed & Innovation)

- Provide options when confronted with challenging business requirements:
 - time to market
 - cost
 - geography
- Meet unforecasted demand
- Remake the cost curve



2.0 Here's the problem

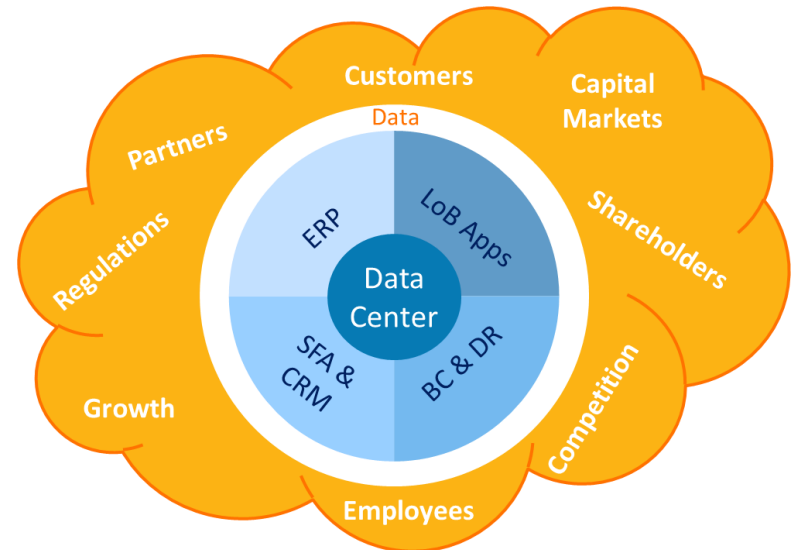
Have we been heading in the right direction?



IT is scrambling to mask the inherent incompatibilities of existing models with those required to meet emerging needs

- Today's IT is built for centralized data management, a model largely incompatible with mobility, globalization, and real time execution
- IT is being told to focus on value delivery and innovation
- As a result the model is unable to meet needs for agility, efficiency, and elasticity

Continued evolution of existing IT models entrenches historical decisions, limitations, and mistakes in our future!



How many of these forces were considered when you built your current IT platform?

Democratization of Technology: consumers have moved from telephone to email to chat to Web 2.0 technologies to mobile in the past 15yrs for purchases and support

Employee Satisfaction: new employees today have never functioned without laptops, mobile phones and the Internet and want to bring their own devices

Partner Integration: supply chain integration has moved well beyond automated invoicing over the past 20yrs

YoY Growth: the prime indicator of company health on Wall Street, not profitability

Global Competition: we now compete on a global basis with commodity capabilities making differentiation difficult and requiring penetration of foreign markets

Emerging Regulation: since the Clean Air Act governments have created more regulation than in prior history

Transparency: now the name of the game and a fundamental requirement

Shareholder Activism: shareholders hold corporations to a higher social standard, using social media to multiply the impact



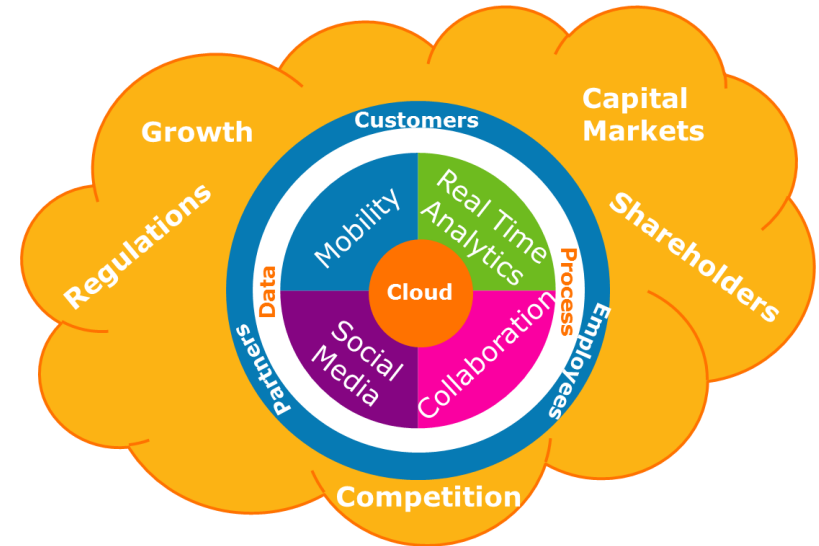
3.0 What's the solution?

Why cloud of course!



IT must quickly rebuild for agility, efficiency and elasticity

- Cloud is the platform on which eBusiness tools are being built
- Customers, Partners, and Employees need to be recognized as the foundations of success and fountains of innovation
- IT needs to focus on delivering the application (process & data) and the end user experience across any channel in any location
- To do this IT needs to shift focus from managing technology to delivering business solutions
- The focus is shifting from vendors and partners to ecosystems



Transformation impacts everything & everyone

	Yesterday		Tomorrow
Data Centers	Multiple, fixed	→	Virtual
Infrastructure	Fixed Allocation	→	On demand
Applications	IT backlog	→	IT enabling Business Units, API's
Collaboration	Limited	→	Social networking, mobility
Network	Slow, calculated	→	Dynamic, mobile, SDN, IPV6
Mobilization	Getting started	→	BYOD, Smart Devices, Big Data
Security	Point Solutions	→	As a Service, Built in, Clean Pipe



The pace of innovation is outstripping IT's ability to stay abreast

Investment Priorities



Solutions



Platform



Network

Game Changing Trends

Real Time Analytics

Time to Market

Mobile apps

Customer Experience

Digital-and Omni Channel

Revenue

Reputation Management

Software Defined Data Center

Micro Data Center

Identity

API's

Governance & Compliance

OpenStack

SLA's

Brokerage

Software Defined Network

Federation

IP V6

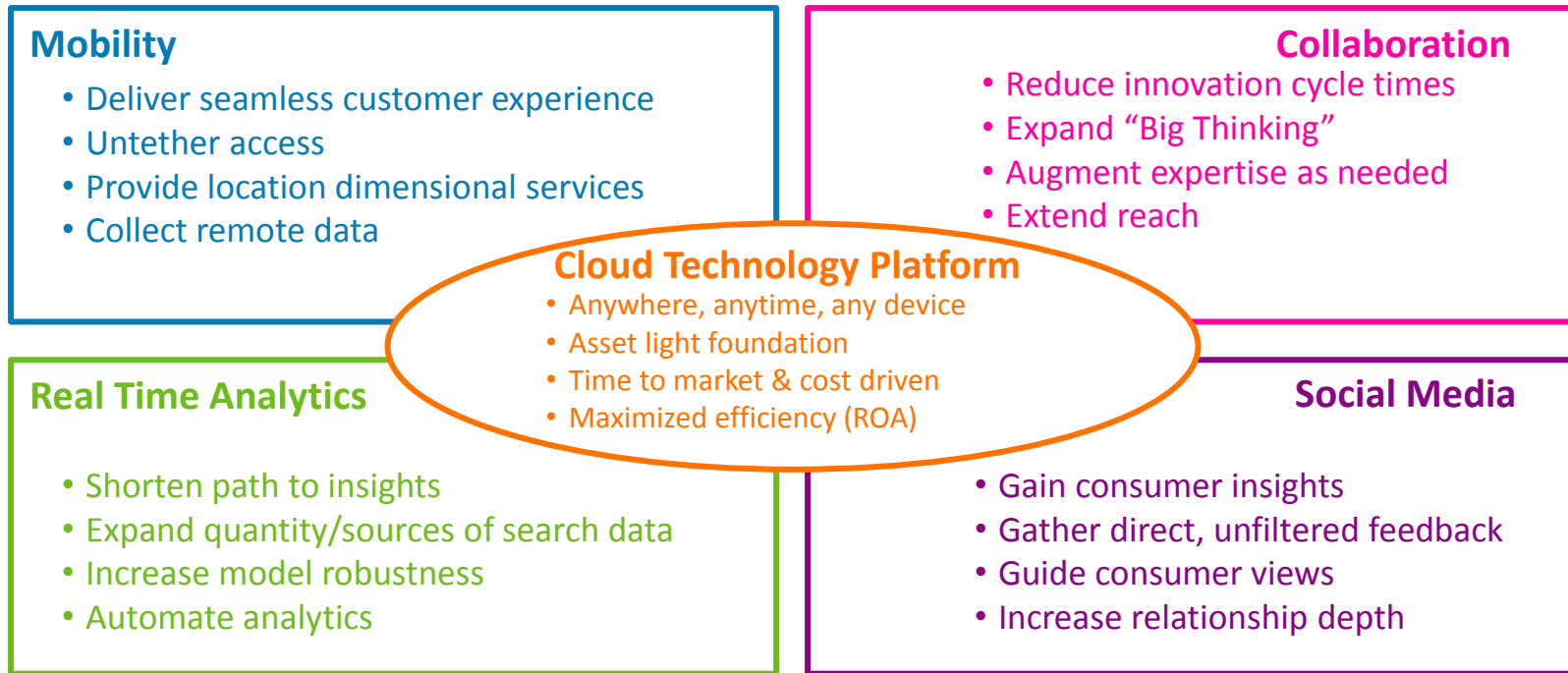
Fixed Mobile Convergence

Cloud Network Enablement

Wireless Quality of Service



Cloud is the platform for transformation and nothing operates in isolation



Mobility First is the future of the enterprise

Enable Transformation



- Performance
- Efficiency
- Operational Excellence
- Value

COMPETITIVE

Simplify Communications



- Anywhere
- Any time
- Any device

GLOBAL

Flexible & Secure Infrastructure



- Quality
- Reliability
- Converged

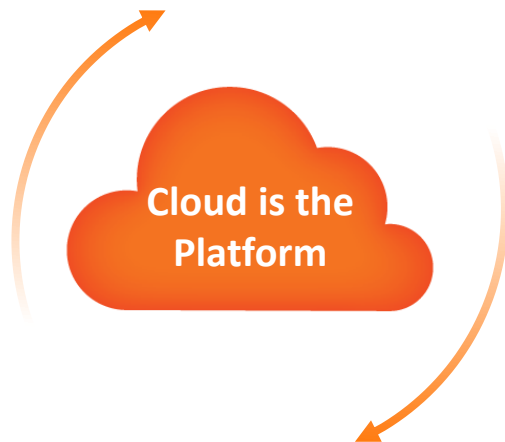
ENTERPRISE

Optimizing Commerce



- Speed
- Productivity
- Reliability

GROWTH



Real Time Analytics are key to moving from reactive to proactive

Analytics On Demand



- Volume
- Variety
- Velocity

MULTI-DIMENSIONAL

Decision Support & Automation



- Scenario Evaluation
- Risk Management
- Decision Capture

INFORMATIVE

Discovery



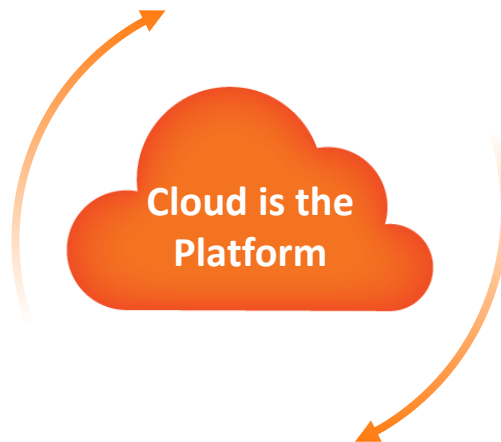
- Mining
- Analytics
- Search
- Enrichment

ACTIONABLE

Two sides to Same Coin

Real Time Analytics  Social Media

GROWTH



Social Media is the common thread through the consumer life

Product/Service Awareness



- Campaigns
- Offers
- Ad placement

REVENUE

Gain Insight



- Analytics
- Modeling
- Validation

RESEARCH

Product Development



- Suggestion box
- Questionnaires
- Focus groups

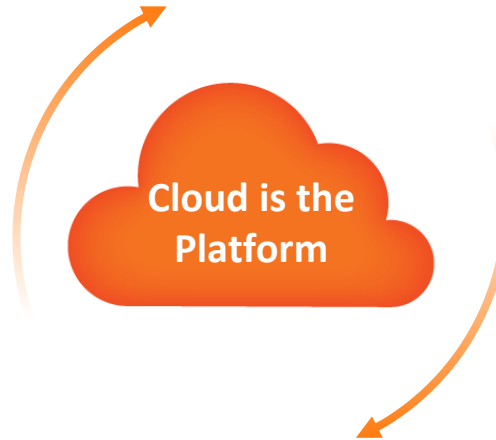
ENGAGE

Customer View



- Sentiment
- Topics
- Comments

MONITOR



Collaboration is the next productivity frontier

Unlock Value



- Differentiation
- Growth
- Business value

INNOVATION

Share Knowledge



- Exposure
- Continuity
- Lessons Learned

RETENTION

Expand Interaction



- Strategy
- Product development
- Research

RELEVANCY

Global Footprint



- Opportunities
- Capabilities
- Regulations

TIME TO MARKET

Cloud is the
Platform





Rethink Possible

