

BEST OF BREED CONFERENCE

Vince DeLuca

Chief Executive Officer

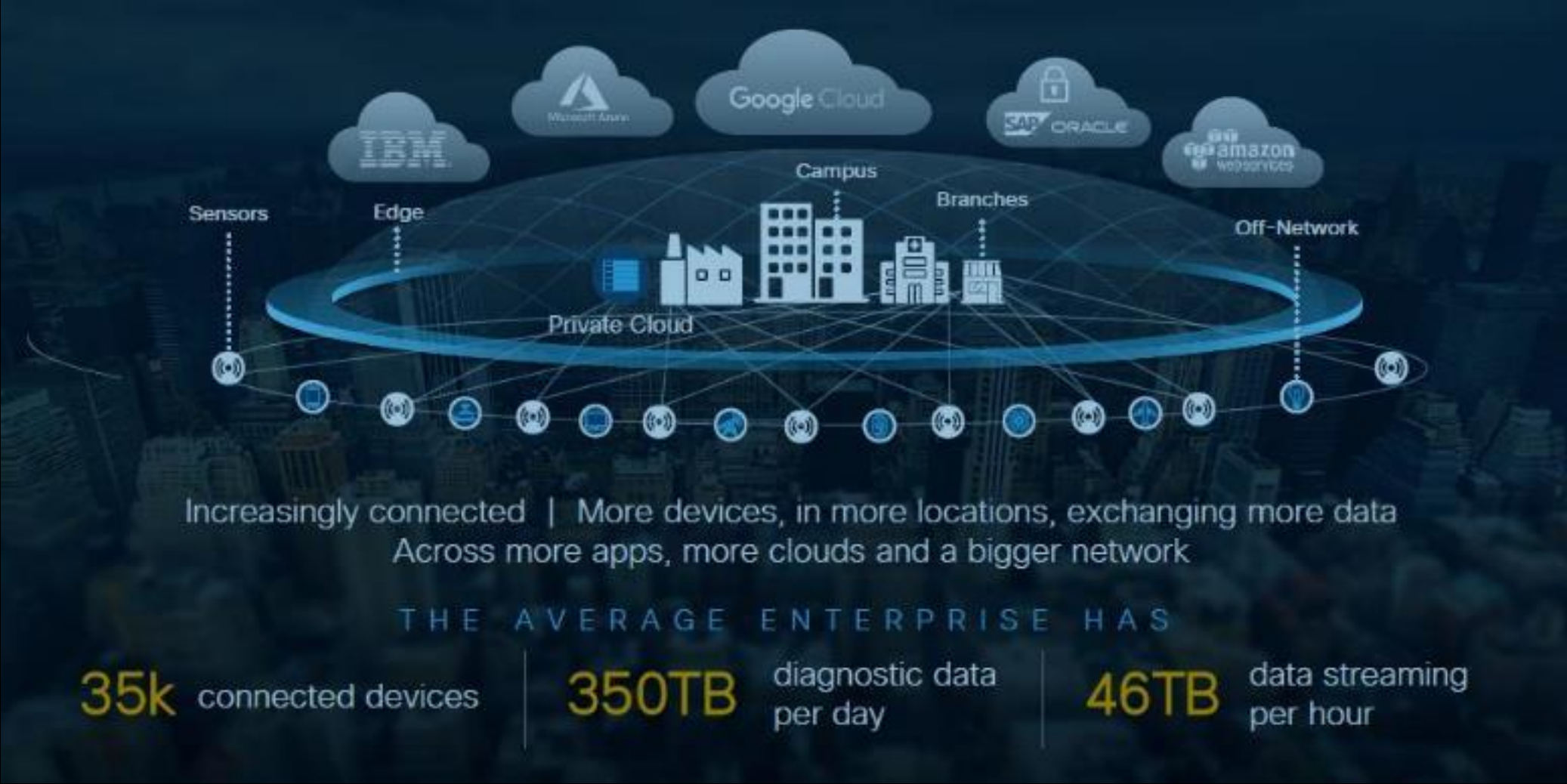
Logicalis

#BOB19 | @TheChannelCo

The World is Changing Fundamentally and
the Pace of Disruption is Accelerating



And the world is becoming ever more complex



Increasingly connected | More devices, in more locations, exchanging more data
Across more apps, more clouds and a bigger network

THE AVERAGE ENTERPRISE HAS

35k connected devices

350TB diagnostic data per day

46TB data streaming per hour

Market Disruption

Unpredictable
and intense
competition



Disruption arising
from all directions



Digitization and
Globalization are
blurring lines
across all sectors



Technology
is changing
behavior



Quicker Product
Life-Cycles



Advanced
Production
Methods



Price
Transparency



Business Model
Changes



An Era of “Always On” Transformation

Disruption is...

Changing the traditional way that an industry operates, especially in a new and more effective way. To prevent something especially a system or process from continuing as usual or as expected.

Transformation is...

The evolution and modernization of the legacy business to create new high-performing businesses suited to today’s competitive environment and that of the future.

Making a Pivot



The Future Won't Wait Forever

Virgin Group founder Richard Branson recently observed:

“Every success story is a tale of constant adaption, revision and change. A company that stands still will soon be forgotten.”



8 Key Shifts for Strategy Acceleration

Strategy is a journey



Making big moves



Holistic performance



No more peanut butter



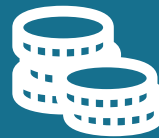
Open risk portfolios



Debating real alternatives



Liquid resources



The first step



Market Opportunity

Digital Transformation

Innovation Accelerators



Next Gen Security



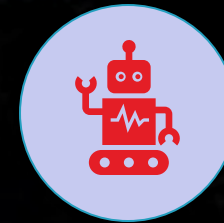
Augmented and Virtual Reality



Internet of Things



Cognitive Systems



Robotics



3D Printing

Third Platform



Cloud



Big Data/
Analytics



Social
Business



Mobility

Shifting Landscape



**Sell Complex HW and SW
To IT Buyers**

Software Eating Hardware

Cloud Eating On-Prem.

Services Eating Products

Business Buyers More Influential

**Offer Outcome Services
For the Business**



The Great Divide

SUPPLIERS

Product
Focused

CUSTOMERS

Outcome
Focused

Much of Future Supplier Growth and
Differentiation Will Be
Determined In This White Space

Go to Market Trends

WHAT'S HOT

The Business Buyer

Selling into OpEx Budgets

Business Expertise

Vertical Territories

Selling Outcomes

Customer Success

Business Process Discussions

Land, Adopt, Expand and Renew

WHAT'S NOT?

The Technical Buyer

Selling into CapEx Budgets

Technical Expertise

Geographic Territories

Selling Features

Discounts

Demoing Features

Large, Multi-Year Lock-In

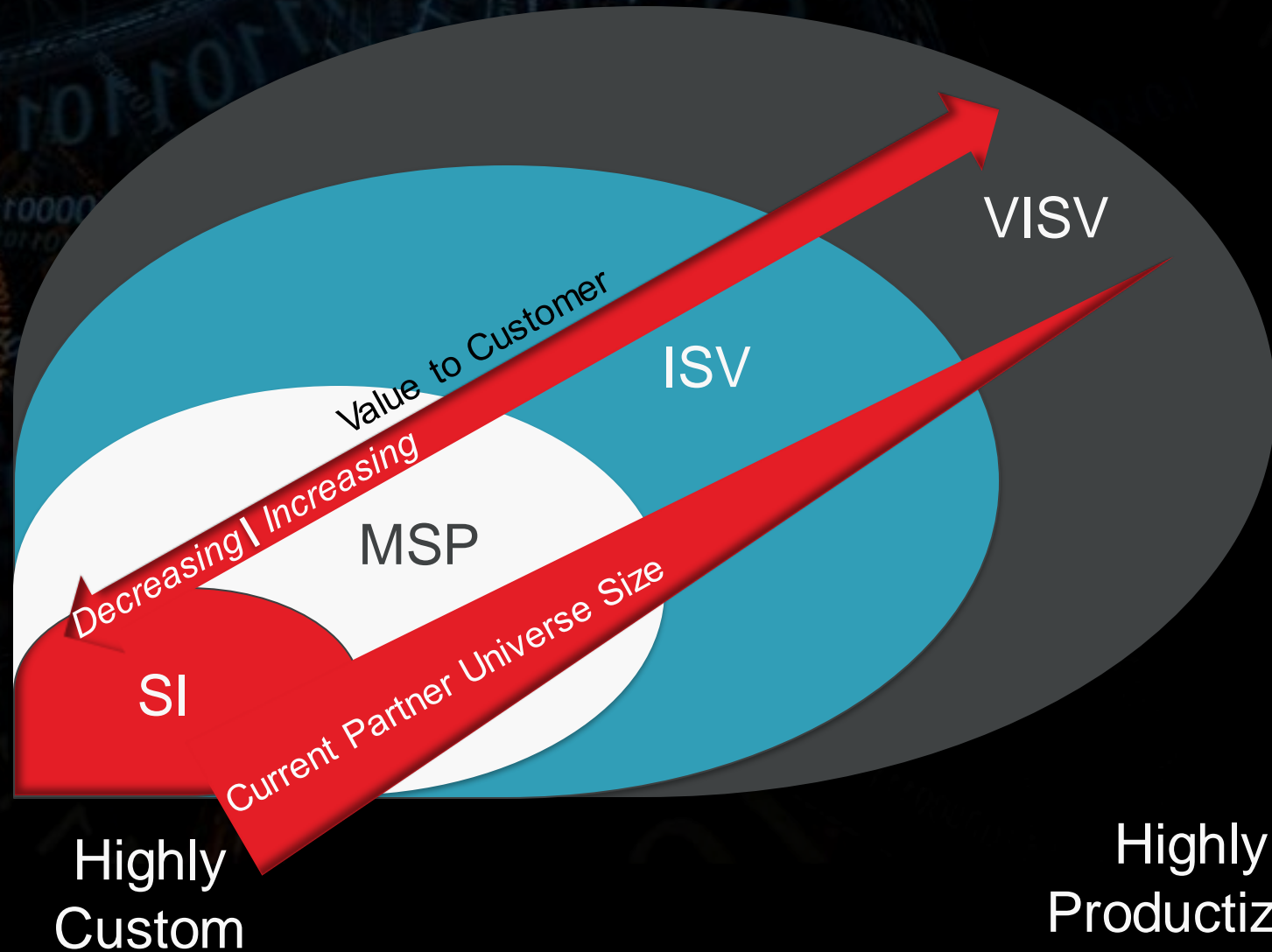
A Shifting Channel Archetype

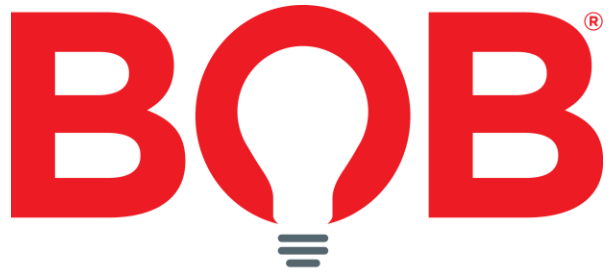
Industry/Function
Expertise

Software

Managed
Services

Traditional
Services





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Thank you.

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