



# Business Transformation Success:

Key conversations to drive business transformation success

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The World is Changing  
Fundamentally and Rapidly

# The World is Changing Fundamentally and Rapidly



**MOBILITY**




**5G**



**DATA  
EXPLOSION**




**CLOUD  
COMPUTING**



**AI**




**IoT**



**DEEP  
LEARNING**



**AR/VR**

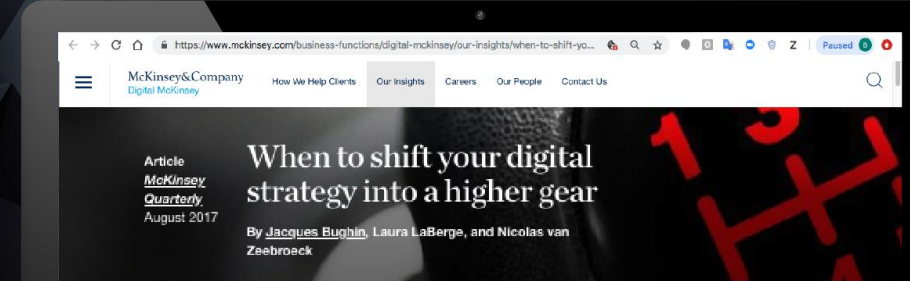
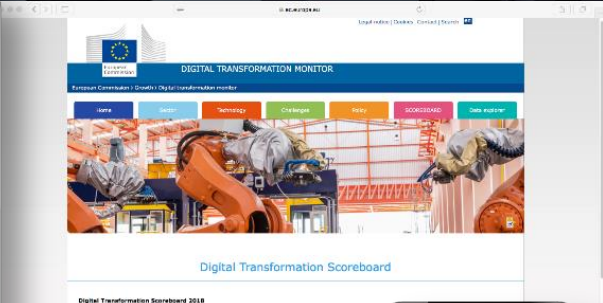
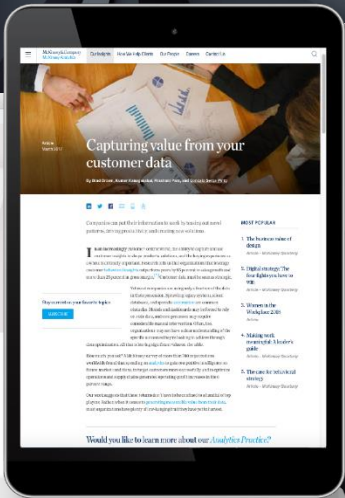
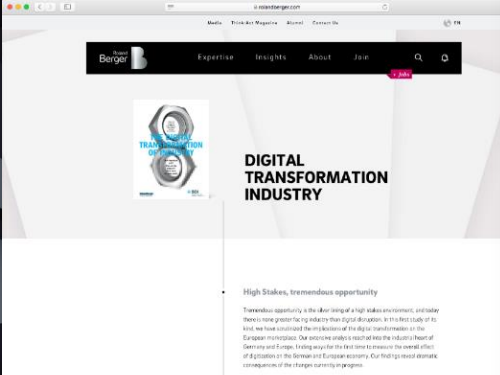


**ROBOTICS**

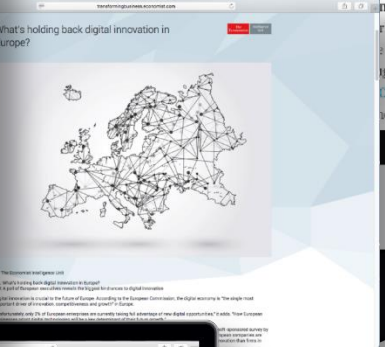
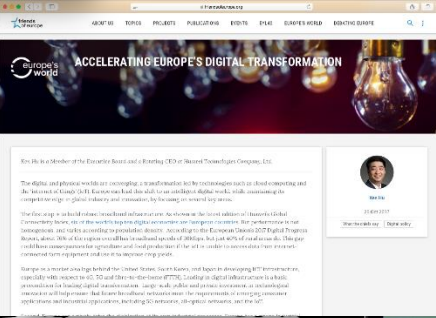
**3D PRINTING**



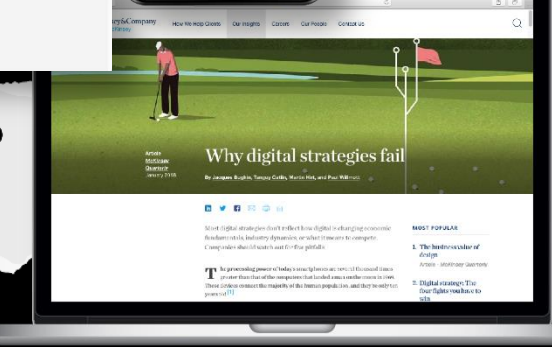
# Digital Transformation Tops the Business Agenda



**For the First Time Ever, Tesla Sold More Vehicles Than Mercedes-Benz in a Quarter**  
**Forbes**



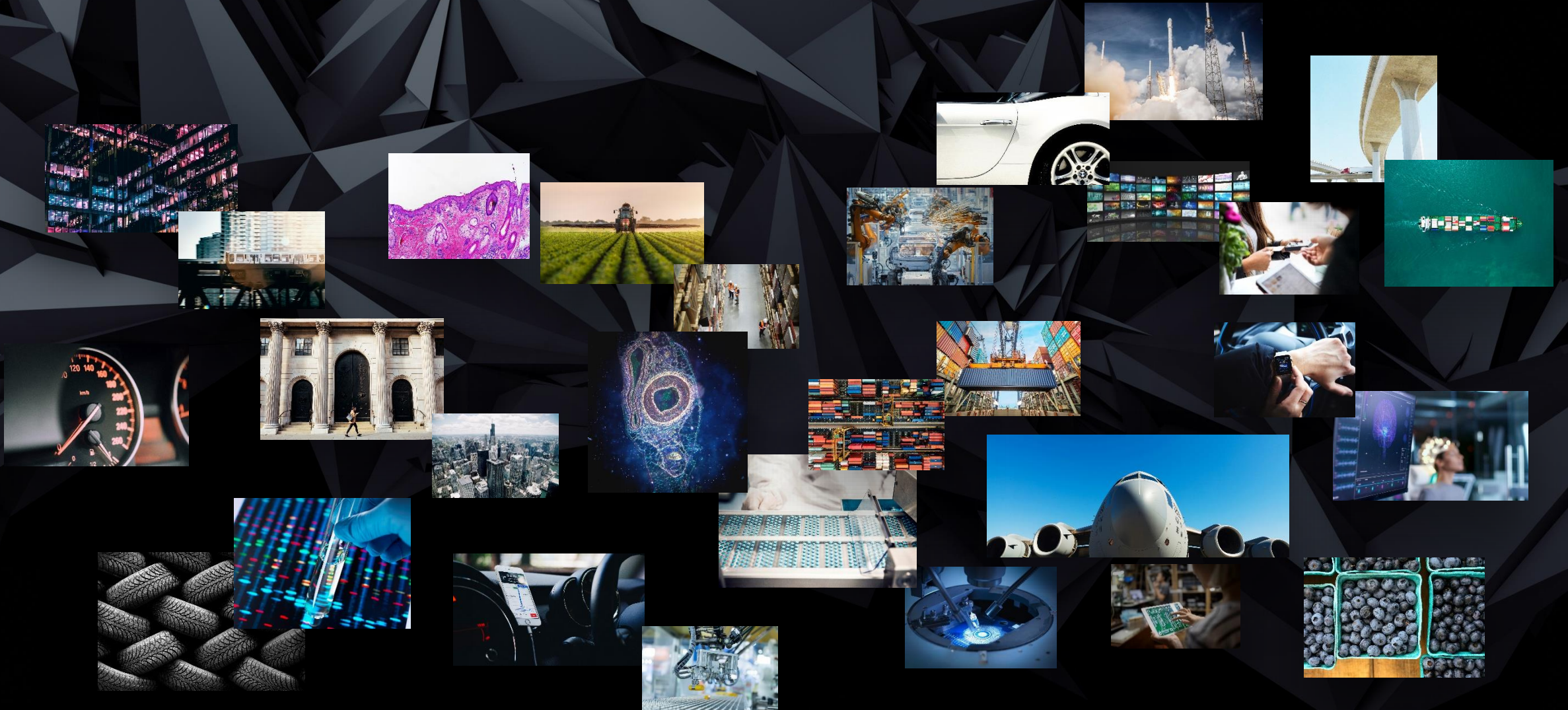
**VW Partners with Microsoft to Build Cloud Connected Cars**  
**Financial Times**



**In Rush Toward 'Digital Transformation,' Corporations Often Skirt IT**  
Charity begins at home. IT departments that help themselves help the company

**WSJ**

# Data Is Digital Business









# The Stakes Are High



# The Stakes Are High

2006

1

Out of  
Top 10

2011

4

Out of  
Top 10

2017

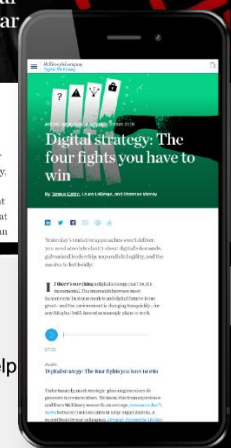
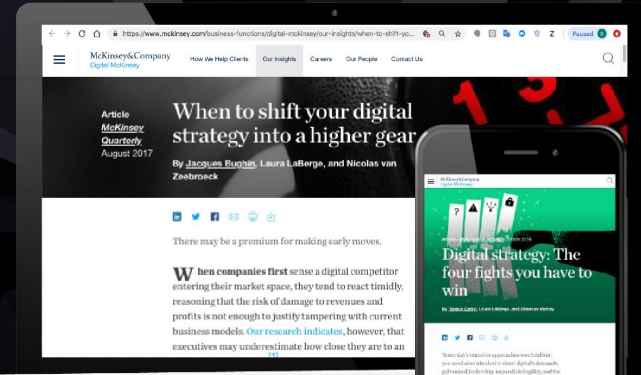
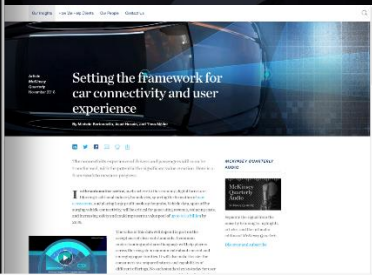
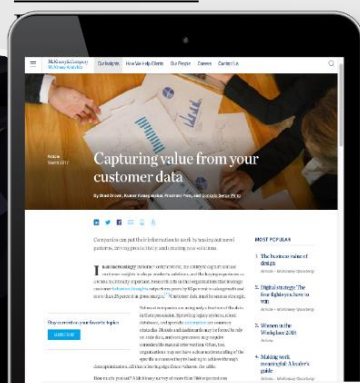
6

Out of  
Top 10

“ Yesterday’s tentative approaches won’t deliver; you need absolute clarity about digital’s demands, galvanized leadership, unparalleled agility, and the resolve to bet boldly. ”

– McKinsey & Company

VW Partners with Microsoft to Build Cloud Connected Cars



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WSJ

When successful in their data-driven digital transformation, organizations:

Enable new customer touchpoints

Create innovative business opportunities

Optimize operations

As a result, they achieve superior business results

**6X**

Improvement in operational efficiency

**3X**

Increased profitability and new customer acquisition

**2X**

improved top-line revenue growth and customer satisfaction

**2X**

Greater ability to drive revenue from new product innovations



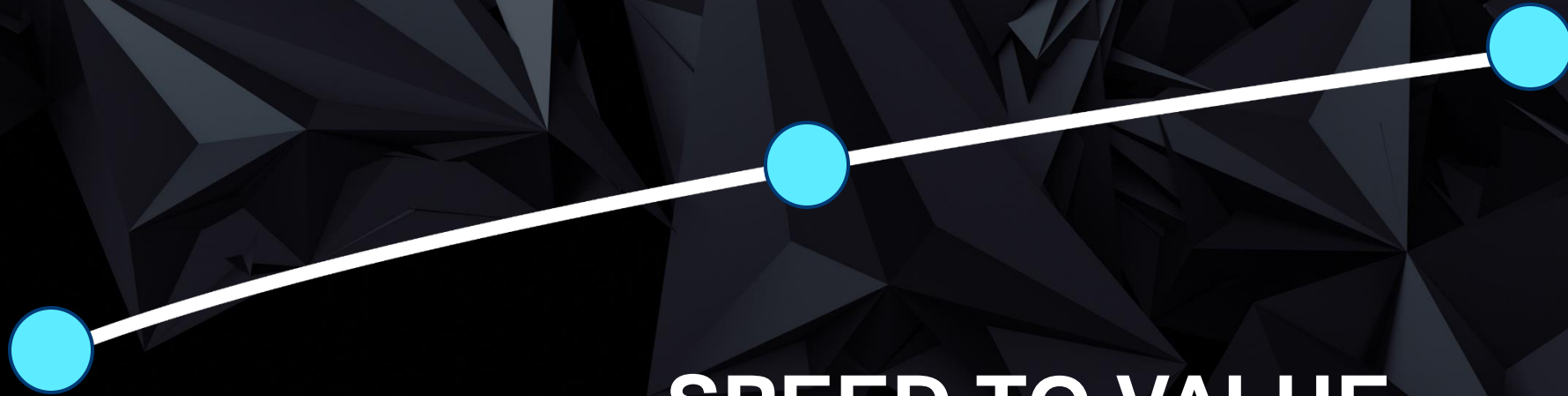
# Digital Transformation Requires IT Transformation

# Cloud Is Transforming IT Along **Multiple Dimensions**

**TRADITIONAL IT**

**VIRTUALIZED IT**

**CLOUD IT**



**SPEED TO VALUE**

# Cloud Is Transforming IT Along **Multiple Dimensions**



# Cloud Is Transforming IT Along **Multiple Dimensions**

	<b>TRADITIONAL IT</b>	<b>VIRTUALIZED IT</b>	<b>CLOUD IT</b>
<b>APP DEVELOPMENT</b>	Monolithic; Waterfall	3-Tier; Agile	Microservices; CI/CD
<b>APPLICATION INFRASTRUCTURE</b>	Bare Metal; Custom	Virtual Machines	IaaS; PaaS
<b>DATA CENTER INFRASTRUCTURE</b>	Server Rooms; Data Center	Data Center; Hosting	Private, Public, Multi-Cloud
<b>DATA</b>	Database; Data Warehouse	Data Lake	Data Fabric
<b>ORGANIZATION</b>	Monolithic; System-Centric	Horizontal; Capability-Centric	Squad; Domain-Centric





# Speed and Efficiency Require Hybrid, Multicloud Architectures

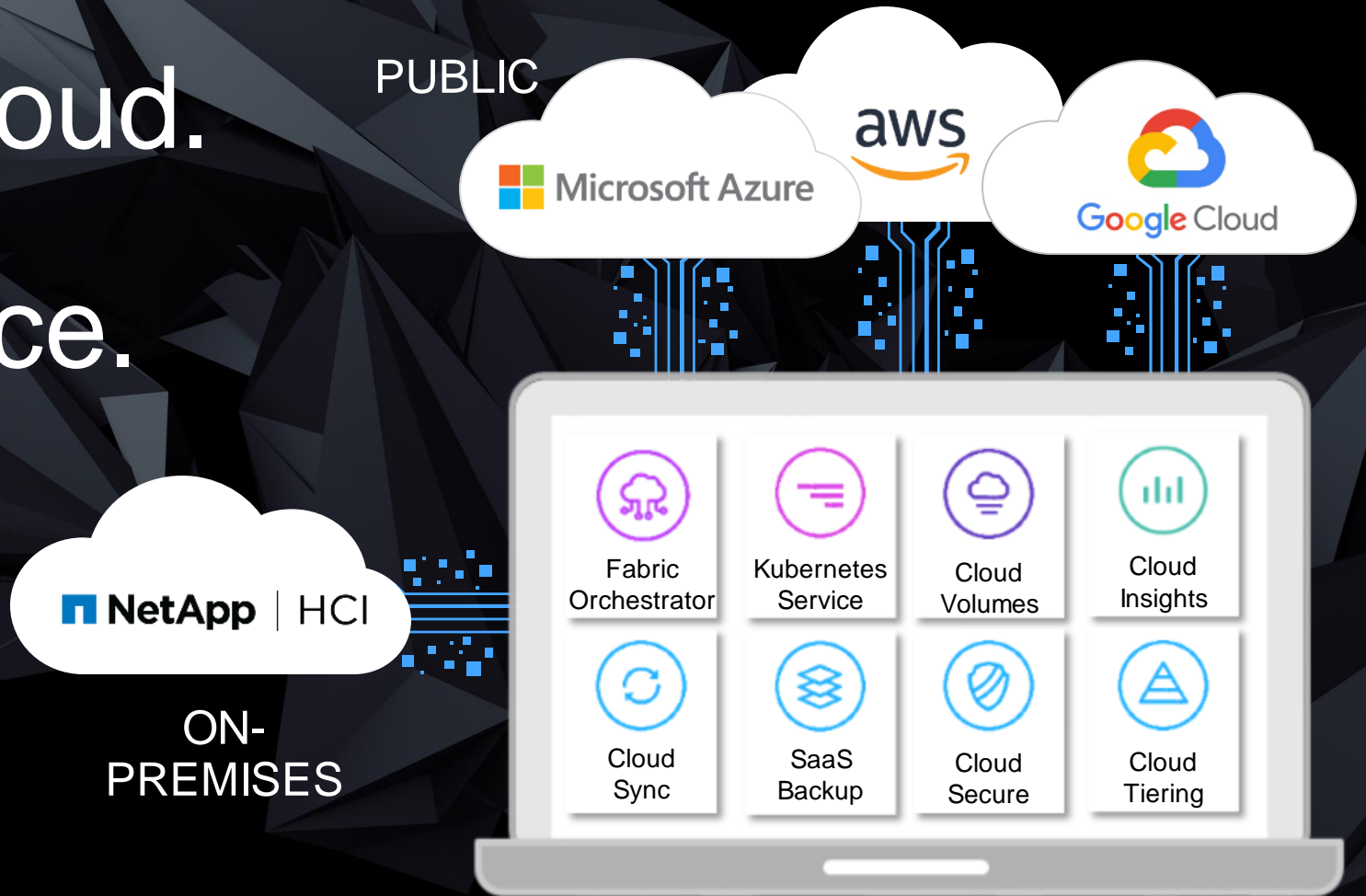
# Multicloud Predictions and Opinions

- Hybrid multicloud architectures will replace the 'one-cloud-fits-all' approach – IBM Blog
- Multicloud is almost becoming the default cloud strategy as organizations look to avoid vendor lock-in – CBR
- Multicloud deployment is expected to be big—really big (in 2019) – Silicon Angle
- Multicloud is the norm, and avoiding cloud lock-in becomes even more critical. The cloud should be an architecture and IT experience that constantly delivers—and on private data centers, too – DZone

81%

*...of enterprises are currently pursuing a multicloud strategy - RightScale*

Hybrid multcloud.  
Any cloud.  
One experience.



# In partnership with NetApp, business transformation is accelerated with a Hybrid Multicloud Ecosystem That Includes the World's Best Vendors



SOLUTIONS



USE CASES



CAPABILITIES



**Partner Led Business Consulting**  
 Security, BC/DR, Business Analytics, AI, Digital Workspace, Cloud Mgt.,  
 Technology Acquisition Mgt., monitoring, Systems Mgt.

**Partner Financial Solutions**  
 Leasing, infrastructure consumption, Risk Mgt., Supply Chain, Staffing  
 Augmentation,

# NetApp's Data Fabric delivers a seamless hybrid multicloud experience

## Your Data Fabric

### Discover

Understand the state of your data, applications, systems and services

### Integrate

Stitch everything together to gain control

### Automate

Define your rules so the fabric can take care of itself

### Optimize

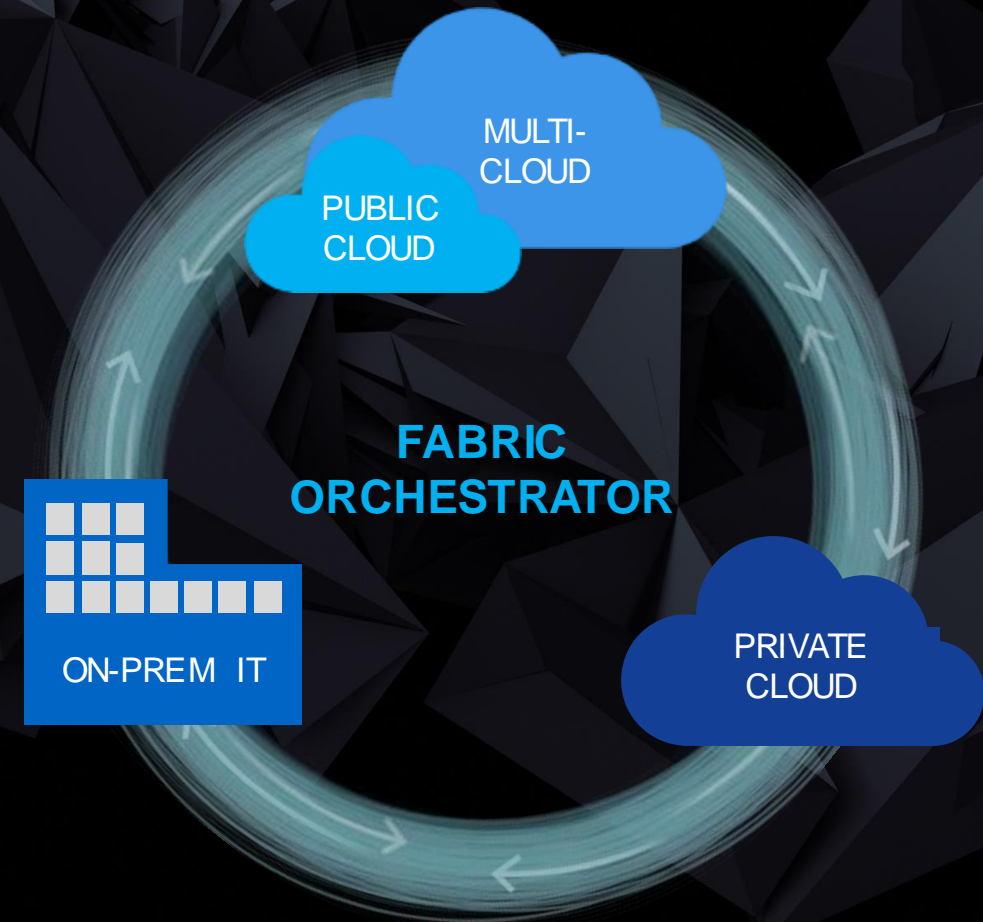
Monitor the state of your fabric and react

### Protect

Backup and restore your data

### Secure

Prevent unauthorized data access or use





# Data Driven Organizations Change the World with Data



How are you changing  
*your* world with data?

MAAKE  
TERMAKASIH RAIBH MAITH AGAT  
MULTUMESC  
GRACIAS  
MERCY  
MOCHCHAKKERAM  
GRAZIE  
CHOKRANE  
MATUR NUWUN  
MATONDO  
CHOKRANE  
UA TSAUG RAUKOJ  
DANK JE  
RAIBH MAITH AGAT  
SPASIBO  
MAAKE  
OBRIGADO  
WELALIN  
MATONDO  
ARIGATO  
MOCHCHAKKERAM  
OBRIGADO  
KIITOS  
DANKON  
NIRRINGRAZZJAK  
MOCHCHAKKERAM  
MULTUMESC  
VINAKA  
NIRRINGRAZZJAK  
MAMANA  
JUSPAXAR  
OBRIGADO  
MATONDO  
KIITOS  
MOCHCHAKKERAM  
SALAMAT  
KIA ORA  
CHOKRANE  
MULTUMESC  
SALAMAT  
CAM ON BAN  
MERCY  
RAIBH MAITH AGAT  
OBRIGADO  
MOCHCHAKKERAM  
ASANTE  
UA TSAUG RAU KOJ  
MOCHCHAKKERAM  
GRACIAS  
OBRIGADO  
DANK JE



# Transformation Considerations and Discussion

- What are your primary corporate transformation goals or initiatives?
- How will these goals materially impact your business?
- What is the status of your initiatives? Are they on track? Are they behind?
- What actions could we take together to accelerate one or two critical transformation initiatives?
- What is your data location strategy? Public cloud?, Private Cloud on Prem?, Service Provider data center?, Colocation like Equinix?
- How are you managing that data strategy across multiple venues?
- As a technology partner to your company, what do we need to do differently to better align our services to help drive your transformation efforts?
- In our relationship, what can we do to create additional value for you?
- How can implement some of these collaborative efforts? What specific actions would be worth testing now?
- Where are there opportunities to influence new ways of working together or within other organizations in your business?