

## **BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# Under Cloud Cover

How leaders are accelerating competitive differentiation

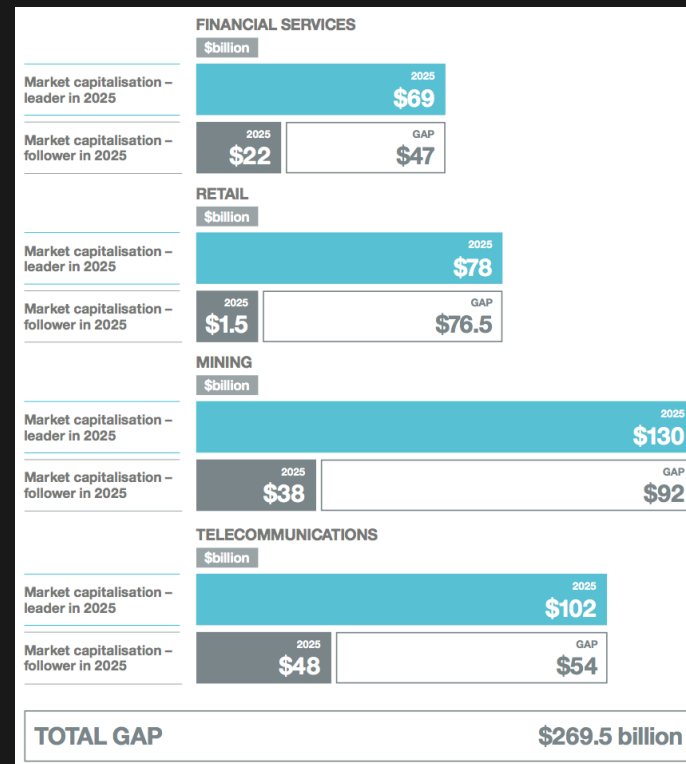
Martin Stubbs-Race  
IBM Cloud Business Advisor



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# The Australian economy is undergoing digital transformation.

Differences in market capitalisation for sample leaders and followers by 2025.



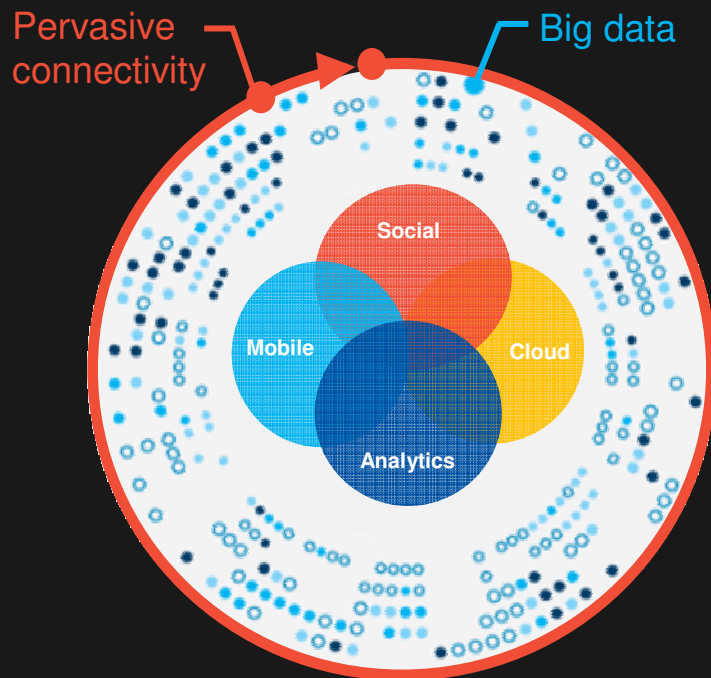
## Digital transformation and the home movie showdown.



Source: FastCompany

Big Data, Social, Mobile & Analytics capabilities have changed the way we live, work and interact with each other.

### Digital transformation forces



**67%** of global consumers want to use mobile devices to check out

**18%** of Africa's GDP is expected to be handled through mobile money transfers by 2015

**1 in 7** minutes spent online are spent on Facebook

**40%** of people socialize more online than they do face-to-face

**80%** of new apps will be distributed or deployed via the Cloud

**1/3** of consumer data will be stored in the Cloud by 2016

These forces are also fueling an explosion of data – a new economic asset forming the basis of significant opportunity.

## In two days

we now generate as much data as was generated in 2003

## 1 billion tweets

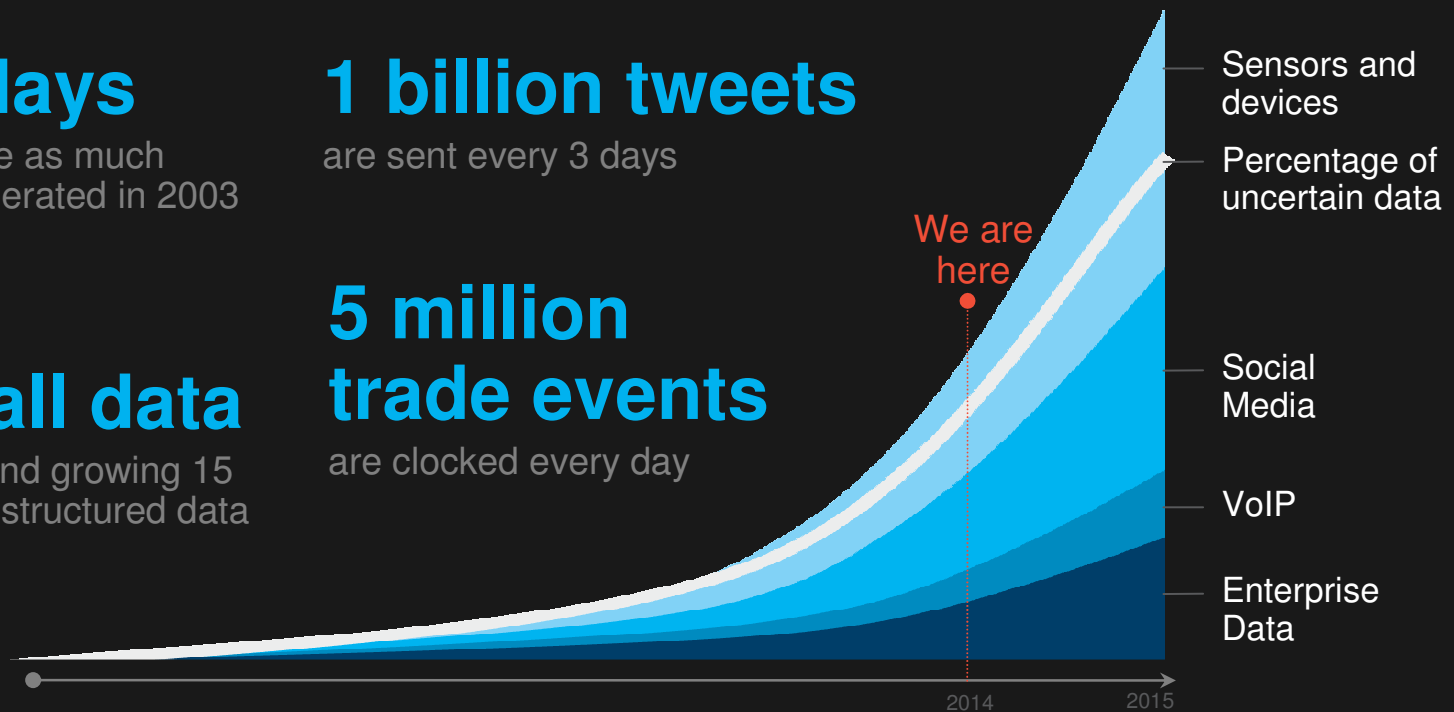
are sent every 3 days

## 80% of all data

is unstructured and growing 15 times the rate of structured data

## 5 million trade events

are clocked every day



New customer expectations are driving business model changes.

## Customers now demand:

- Mobile & Social Engagement
- Analytics driven personalisation
- Real-time responsiveness

## So how does all this effect business leaders?

**Maria, CEO**



**Needs to:**

- Drive innovation and agility
- Faster time to market
- Increase visibility into business cycles and predictive capabilities

**Nicolas, CMO**



**Needs to:**

- Drive greater insights and predictability into customer interactions
- Leverage big data and social to engage customers individually, but lacks technology enablers
- Go to market faster, with more flexibility for promotional campaigns

**Julia, CIO**



**Needs to:**

- Control Shadow IT and regain control of cost, assets and IP proliferation
- Avoid business units acquiring multiple instances of the same SaaS application
- Stop data fragmentation across random vendors and platforms

**John, CFO**

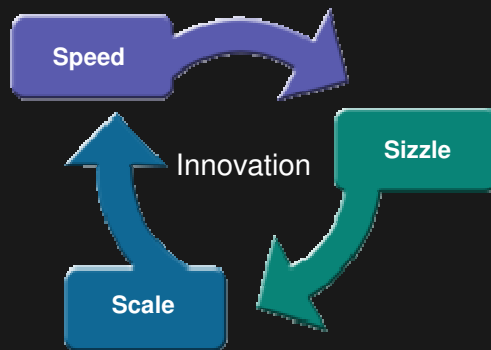


**Needs to:**

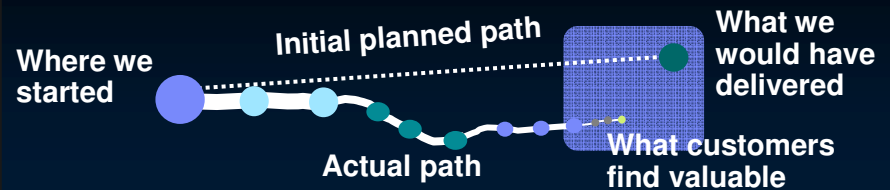
- Gain transparency, visibility, control to assure security and compliance
- Minimize the risk of exposure to the enterprise from the lack of planning and disciplined governance

## The Millennial Enterprise: Social, Mobile and Cloud have reshaped the development model

The millennial virtuous cycle



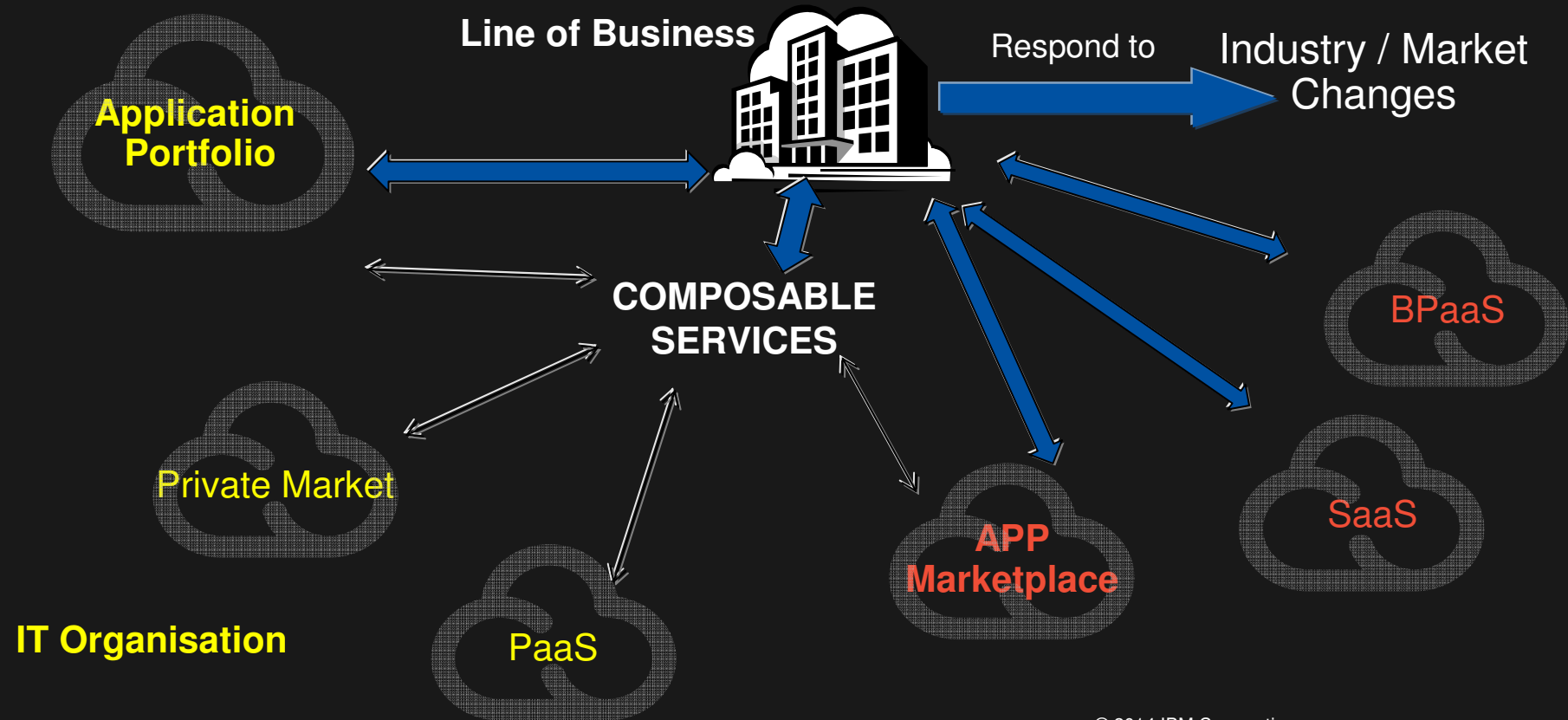
Iteration at scale yields higher value, faster



- New development model to be shaped by working together with clients
- Engaging with consumers is key in getting in the flow of data and activating the virtuous cycle

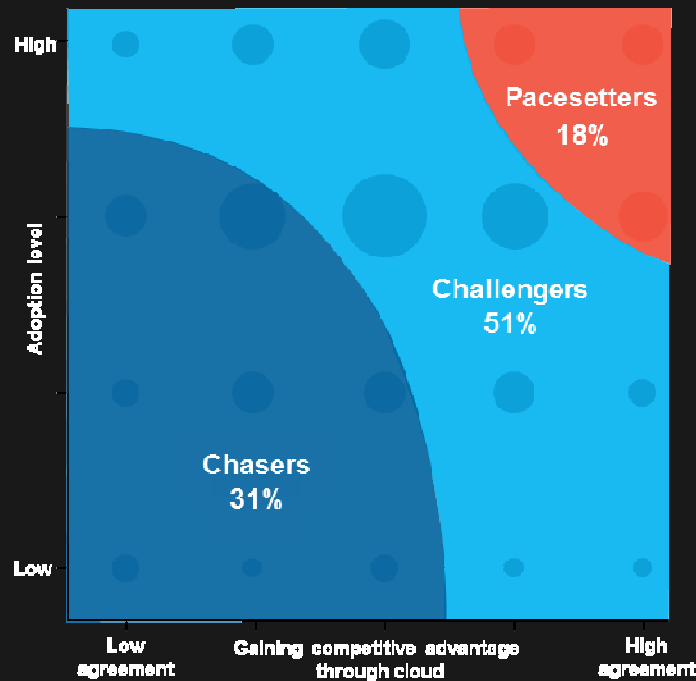


## So what does this look like for an organisation?





## As Cloud aspirations grow, pacesetting organisations are out ahead driving competitive advantage, not just efficiency.



**Pacesetters** have deployed Cloud on a broad scale and are gaining competitive advantage through Cloud.  
Top Cloud driver: Market responsiveness

**Challengers** are on par with Pacesetters in achieving greater efficiency through Cloud, but still lag on differentiation and market responsiveness.  
Top Cloud driver: Collaboration

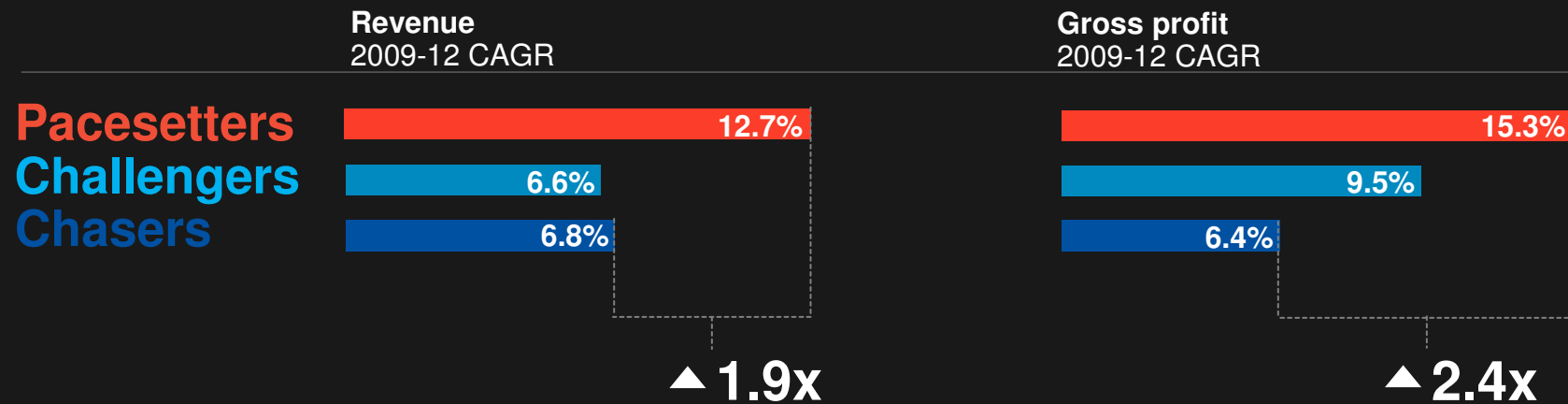
**Chasers** are more cautious about Cloud. They're in early stages of adoption and are not yet using Cloud to drive competitive advantage.  
Top Cloud driver: Workflow optimization

Source: IBM Center for Applied Insights *Under Cloud cover: How leaders are accelerating competitive differentiation*  
For more info, visit: [ibm.com/ibmcai/globalcloudstudy](http://ibm.com/ibmcai/globalcloudstudy)



The competitive advantage pacesetters are gaining through Cloud correlates with stronger business results.

## Pacesetters vs. Chasers



Source: IBM Center for Applied Insights *Under Cloud cover: How leaders are accelerating competitive differentiation*  
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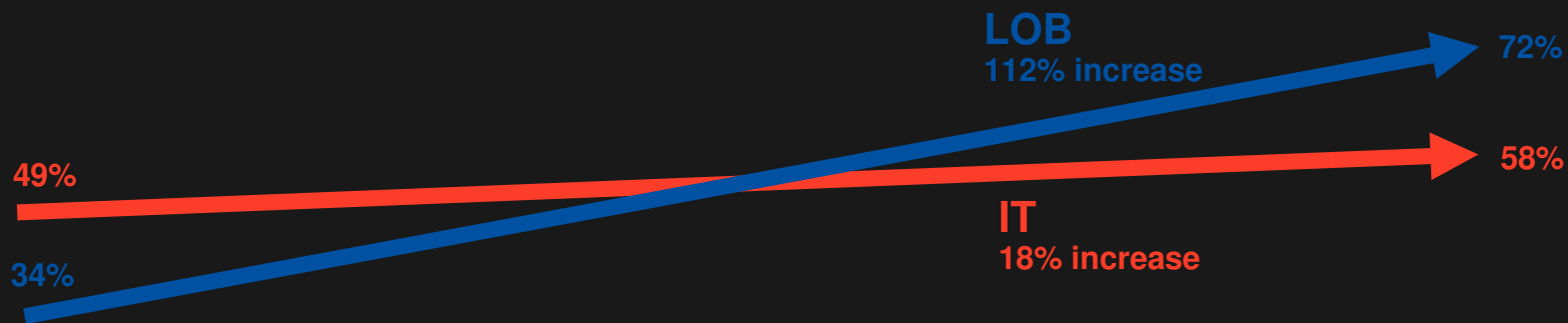
## Think Cloud is just an IT obsession? Business leaders disagree

### Cloud is extremely important to overall business success

Line of Businesses' (LOB) strategic interest in Cloud will soon surpass IT's and it spans virtually every area of the organisation (finance, operations, sales and marketing, product development).

Today

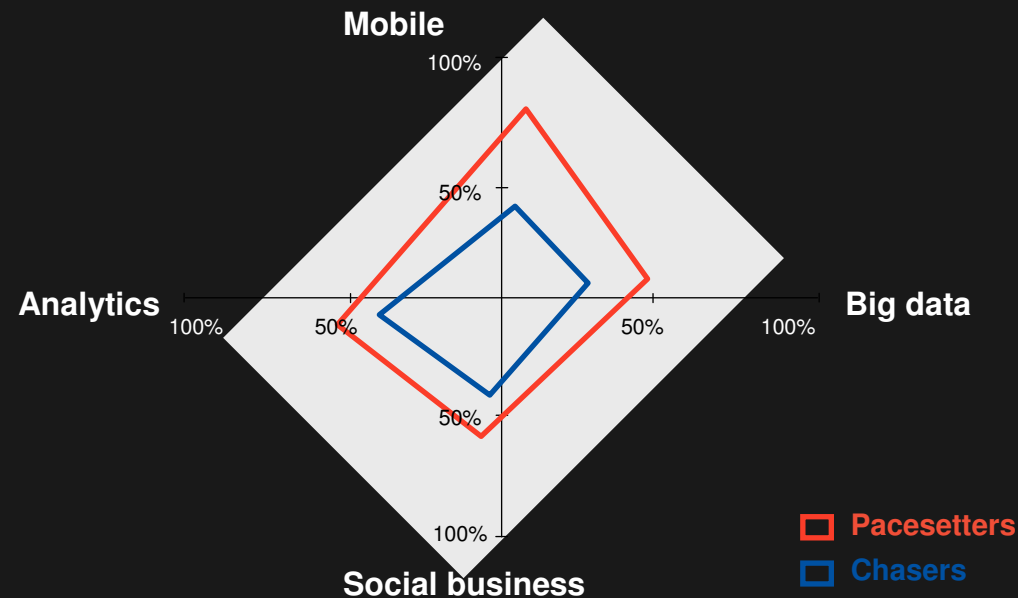
In three years



Source: IBM Center for Applied Insights *Under Cloud cover: How leaders are accelerating competitive differentiation*  
For more info, visit: [ibm.com/ibmcai/globalcloudstudy](http://ibm.com/ibmcai/globalcloudstudy)

Through Cloud strategies, pacesetters are gluing together key technologies and scaling to do business in entirely new ways.

### Leveraging Cloud for the integration and application of these strategic technologies



Source: IBM Center for Applied Insights *Under Cloud cover: How leaders are accelerating competitive differentiation*  
For more info, visit: [ibm.com/ibmcai/globalcloudstudy](http://ibm.com/ibmcai/globalcloudstudy)

# Disruptors are adopting the game changing business enablers of Cloud to create entirely new business models.



## The future is a composable business.

- Restless reinvention and process innovation
- Better decision making from actionable insight
- Speed to market







## Blockbuster or Netflix: Which one will you be?

### Refine your business strategy

Will your organisation be an Optimiser, Innovator or Disruptor?

What targeted steps are you taking to better engage customers, make more informed decisions, differentiate and innovate faster?

### Start small and prove value

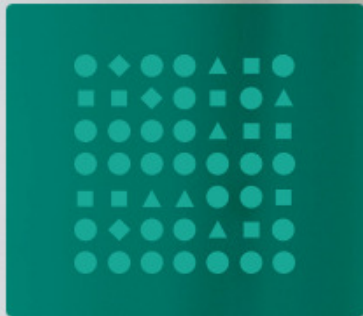
Take a Test & Learn approach for front and back office initiatives.

Look to build out your capabilities with composable services to enable your mobile, social and analytics initiatives.

### Build the ecosystem

Look beyond the borders of your existing organisation.

Expose your capabilities to enable new opportunities beyond your organisation.



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business apps to  
accelerate innovation  
(SaaS)

**Biz**



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APIs via an integrated  
cloud platform (PaaS)

**Dev**



Self-service IT  
infrastructure  
configurable to your  
needs (IaaS)

**Ops**

