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Application Transformation

The foundation for your digital strategy

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Cloud Business Director
Dell Technologies

Today's discussion

Why?

What?

How?

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Inhibitors to your digital future

SPEED

37% uncertainty around how to create a culture of innovation

30% inability to attract, develop and retain talent needed

21% age or inflexibility of current technology assets

FUNDING

20% lack of sufficient funding to invest in digital innovation

RISK

Traditional approaches

- Investments in developing new digital experiences might not match user expectations
- Inhibit software release frequency

Gartner: 2018 CEO Survey

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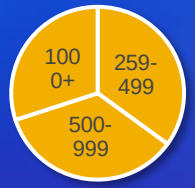
We are too busy to transform… operations

Before and after

71% of IT budget
consumed by Business As Usual



"How many unique departmental or enterprise applications does your organisation manage?"

Sources: Gartner 2018 CEO Survey, Gartner 2019 CIO Agenda,
Forrester Total Economic Impact of Dell EMC Application Portfolio Optimization

A new operational paradigm

- T-Mobile reduced operational costs by two thirds
- A large US healthcare provider reduced application operational costs by 23%
- GAP needed weeks to get new features into production; now it takes 5 minutes
- Comcast supports over 1500 developers with an operator team of 4 people

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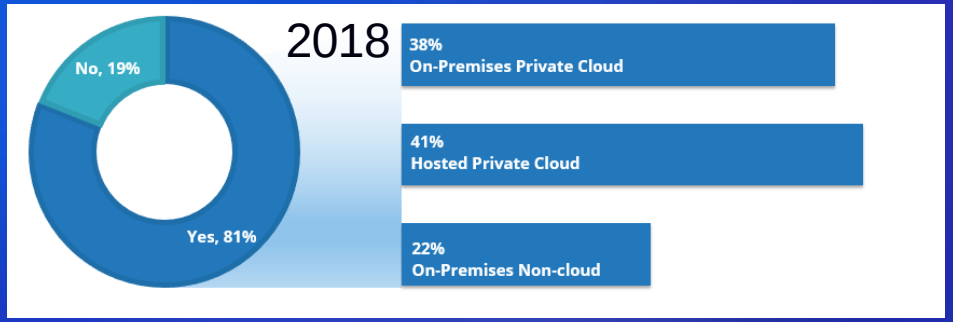
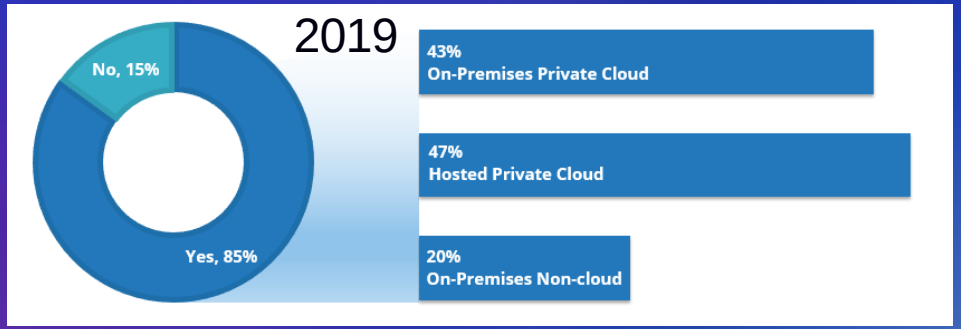
What happens with lift and shift to cloud





- n = 400
- Source: IDC's Cloud and AI Adoption Survey, January 2018

Percent of Public Applications Expected to Repatriate Over the Next Two Years (Average)

Q. Using your best guess, what proportion of the public cloud applications installed today will move to a private cloud, hosted private cloud or non-cloud environment over the next two years?

Security	19%
Performance	14%
Cost	12%
Control	12%
Centralize/Reduce Shadow IT	11%

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Cloud is amazing…. But you need to take an application and data view

- Application's drive engagement with your internal and external customers
- Access to applications and data should drive your:
  - Structure and engagement with the business
  - Infrastructure and technology strategy
  - Transformation Strategy as applications often represent large buckets of money to transform around.
- Traditional IT Ops is usually measured on cost out… but cloud is rarely cost effective for IaaS capability alone
- So how do we do this?

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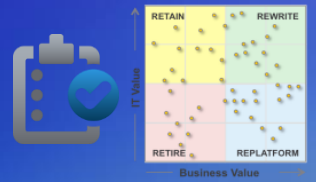
Discover how your business works and map the applications to them

APPLICATION PORTFOLIO ANALYSIS



High Level Classification

28 Question Alignment

Takes over 12 months manually
Dell EMC 4 – 8 weeks… Time to value

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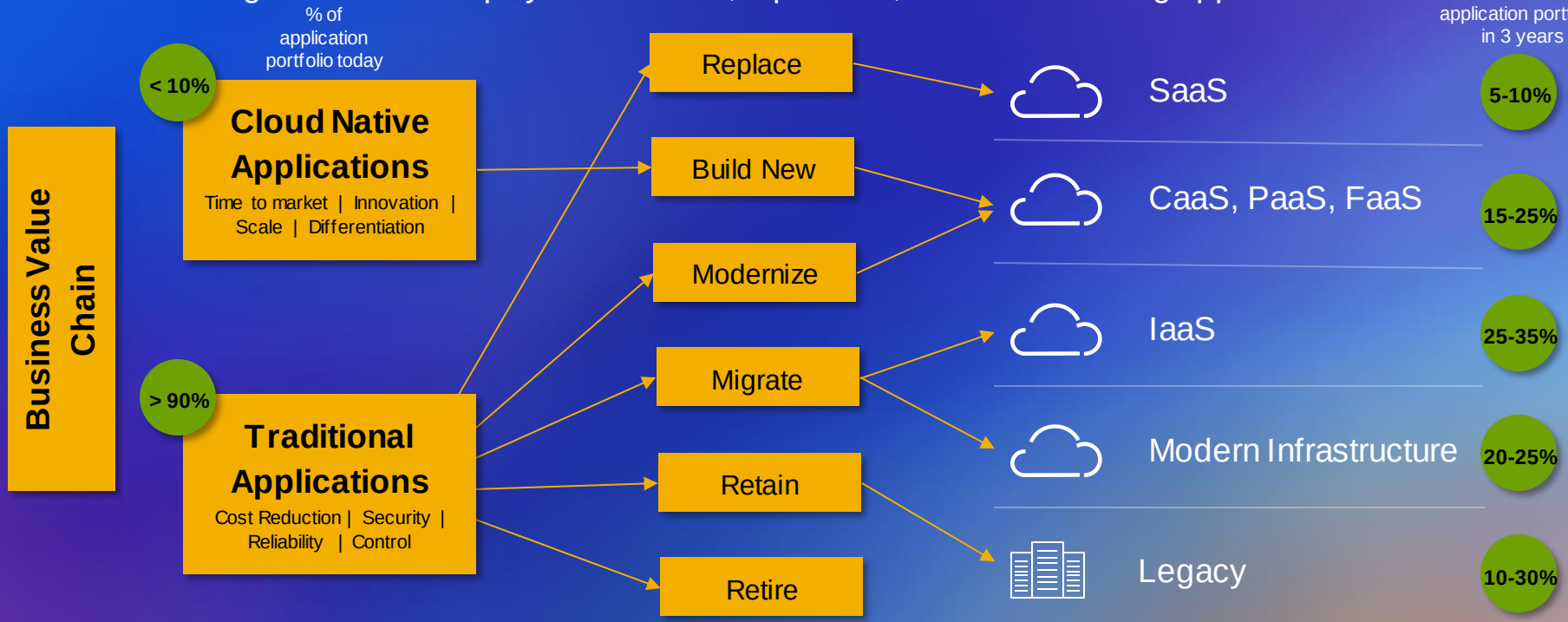
Set your cloud strategy from Your Existing Application Portfolio

Dell Technologies Services helps you to assess, replatform, or refactor existing apps



Source: Dell Technologies client analysis

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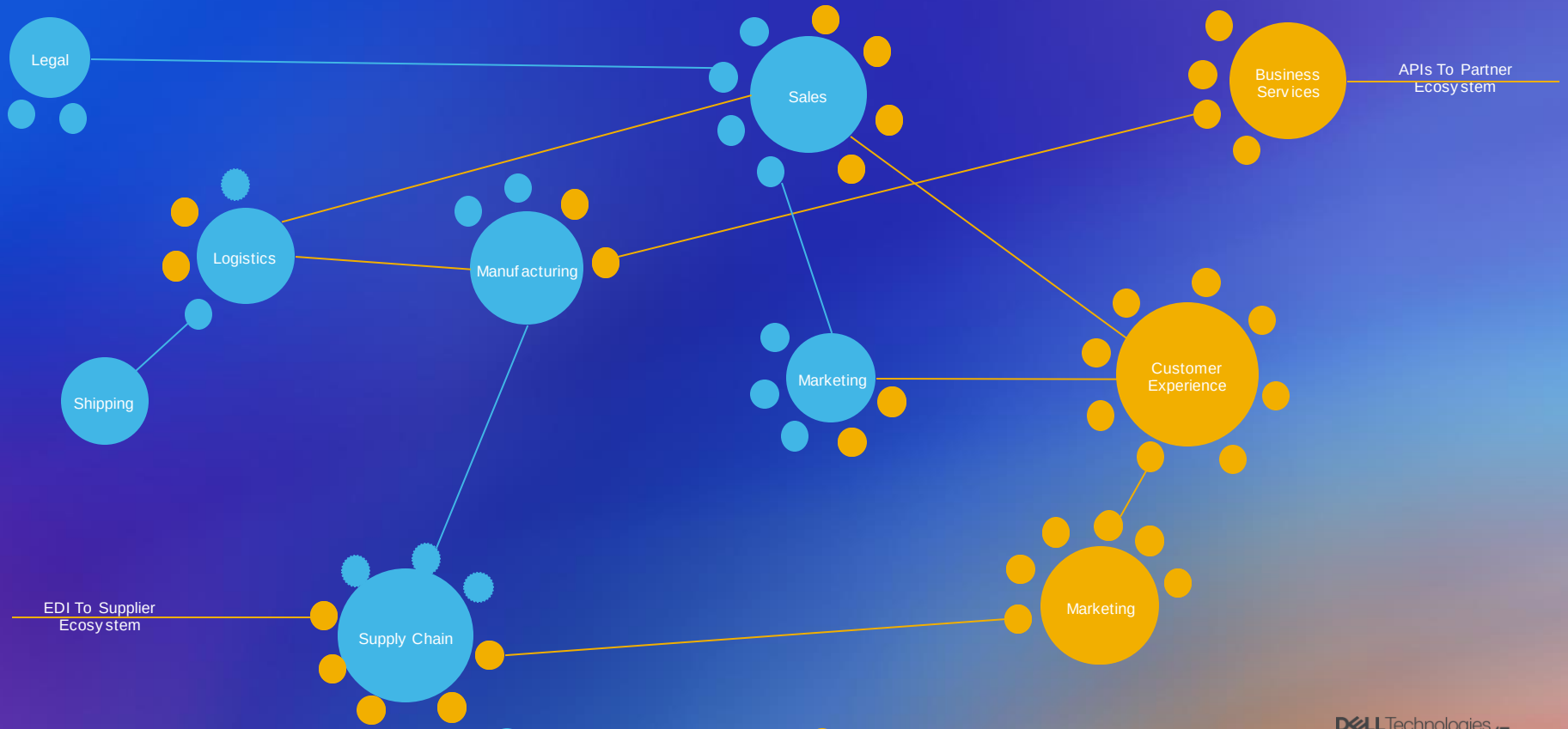
Focus on data integration, rather than placement

Dell Boomi helps you integrate existing apps and data 3-5x faster than legacy middleware



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Understand Supply and Demand….

Dell Technologies provides consistent developer and operator experience across multiple clouds

IaaS CaaS PaaS FaaS

Consistent Services

Data Services | Security | Services/Consulting | $ Consumption

Cloud Operations and Automation

VISIBILITY | OPERATIONS | AUTOMATION | SECURITY | GVERNANCE | CONTAINER MANAGEMENT

PHYSICAL MACHINES | VIRTUAL MACHINES | CONTAINERS

Edge

Project Dimension

Private Cloud

Project Dimension | VxRail | VxBlock | DT Validated Compute | Networking | Storage

Public Cloud

aws | Microsoft Azure | Google Cloud | vmware CLOUD PROVIDER PROGRAM

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Understand Supply and Demand….

Dell Technologies provides consistent developer and operator experience across multiple clouds

Consistent Engagement for Business users
Drive Digital Adoption

Consistent Engagement for Devs
Drive Digital Technology

Consistent Services
Controlled Cloud Services• Value Added Services

Cloud Operations and Automation

Consistent Operations
Automation and Operations • Across Clouds

VISIBILITY OPERATIONS AUTOMATION SECURITY GVERNANCE CONTAINER MANAGEMENT

PHYSICAL MACHINES VIRTUAL MACHINES CONTAINERS

Edge Public Cloud

Consistent Infrastructure
VM Infrastructure • Container Infrastructure • Systems Infrastructure

Project Dimension Project Dimension VxRail VxBlock DT Validated Compute | Networking | Storage

aws Microsoft Azure Google Cloud vmware CLOUD PROVIDER PROGRAM

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In summary

- Applications should drive your cloud strategy
- Treating applications often funds your Organisational and technology transformation
- Buying Infrastructure rather than build, secures and saves.
- Rapidly get through your discovery to start banking benefit.
- Work with a partner to look at low hanging fruit….
- Introducing Datacom.

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How a Digital Services Provider Embraced Its Own Digital Transformation
Application Transformation – Customer Success Story

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Introducing Datacom…

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DATACOM

Introducing Datacom

Our vision: To help organisations explore possibilities and solve their greatest challenges

- 6500 employees globally
- Depth and breadth of local technical capability
- Long-term focus that builds long-term relationships
- Culture of proving the promise and doing the right thing by the customer

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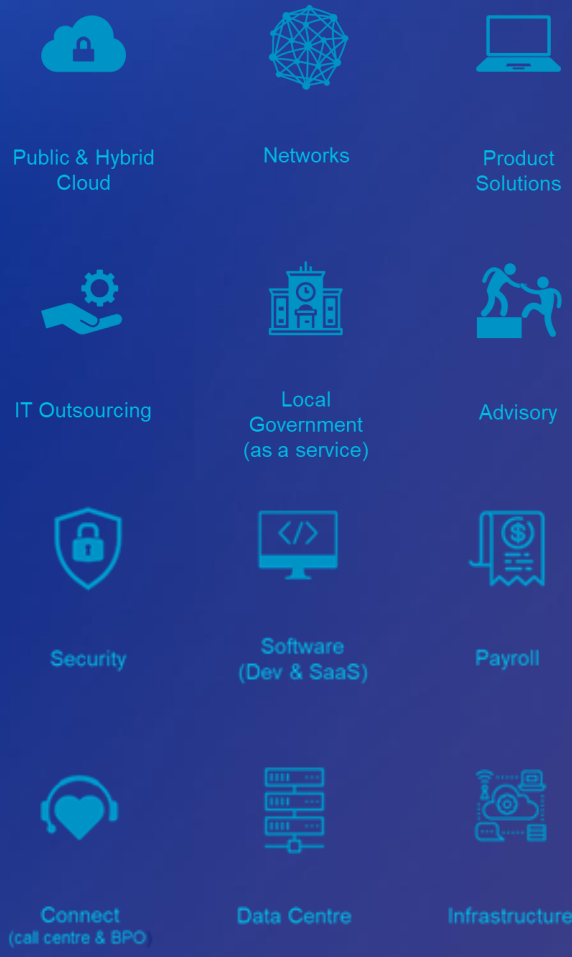
DATACOM

Introducing Datacom

Our strategy: We advise, plan, build and operate across all our capabilities



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The Challenge

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The Challenge

Our history ;

- Our digital footprint, through merger, organic growth and acquisition, has grown into a significant and complex portfolio.
- M&A has fuelled the growth in many ERP/CRM and specific applications
- Our history and digital footprint inhibits a single Datacom response as we assemble to meet the market needs
- Lack of a clear master application portfolio slows down delivery to market
- **Key driver for change - One Datacom**

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The Transformation Process

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The Transformation Process

Where we started

- Multiple core finance applications with separate P&L's
- On premise, limited multi jurisdiction capability
- More invoices within Datacom than to actual clients
- Custom built services
- Point to point integrations
- Specialised applications
- Various duplicated technologies
- Limited data standards
- Untraceable integration paths

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The Transformation Process

What was reviewed

- The need to service our customers better?
- What technology do we use from cloud?
- What technology needs to be on prem?
- How should we integrate with **hybrid** and **multi-cloud** requirement into our new technology stack?
- Can this be secure?

- **Answer = DELL Boomi**

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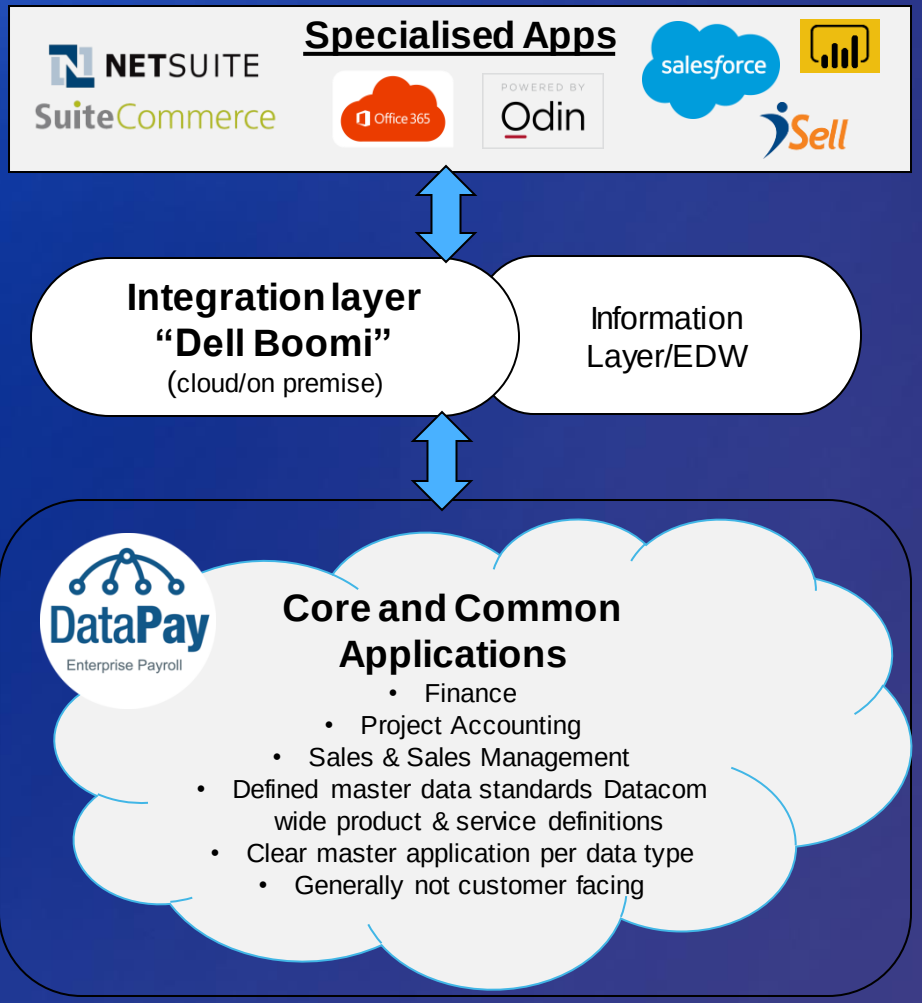
The Transformation Process

Where we're heading

Consolidating our set of **"Best of Breed"** solutions to support specific offerings, either directly customer facing, or via information layer



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The Transformation Process

1. Build and rollout the new core
   - Customer centric, coordinated delivery of services direct to the customer, removal of intra Datacom charging

2. Consolidate the Best of Breed apps
   - Determine if the specialist apps are really unique,
   - Determine purpose of the apps,

3. Optimise the solution
   - Maintain the architecture
   - Continual balance of agility, extensibility, maintainability

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The Outcomes

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The Outcomes

Critical learnings

- Senior management engagement and understanding
- Clarity of transformation objectives and continual re-inforcement of them in the target archtiecture - One Datacom and Seamless Customer Delivery
- Not done in isolation, need more work around our expections of people whatever level they work at
- Not a one-off, continual change is a mind set, we need to be good at doing it

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The Outcomes

Reflective learnings

- Digital transformation in a organisation full of digital opinions and technology preferences are very challenging
- Standards and principles aren’t sexy and articulating the benefits of them can be tricky

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DATACOM has figured out how to integrate M&A, with multi-cloud applications and business services to drive digital transformation to serve customers better

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