



proudly present:



Digital Transformation Avoid Becoming Digital Prey

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CLOUD DEVELOPERS

Mobile, Big Data & Service Models:
Critical Take-Aways for Cloud Developers

SUMMIT & EXPO 2014



These guys screwed up everything!



Google



amazon.com

NETFLIX

If you're not born digital, you need to...



What is digital transformation?



Redesigning business models and processes, while leveraging new technologies, to improve engagement with your employees, partners and ultimately your customers.

Your customer is your compass



The time is now

90%+ of executives believe their businesses will be disrupted in the next 12 months – Forrester survey¹

- Five years after the financial crisis: the mood is swinging from cost cutting to innovation
- A collective realization that companies are behind the digitalization curve

¹Source: Forrester Research, inc -- The Future Of Business Is Digital; March 10, 2014
By [Nigel Fenwick](#), [Martin Gill](#) with [Josh Bernoff](#), Elizabeth Ryckewaert, [Nancy Wang](#)



Disruptors



What if you don't?



BORDERS®



New Revenue streams



What technologies will you draw on?



Etc...



What does this mean for mainstream organizations

- Integrating digital touch points
 - New revenue streams, business / operating models
 - Ecosystem of partners
 - New players on the team
 - More data and insights
- > Greater agility, innovation and growth



Thank you

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Questions? Contact barton_george@dell.com

