

IBM **BusinessConnect**

A new era of thinking.

#BizCoMaroc

Les solutions IT pour accompagner
la transformation de votre entreprise

Vincent Outters

Leader of IBM Cloud Center for Industries

What's putting the world's
top executives on edge? . . .

. . . **“The biggest threat is new competitors
that aren't yet classified as competitors.”** **CMO, Europe**

. . . **“Disruptive technologies could change
the fundamentals of our business.”** **CEO, Asia**



The Digital Disruption Has Already Happened

- > World's largest taxi company owns no taxi
- > Largest accommodation provider owns no real estate
- > Largest phone companies own no telco infra
- > World's most valuable retailer has no inventory
- > Fastest growing bank has no money

Uber

Airbnb

Skype, Wechat

WhatsApp

Alibaba

SocietyOne

And it is not the only thing happening on the market

Outthink Rivals



80% of CxOs are **experimenting** with different business models or thinking of doing so¹

1. Redefining Boundaries, Insights from the Global C-suite Study, IBM Institute for Business Value, 2015

And you, what's keeping you up at night?

- > How can I continually increase the value I provide to my customers?
- > How can I improve my business model?
- > How can I increase my speed of innovation?
- > How can I disrupt before I'm disrupted?

And you, what's keeping you up at night?

- > Adapt environment while keeping operational excellence
- > Integrate new technologies
Update the architectures
- > Work in agile mode (integrate IT and business teams)
- > Pilot new partnerships

It's time to get in charge of leading transformation, leveraging IT solutions

**OPERATIONAL
EXCELLENCE**

**INNOVATION &
CLIENT INTIMACY**



Capitalize on existing assets

Optimize
Modernize, Improve
Extend, Integrate
Automate



New environments for new solutions types,
integrating new technologies

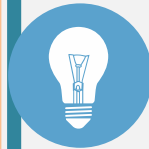
Innovation
Speed, Flexibility

It's time to get in charge of leading transformation,
leveraging IT solutions

**OPERATIONAL
EXCELLENCE**



Extend value chain - Hybrid integration, APIs



Accelerate Innovation – DevOps, Experiments



**INNOVATION &
CLIENT INTIMACY**



Get insights – Internet of Things, Analytics

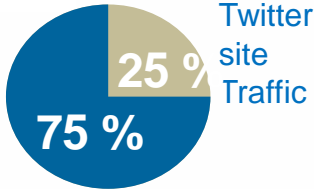


Extend Value Chain - Hybrid Integration. APIs



- Create, Deploy, Manage APIs
- Compose using APIs

APIs as the Keystone



Third Party Application Traffic

- 3,000 partners and thousands of products in the AppExchange
- 50% of all traffic via API

“The global telecom API market to grow at CAGR of 24% and is expected to reach US\$325.00 Billion by 2022”

Market Research Engine

“By 2016 the US Government will make all **public data** machine readable”
White House Open Data Initiative, 2013



Plateforme ouverte des données publiques françaises



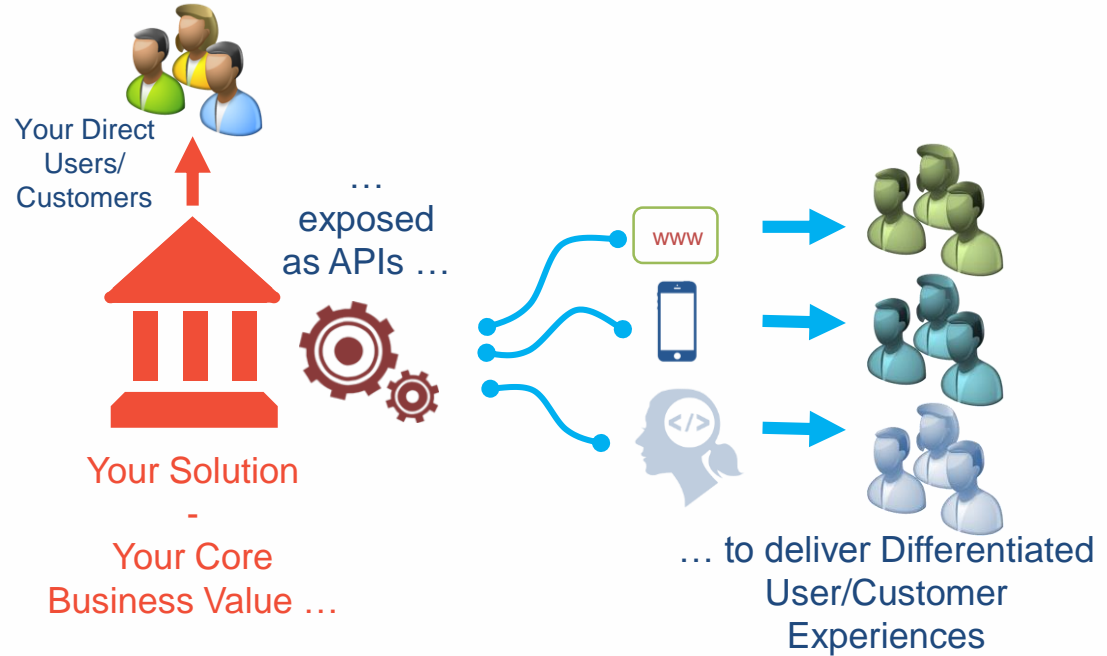
“90% of what we do is business through APIs”
John Watton, Expedia Affiliate Network

“U.K. Push for Open Bank APIs Makes U.S. Look So Last Century”
 Open Banking Working Group

Enterprises Will Participate in Value Chains

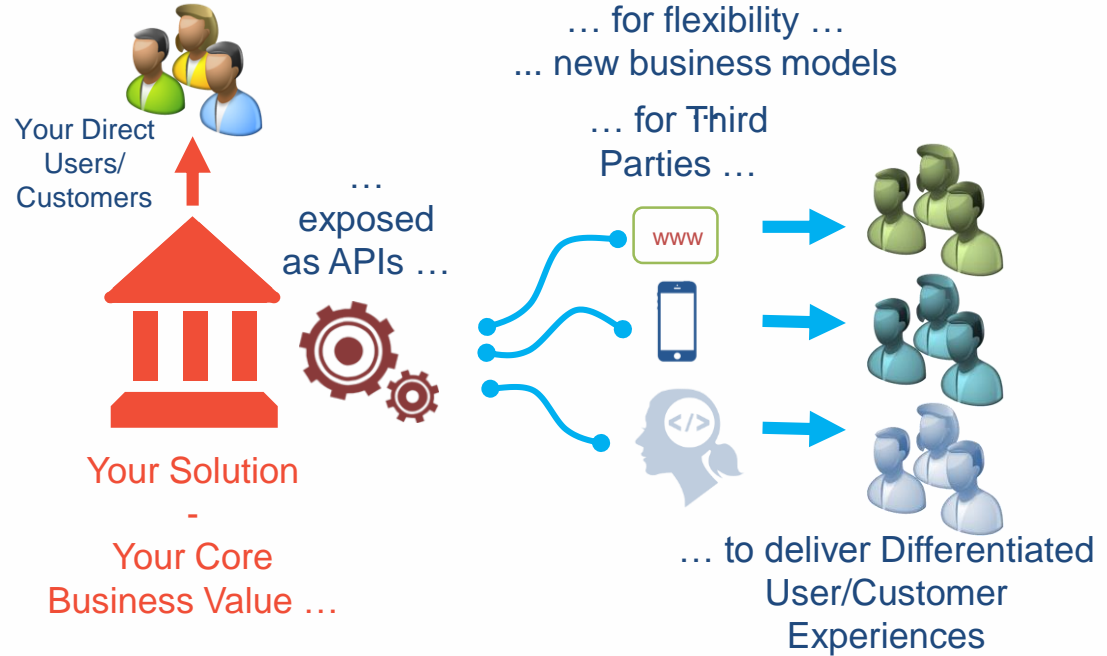


Enterprises Will Participate in Value Chains



Extend with
your APIs

Enterprises Will Participate in Value Chains



Extend with
your APIs

Enterprises Will Participate in Value Chains



Third Party APIs
- Open, Products,
Services



Partners, Suppliers



Your Direct
Users/
Customers



Your Solution

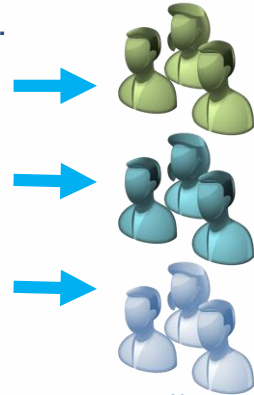
-
Your Core
Business Value ...

...
exposed
as APIs ...



... for flexibility ...
... new business models

... for Third
Parties ...



... to deliver Differentiated
User/Customer
Experiences

Exploit Existing
Value Chains



Extend with
your APIs



Accelerate Innovation

- DevOps: Build, Deploy, Manage Applications
- Experiment

The Business Value of Speed



- New technologies spread faster
- Information is flowing faster
- Consumers are used to speed

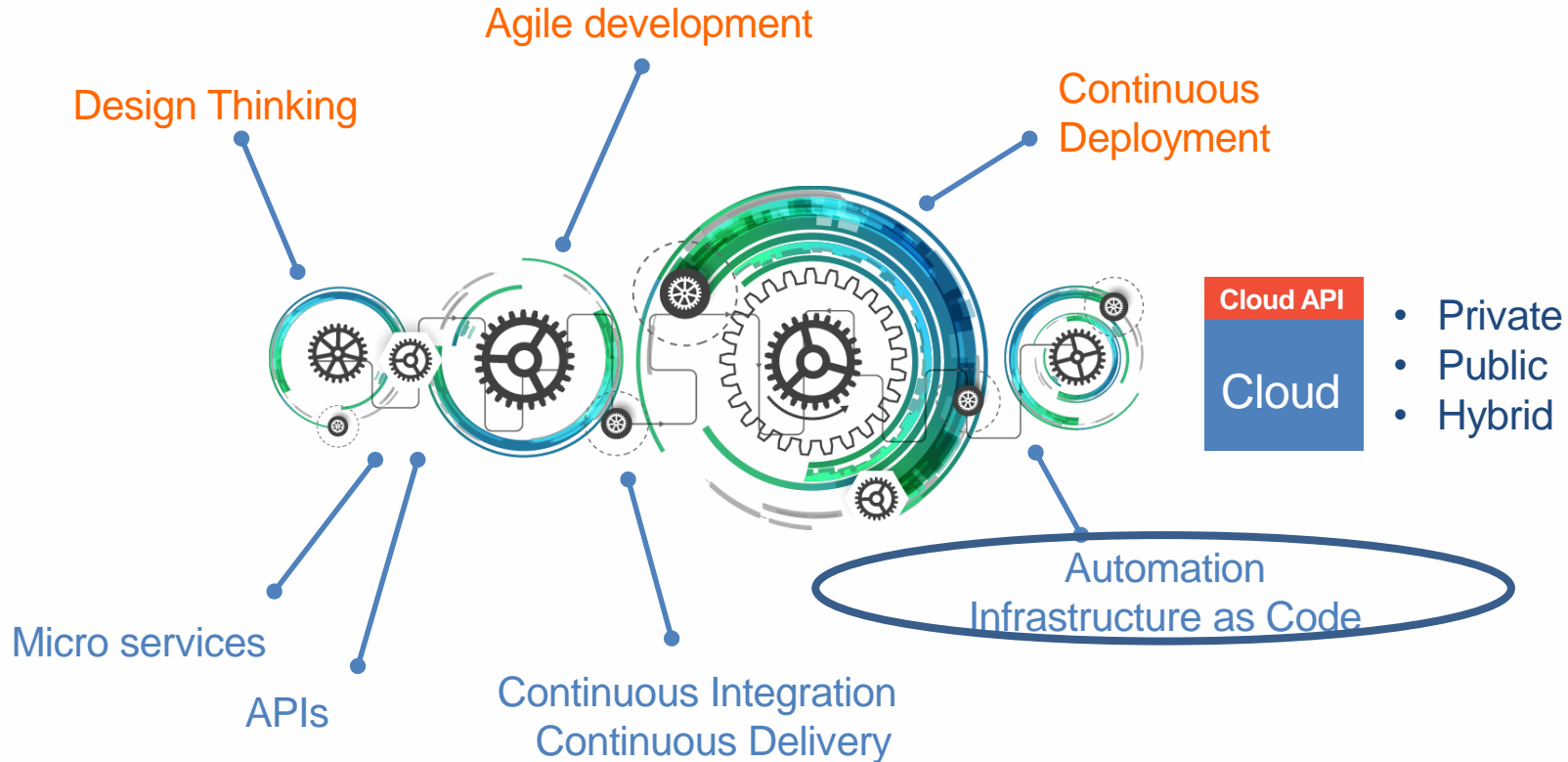
Speed-concerned companies
deploy **daily**

- Fast market adaptation
- A/B test - **Experiment**
- Reduce Risk
- Feature testing



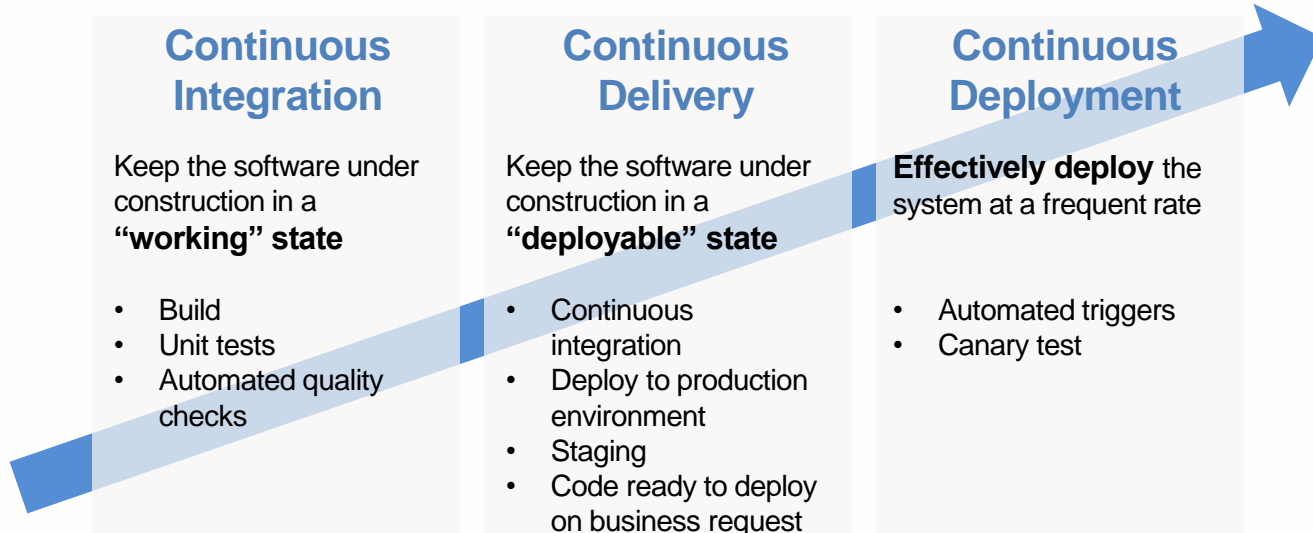
- Multiple **daily update** in production
- **Quick scalability** (up to x20 in a day)
- Fully leveraging cloud

Aiming for Speed



DevOps Disciplines

Automation
Level



*Agile
Manifesto*

“

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Culture of Experimentation



SERENDIPITY

“The faculty of making desirable discoveries by accident”



- ✧ User Experience
- ✧ New technologies
- ✧ Business Models
- ✧ Digital Marketing
- ✧ Algorithms

Whoever tries the most will win

*Frank Mouchel
CIO Axa France*

“ With hackathons, we try to push the limits beyond traditional innovation schema



Markets are changing at **INCREASED** speed ...
... and Enterprises need to react **FAST**



**Investment decision
cycles need to be
shortened**

- Investments need to be low
- Projects NPV need to be positive

**Culture of
Experimentation**

- Whoever tries the most will win
- As cost of experimentation decreases, the innovation increases

**Risk needs to be
minimized**

- Avoid CapEx
- As cost of experimentation decreases, the risk decreases
- DevOps, Automation



Get Insights

- Internet of Things, Analytics

Internet of Things

The army of devices that compose the Internet of Things will generate more data than any individual Web application. They will have to be managed and secured too.

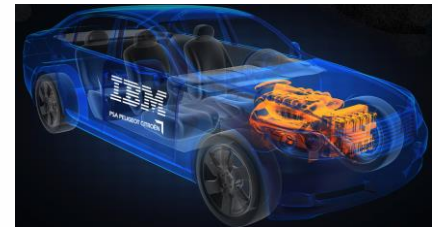
25 GB/Hour



Amount of data collected by a connected car:

- location, speed,
- driver's behavior,
- engine performance,
- road conditions, weather
- ...

+ can be aggregated, associated with other data



Many IoT use cases.

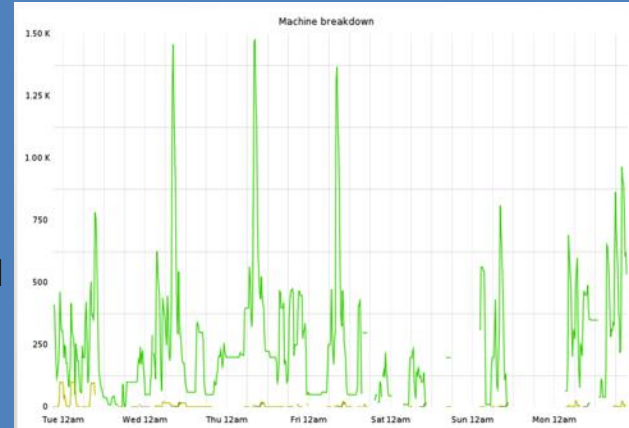
Big Data



Big Data and other deep computing needs (risk calculation, optimizations, fraud detection, real time trading, modelling, etc...) are periodic and/or spiky by nature

Amount of Hadoop jobs during a typical week

Source: Etsy



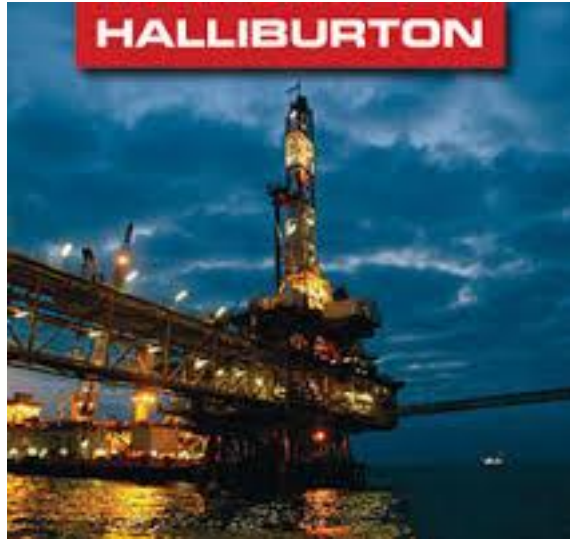
Lindt 

MASTER SWISS CHOCOLATIER
SINCE 1845

Builds and executes highly
personalized seasonal
promotions to build loyalty



High performance reservoir simulations in chemical and petroleum



Very high processing needs

- multiple instantiations of a single simulation using different parameters

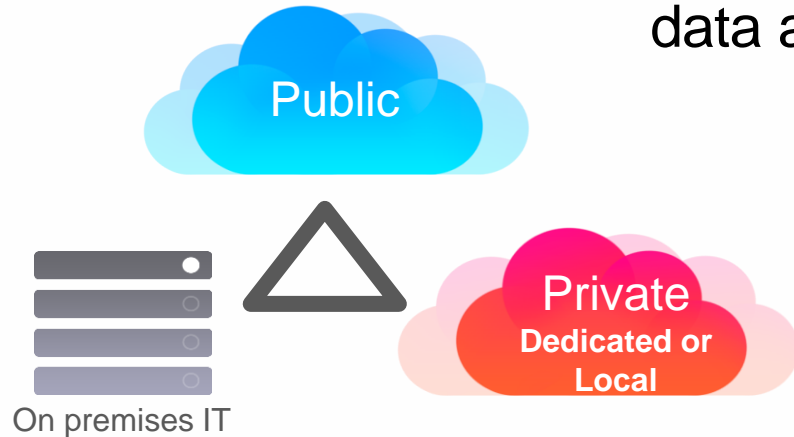


IBM Cloud

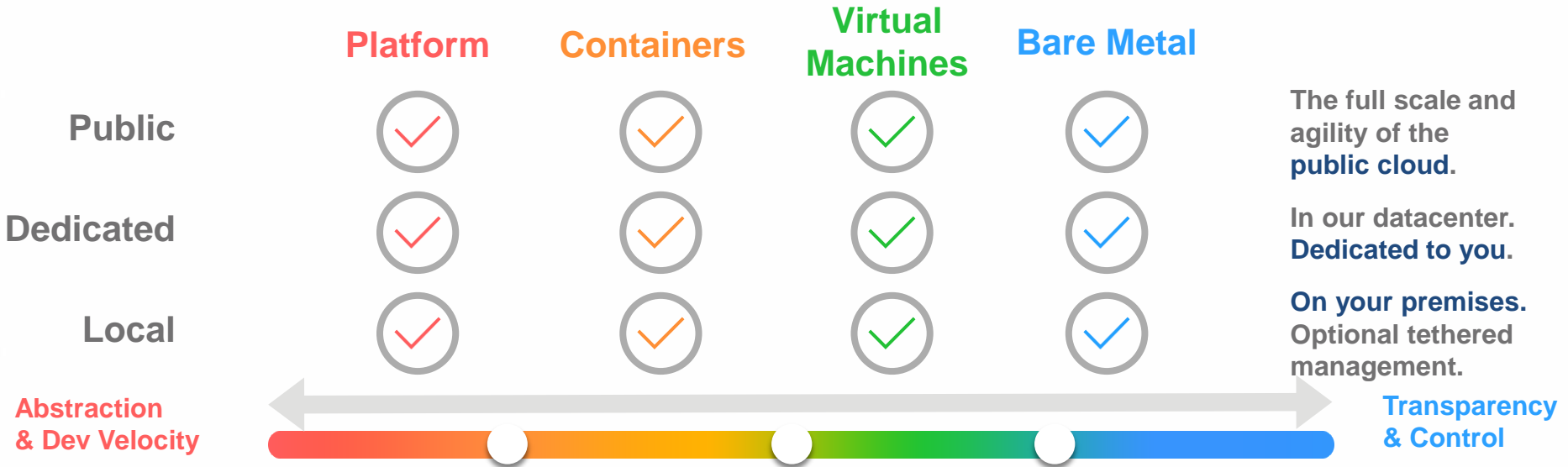
Choice with consistency

Putting the right workload in the right place

Where and how you develop and deploy data and applications does matter



Run-times and delivery models to suit the full spectrum of enterprise needs.



Fully managed options and both scale-up & scale-out designs available.

Open by design™



SaaS



OpenWhisk



PaaS



IaaS

Local

Dedicated

Public

Open by design™



SaaS



OpenWhisk



PaaS



IaaS

Local

Dedicated

Public

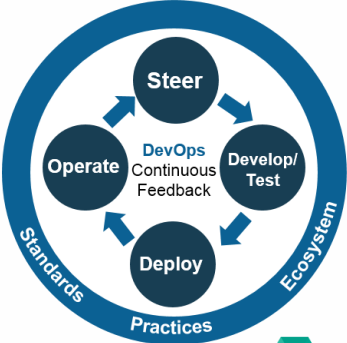
SOFTLAYER®
an IBM Company

Accelerating Time to Value: DevOps Productivity

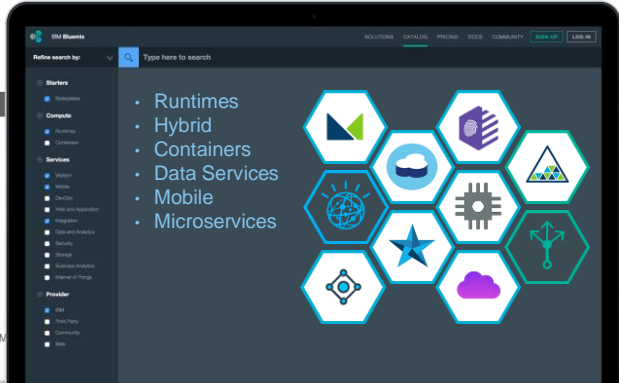
IBM Bluemix: Digital Innovation Platform. **20,000** new developers a week

- Rapidly build, manage and run web and mobile applications.
- World-class tooling and the broadest catalog of composable services

The best tools



The broadest catalog



The most choices for delivery model



NEW: Local

Make good applications great

End to end experience for mobile development and operations teams

Continuously Improve



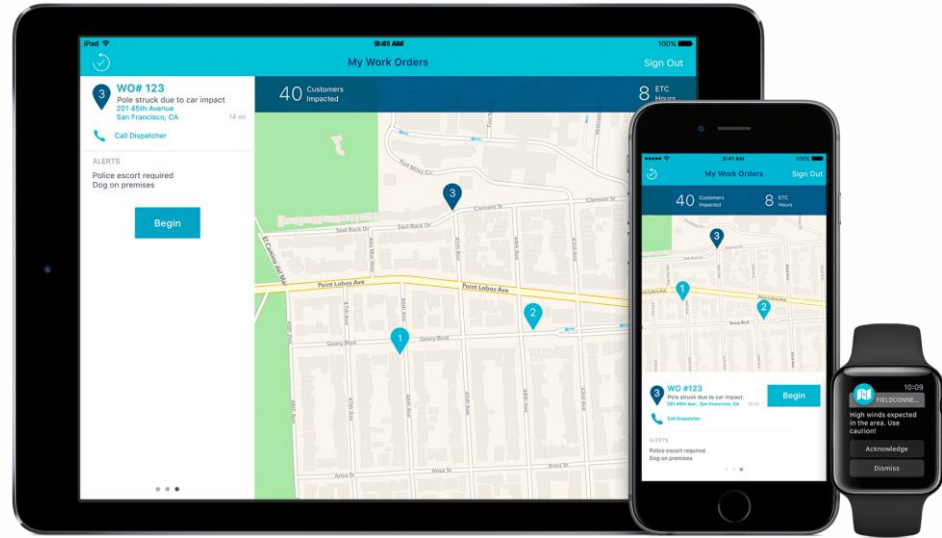
Secure



Contextualize and Personalize



Enrich with Data



Innovate, Compose Applications and Leverage State of the Art Technologies thru APIs



Embed complex **predictive capabilities** in your code

Embed **cognitive function** in your code like:

Embed **Internet of Things hub** in your code to interact with devices

Write and test **Blockchain** based applications, including smart contract based services

Personality Insights,
Retrieve and Rank,
Tone Analyzer,
Translation, Speech to
Text, Text to Speech,
Vision ...

Perform analytics and
respond to conditions

Smarter decisions
-
Optimization
-
Trending

Ability to learn, to enhance,
scale and accelerate,
human expertise
Improved Interaction

Relevant Information
Retrieval

Asset Management
-
Use Cases in almost
all industries

Financial Services
-
B2B supply chains
-
Fintech



Cloud is the necessary delivery mechanism to support digital transformation, accelerate innovation and enable speed and agility



From a cable TV company to a global provider of weather data services

From Fortran based forecasting models to :
--- Cloud native scalable services
--- API-driven platform (developer friendly)
166K+ requests/s (~15 Billion requests/day)

Multi-cloud management
Customer experience

- ... Cognitive models (Watson)
- ... Internet of Things. Model extension
- ... More industry plays

Proprietary Weather Data & Insights

Cross Platform Behavior

Consumer Demographic Data

Marketer Data

Companies within all Industries are Already Moving a Large Portion of their Workloads to the Public Cloud

Time Inc.

Hertz

 **YAMAHA**

CONDÉ NAST

intuit

simplify the business of life







Planning to move **60%** of “global IT workloads” to **public clouds** ... and close 30 of its 34 data centers by 2020

Closing down **5 of its 8** data centers by 2018, as moving workloads to **public clouds**

“The storage, compute and network services available from cloud providers are as high quality, high performance and low cost as the traditional approach”

Nicholas Harteau, vice president of engineering and infrastructure at Spotify

Plans to migrate **75%** of its entire IT (3,200 applications, including SAP ERP) to **public clouds**

News Corp

Why are others (also) investing in Private Clouds?

Enterprises have existing important **investments** in traditional infrastructure (including virtualization).



Executives may have also concerns about

security, data sovereignty, privacy or performance

More generally, the risks to move to public clouds were perceived as bigger than the perceived business returns.

Governments and regulatory bodies are still exploring the raise of Clouds in order to issue clear rules and laws.



Many companies are considering the option of **Managed Private Cloud** or **Managed Hosted Private Clouds**

Merci !

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IBM Marketplace

Discover and try our ecosystem of over 400 IBM and Business Partner business apps, development platforms and infrastructure.

