



# Disruptive Trends & Technologies: Are You Ready?

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### Pink Elephant 15th Annual Conference 2011 Opening Video "Are You Ready?" - Bellagio, Las Vegas









From: PinkerTube | Feb 21, 2011 | 14,921 views

Pink11 opens with a thought-provoking video: is IT ready?

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# Agenda



Pink Elephant — Leading The Way In IT Management Best Practices



1. Review Of Some Basic Assumptions
2. What are Disruptive Trends & Technologies & Why Should We Care?
3. It's All About Risks & Opportunities
4. What You Should Be Doing To Avoid Disruption
5. Recommended Very Next Steps



## The Reason I'm Here: Stimulate Proactivity

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On your very next day back at work I'd like you to start on some new activities to

**reduce risks**

and/or

**increase worthwhile opportunities**

for you and your business.



## Some Basic Assumptions

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- You are responsible for key IT assets (hardware, software, people, services).
- You go to work each day with the intention of doing a good job.
- You want the business you work in to be successful.

## Corporate IT circa 1975



# Corporate IT circa 1975





# Disruptive Trends & Technologies

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- Mobile Computing & Consumerization
- Public Cloud
- Green IT (environmentally sustainable computing)
- Social Media



# Disruptive Trends & Technologies



**WORLD'S FIRST OCEANARIUM RFID SYSTEM!**

Identify aquatic life via radio frequency.

*\*Another Interactive Oceanarium Experience\**

Underwater World Singapore  
A Member Of The S'pore Straits Group

tel: 6275 0030  
[underwaterworld.com](http://underwaterworld.com)

RAITS MEL

The billboard features a central image of a hand holding a handheld RFID scanner. The scanner's screen displays a radar-like interface with a yellow fish icon and the text "AQUATIC LIFE DETECTED". Below the scanner, a small screen shows a fish and a list of details: "BIRPPH26", "W 20.22 S 104.551 P1 RESUMBER FISH", "W 20.22 S 104.551 P1 RESUMBER FISH", "W 20.22 S 104.551 P1 RESUMBER FISH", "W 20.22 S 104.551 P1 RESUMBER FISH", "W 20.22 S 104.551 P1 RESUMBER FISH". To the left of the scanner is a large image of a fish. The background of the billboard is a light-colored, vertically-ribbed surface.



# Disruptive Trends & Technologies

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- Mobile Computing & Consumerization
- Public Cloud
- Green IT (environmentally sustainable computing)
- Social Media

These new technologies & trends clashed with the original culture of corporate IT – and in many organizations **STILL DO!**

Total control needed  
No explanations necessary

# Risks & Opportunities

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# Risks & Opportunities

Disruptor	Risks	Opportunities
Mobile	<ul style="list-style-type: none"><li>• Security</li><li>• Consumerization</li></ul>	<ul style="list-style-type: none"><li>• Increased productivity</li><li>• Support for business goals</li></ul>
Cloud	<ul style="list-style-type: none"><li>• Security (concern for 51% of CIOs - Forrester)</li><li>• Intrusion detection</li><li>• Data location</li><li>• Regulatory compliance</li></ul>	<ul style="list-style-type: none"><li>• Improved security!</li><li>• Economies of scale</li><li>• Support for business goals</li></ul>
Green IT	<ul style="list-style-type: none"><li>• Regulatory compliance</li><li>• Stakeholder demands</li><li>• Brand damage/negative image!</li></ul>	<ul style="list-style-type: none"><li>• Support for business goals</li><li>• Brand enhancement/positive image!</li></ul>
Social Media	<ul style="list-style-type: none"><li>• Brand damage/negative image!</li></ul>	<ul style="list-style-type: none"><li>• Brand enhancement/positive image!</li><li>• Support for business goals</li></ul>



# What You Should Be Doing

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## 1. Think

- Where are you at risk?
- What are the missed opportunities?

## 2. Discuss

- The risks & opportunities with co-workers.
- Be prepared to challenge existing policies.

## 3. Decide

- Agree priorities (low hanging fruit).
- Set expectations for timeframes & outcomes.

## 4. Act

- Assign (and take) ownership.
- Expect to modify plans.
- Track, measure & report results.



## Your Very Next Day Back At Work

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- Seek out your business policies & goals for:
  - Social media
  - Social responsibility
  - Approved personal devices & practices for remote computing
  - IaaS, PaaS, SaaS & Virtualization
- If you don't have any, search the Web for examples.
- Begin to identify your guiding coalitions.
- Blog 'n Tweet.

Then .....



# Your Very Next Day Back At Work

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- **Week 2:**
  - Start discussions.
  - Influence stakeholders.
- **Week 3:**
  - Make some decisions (go on - put some stakes in the ground!)
  - Assign responsibilities.
  - Roll-out initiatives.
- **Week 4 & beyond:**
  - Track progress.
  - Modify plans.
  - Shout about successes
  - Tweet and/or blog about what you're doing (use the **#KNOW11** hashtag)



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Please let me know what you decide to do,  
and how you get on.