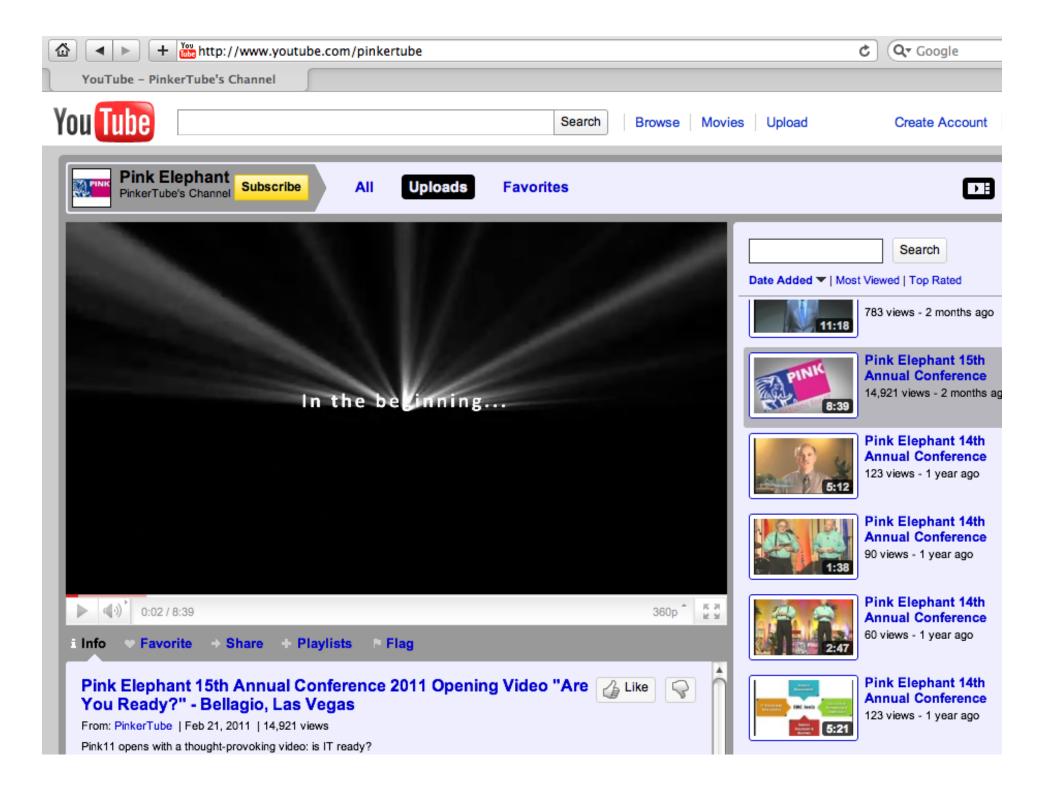


Disruptive Trends & Technologies: Are You Ready?

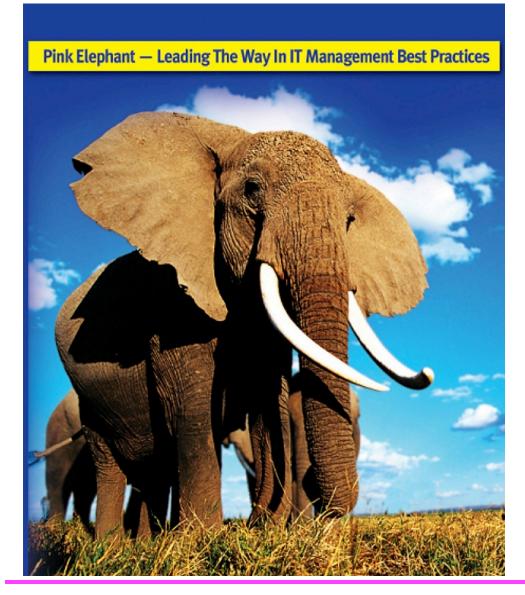
David Ratcliffe President, Pink Elephant

david.ratcliffe@pinkelephant.com http://blogs.pinkelephant.com/president http://twitter.com/pinkerdavid



Agenda





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



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.



- 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





Disruptive Technologies & Trends: Are You Ready?

Corporate IT circa 1975







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

Disruptive Trends & Technologies







- 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





Risks & Opportunities



Disruptor	Risks	Opportunities
Mobile	SecurityConsumerization	Increased productivitySupport for business goals
Cloud	 Security (concern for 51% of CIOs - Forrester) Intrusion detection Data location Regulatory compliance 	 Improved security! Economies of scale Support for business goals
Green IT	 Regulatory compliance Stakeholder demands Brand damage/negative image! 	 Support for business goals Brand enhancement/ positive image!
Social Media	 Brand damage/negative image! 	 Brand enhancement/ positive image! Support for business goals



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.



- 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.





- 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)



Disruptive Trends & Technologies: Are You Ready?

David Ratcliffe President, Pink Elephant

david.ratcliffe@pinkelephant.com http://blogs.pinkelephant.com/president http://twitter.com/pinkerdavid

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