

# *The Cloud Experience*

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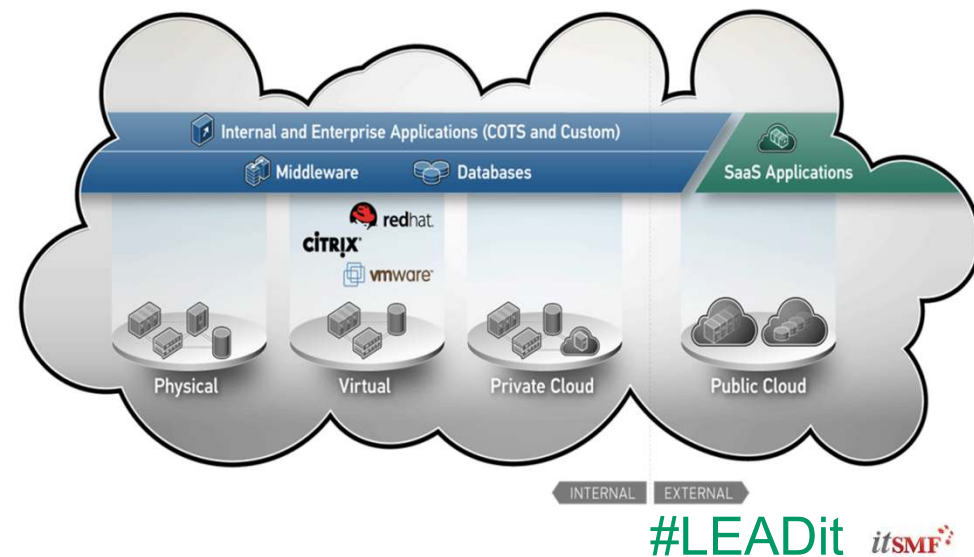
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# Abstract

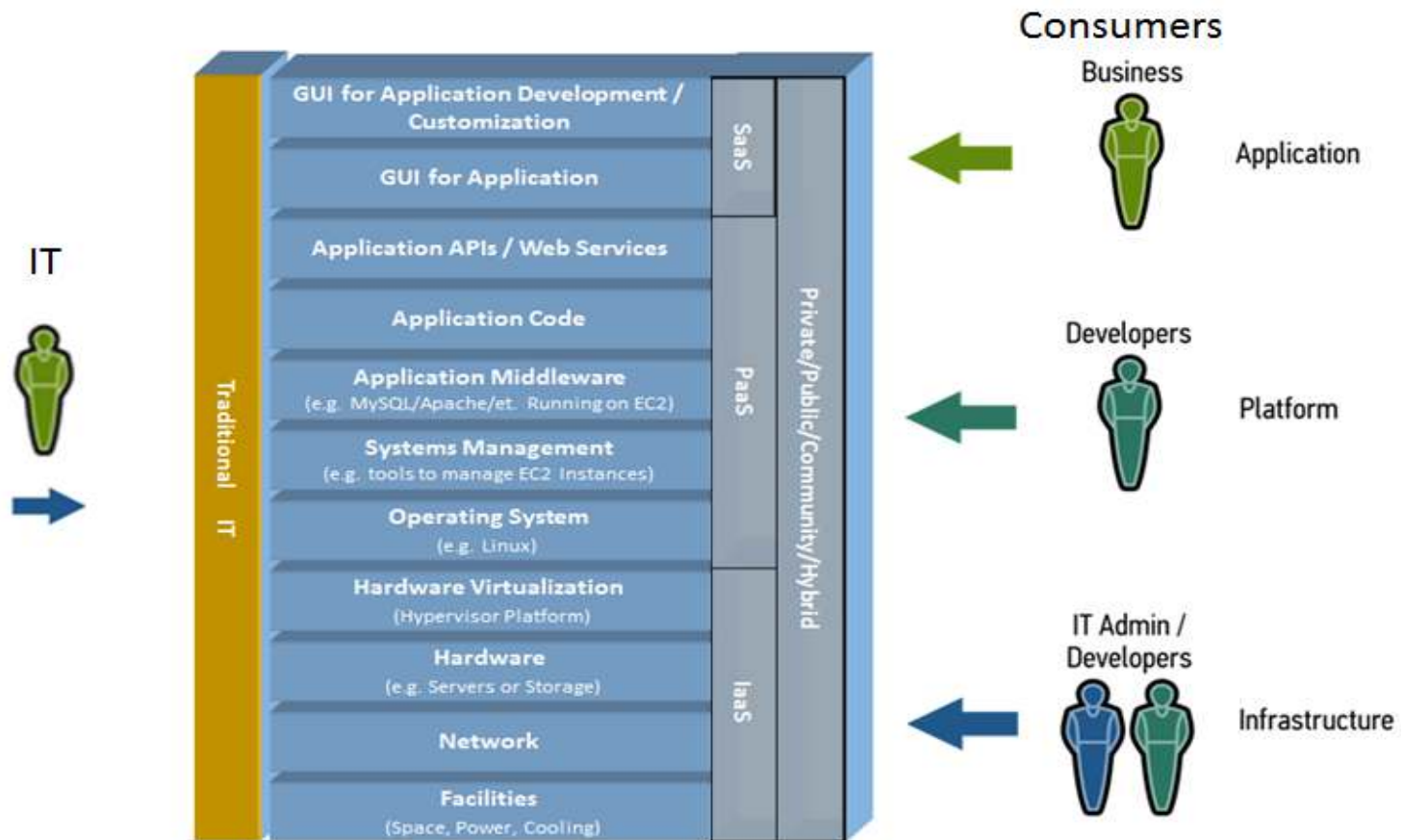
Most of the time when people think of cloud they think from the consumerization perspective because of the way cloud affects our personal lives. There is an industrialization perspective for IT practitioners that we need to better understand. IT services and business services are being transformed to digital services today in order to enhance the experience for our end users. In this session the digital service revolution, consumerization and industrialization of cloud for business value will be discussed.

# Defining Cloud

- NIST definition
  - Three core delivery models
  - Four deployment models
  - Five characteristics
  - Multiple actors



# Traditional IT and Cloud



# Value

- Agility – Speed to market
- Cost Savings – Better cost management
- Operational excellence



# Common business objectives

Operational	Financial	Strategic	Industry
Shorten development time	Improve return on assets	Establish or enhance strategic positioning	Increase market share
Increase productivity	Avoid costs	Introduce competitive products	Improve market position
Increase capacity	Increase discretionary spending as a percentage of budget	Improve professionalism of organization	Increase repeat business
Increase reliability	Decrease non-discretionary spending	Improve customer satisfaction	Take market leadership
Minimize risks	Increase revenues	Provide better quality	Recognized as producer of reliable or quality products or services
Improve resource utilization	Increase margins	Provide customized offerings	Recognized as low-price leader
Improve efficiencies	Keep spending to within budget	Introduce new products or services	Recognized as compliant to industry standards
Meet contractual obligations	Ensure that performance supports revenue generation	Deliver to meet objectives and obligations	Recognized as a reliable provider
Reduce customer complaints	Reduce the cost of rework	Improve customer retention	Recognized as a provider of quality goods and services

# Bad clouds

- Do not meet need of business
- Technology silos
- Can't support business workloads
- Not heterogeneous





# Practice of Service Management

- What organizations do
- Underpinned by ITSM





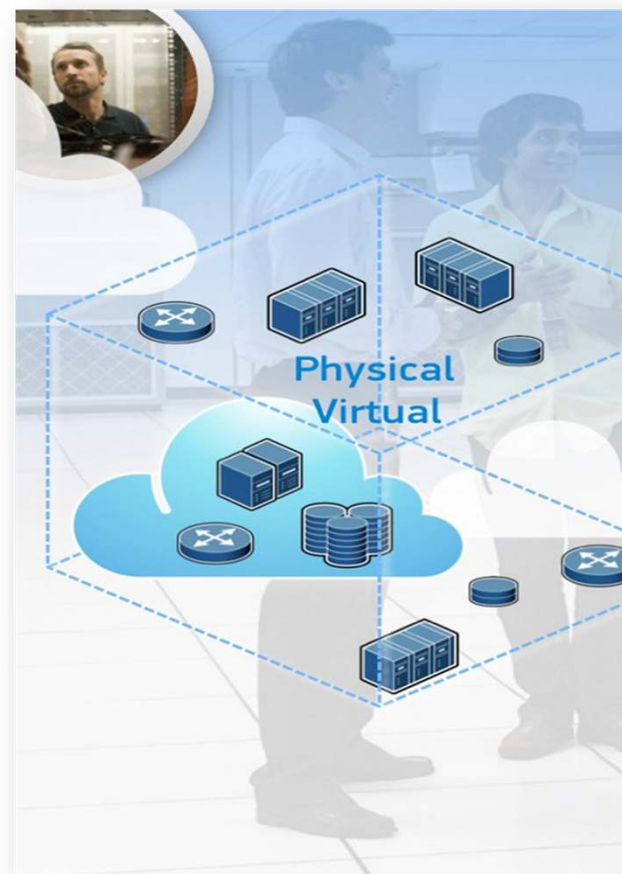
# Consumerization

- Delivery of service
- Experience
- Engagement



# Industrialization

- Delivery and Support of Service
- Service lifecycle
- 4 P's
- 3 E's

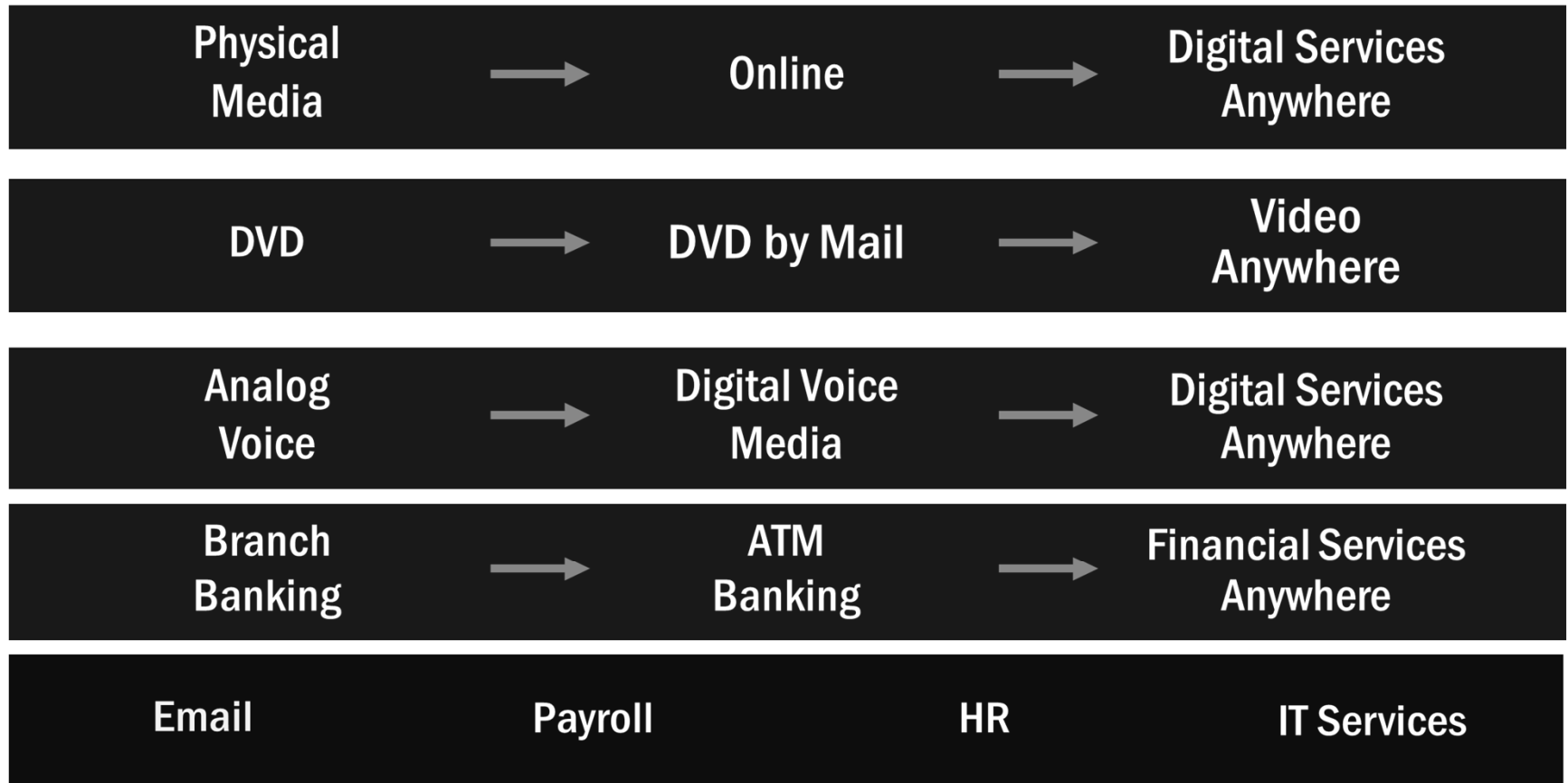


# Managing Services

- IT Services
- Business Services
- Digital Services



# Digital Services

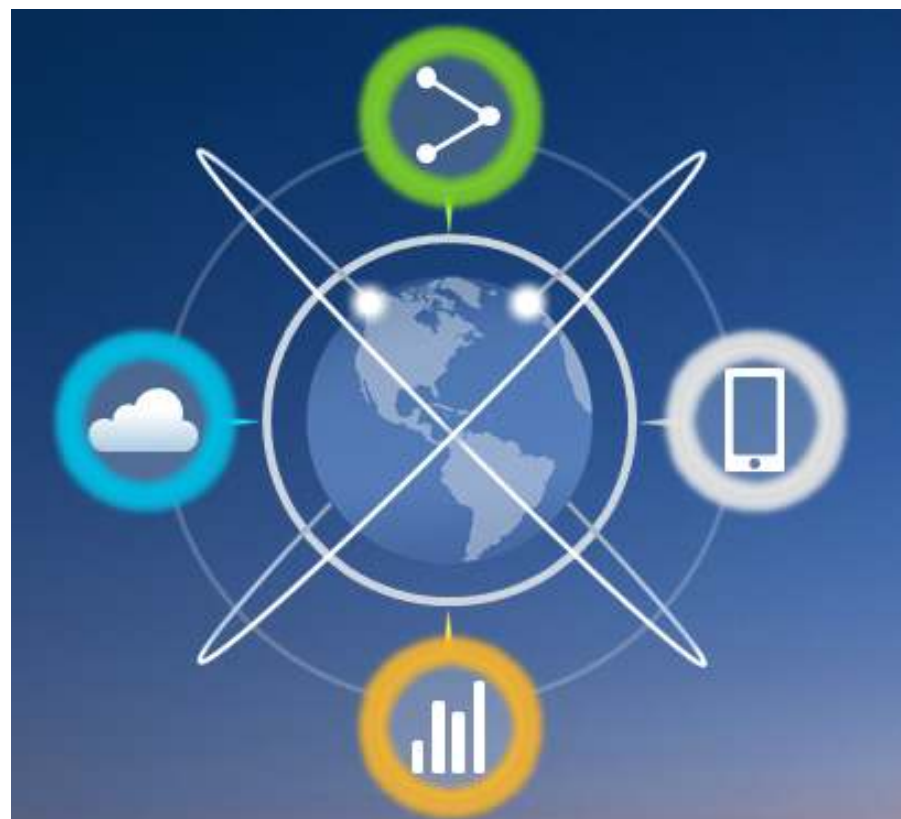


# Digital Services in the Cloud



# Nexus of Things

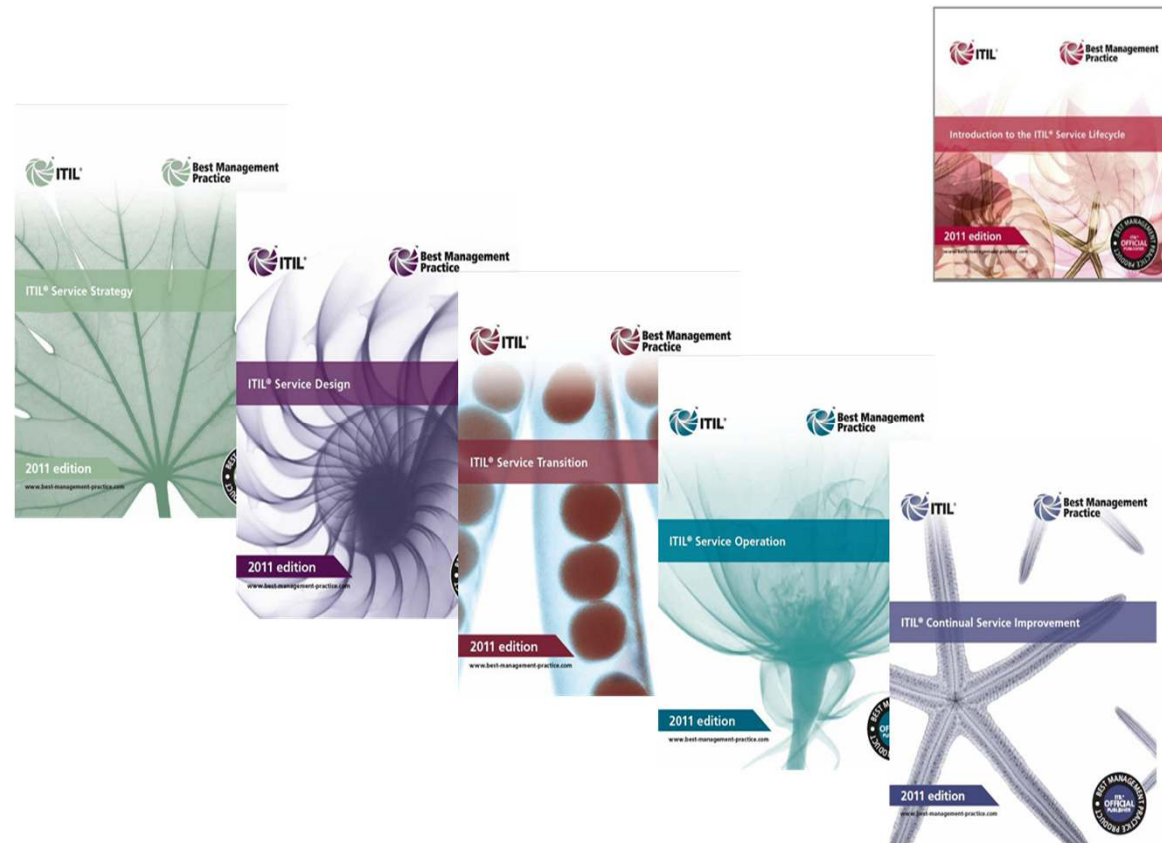
- Social
- Mobile
- Analytics
- Cloud
- Internet of Things
- Big Data





# Addressing challenges

- People
- Process
- Technology
- Partners





# Recommendations

- Focus on core competence
- Value chain/network
- Use ITIL as a tool
- Think consumerization/industrialization
- Address organizational concerns





# Additional Resources

- [www.bmc.com](http://www.bmc.com)
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- @anthonyorratbmc

“IT is amazing what IT was meant to be”