Building a Pragmatic Cloud Strategy For Your Organization

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Cloud is here.

<table>
<thead>
<tr>
<th>SaaS</th>
<th>PaaS/CaaS</th>
<th>IaaS</th>
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<tbody>
<tr>
<td>$95.5B Global market for SaaS subscriptions</td>
<td>64% of enterprises public cloud users leverage a standalone PaaS platform atop a private cloud or public cloud</td>
<td>58% use public cloud</td>
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<td>76% of enterprises consider SaaS a critical or high priority for 2018</td>
<td>69% use native public cloud PaaS services</td>
<td>63% use private cloud</td>
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<td>On average, 18% of North American app portfolios are SaaS today</td>
<td>31% of enterprise developers use containers</td>
<td>30% of workloads live in public or private cloud today</td>
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<td>69% of North American enterprises consider migration to be part of their cloud strategy</td>
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<td>62% use multiple public clouds</td>
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Source: SaaS Adoption 2017: If You Aren't Using SaaS Broadly, Your Business Risks Falling Behind
Forrester's Global Business Technographics Infrastructure Survey, 2017
Vastly expanded past early use cases

**Traditional examples**
- DNA sequencing
- Websites and mobile applications
- Test & dev
- New product sampling
- Short-term marketing initiatives
- High-performance computing
- Start-ups gaining low-commitment resources
- Disaster recovery for mid-size orgs. or less critical workloads
- Archiving or low-cost file storage

**Today’s examples**
- DC migration for acquired companies
- Hybrid applications spanning edge, local, and/or cloud
- Video streaming for millions of simultaneous viewers
- SAP and ECM hosting
- Platform for rebuilding mainframe applications
- Commodity outsourcing for end of life or less critical workloads
Exciting examples emerge every day

- Creates innovation lab
- Rank and uniforms considered counterproductive to DevOps
- Simple application proves multi-million dollar savings/year
- Using PaaS to implement process and contracting efficiency.

- Processing data gathered by tractors
- Launch of the “Digital Farm”
- Decision planning leveraging data from satellite images, crop insights, etc. to help decide crops for season

- Royal Caribbean Cruise Lines delivering mobile app to avoid printing fees and improve CX
- Built through microservices architecture on AWS and edge computing
- Target millennials
Top cloud inquiry:

“What are the top strategic cloud moves for my industry”
No clear play-by-play guide to follow…
What is the cost of delay of a intricate cloud strategy?

Cloud strategies are an evolution

Hybrid-by-design

Hybrid-by-accident

Hybrid-by-evolution
Strive to be a leader in your industry, not a leader in your cloud strategy
Developing the right strategy for your organization

<table>
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<th>Top 10 factors for your cloud strategy</th>
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<tr>
<td>1. Digital strategy</td>
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<td>2. Existing investments</td>
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<td>3. Balancing priorities</td>
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<td>4. Existing app details</td>
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<td>5. Location</td>
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<td>6. Culture</td>
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<td>7. Talent</td>
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<td>8. Dev scale</td>
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<td>9. Types of apps</td>
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<td>10. Money</td>
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</table>
Do you need to accelerate your cloud journey?

Your cloud strategy and plan depends on your organization’s urgency, risk, and preparedness.

- Cloud strategy
- Timeline
- Cloud technologies
- Cloud partners

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Thank you
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Orchestrated Hybrid Cloud:

Customer Use Cases:
Driving digital transformation for business value
Orchestrated Hybrid Cloud

Use Case 1: Olympics

Use Case 2: DEFRA

Use Case 3: Coca Cola
Digital Transformation for the Olympic Games

Use case 1: The Olympics technology revolution.
Setting the Scene

- Over 4BN Worldwide Viewers
- 25,000 Media
- 250 Digital Platforms
- 2x Digital coverage vs TV coverage
- 37 locations
- 200,000 Employees
- 4BN Customers
The Olympic Technology Evolution

- 1992: Local Physical Servers, Wired Network, Data, Info Kiosks
- 2000: Telephony, Website, Wired & Wireless
- 2012: Converged Networks, Virtualization, Website, Mobile Apps, Social Media, Live Results, Cyber Security, Sustainability
Orchestrated Hybrid Cloud

Digital transformation for the Olympic Games
Application transformation from legacy to the hybrid cloud

REQUIREMENT
To transform the applications to manage the Olympic Games and run centrally from the Cloud rather than within each host country.

Early Olympic Applications
Feature enrichment on dedicated infrastructure
Huge growth in data quantity
Re-architect for the cloud
Deployment of Shared Services in the Cloud

Adoption of cloud and centralised operations
Increased volume/features
Lower cost

Cost of running the games

BARCELONA ATLANTA SYDNEY ATHENS BEIJING LONDON RIO DE JANEIRO TOKYO PARIS

Hosting and Cloud Services for DEFRA

Use case 2: Hosting and cloud services for a government department
Orchestrated Hybrid Cloud

Hosting & Cloud Services for DEFRA

The Background

- We have signed a new 5 +1 year (£119M) contract with Defra to deliver Hosting and Cloud Services, enabling business transformation and the future application changes necessary to meet the challenges of Austerity and EU Exit.
- Under the contract we will consolidate and transform the datacentre services moving applications to a modern and efficient Hybrid Cloud solution.
- The contract provides critical Hosting and cloud services across Defra, its agencies and the Environment Agency (EA) at a time when they are going through significant change.

The Challenge

- Client has approx 300 business applications spread across 3000 servers hosted in 5 Datacentres and 150 Distributed server rooms
- It’s hard to manage, with multiple technology solutions. It’s slow and difficult to transform, it stifles innovation and prevents collaboration across the Defra Group
Hosting & Cloud Services for DEFRA

The Digital Solution

- Defra have an enormous amount of work to prepare for EU Exit, the new service will deliver modern, reliable, and flexible application hosting and enable Defra to leverage both public and private cloud – supporting the government’s Cloud First strategy.

- Through consolidation, harmonisation, virtualisation and the transition to modern reliable services, we will deliver significant savings (in both money and energy).

The Benefit

- The service improvements will help Accelerate the Pace of Change across the Defra organisation so they can move to flexible and agile working and meet the challenges of Austerity and EU Exit.
Digitizing the European Drink Industry

Use case 3: Connected Cooler at Coca-Cola Hellenic Bottling Company
Orchestrated Hybrid Cloud

Atos’ Connected Cooler Competence Center

True End2End from Sensor to Customer to Innovation

- An end-to-end solution from Atos harnesses IoT, advanced analytics and Artificial Intelligence technologies to deliver valuable insights to Coca-Cola Hellenic Bottling Company

Services included:

- TheCooler Manufacturer Pre-Connectivity “Atos Inside”
- Sensors for Retro-fit approach
- IOT Connected Cooler Platform
- Enterprise System Integration
- Salesforce Apps
- 24/7 IoT Service Desk
- Global Deployment
- Coca-Cola Innovation Lab & Open Campus
Atos Connected Cooler Image Recognition

Images turned into business insights
- Number of Total Facings
- Number and percentage of Bottler Facings
- Number and percentage of Competitor Facings
- Number of percentage of Unknown Facings
- Purity
- Planogram Compliance

Atos Outlook: From Cloud to Edge
- Image recognition at Cooler thanks to smart Edge Device
- Easy process of new product registering
- Learning process remotely
- New algorithm transferred within minutes to Edge device
Case 1: Learning correlation between Door-Opening and Sales

Graphical representation of the correlation between the door opening and the sales for each cooler. Based on this information and the sales target, it’s calculated whether the cooler is under or over utilized.

Case 2: Efficient Cooler Placement

Visibility on cooler performance by analyzing e.g. door opening, sales and in-store traffic leading to relocation suggestion to drive proactive execution improvement.
Thank you