

# Cloud in the Age of 3rd Platform – On the path towards digital transformation

## Enabling Cloud Transformation

### Recognize strategic shift in market

**\$2.2 Trillion**

Worldwide spending on Digital Transformation in 2019<sup>1</sup>

Using 3rd platform technologies for:

- New/Enhanced Offerings
- New Business Models
- New Relationships

**67%**

of Enterprise IT Infrastructure and Software will be for Cloud-based offerings by 2020<sup>1</sup>

**3X**

surge of industry collaborative cloud use by 2018<sup>1</sup>

**70%**

Cloud service providers cloud revenues will be mediated by channel partners / brokers<sup>1</sup>

### Address migration concerns

- Security
- Migration / Integration Process
- Interoperability
- Uncertainty of cost

### Consider key trends

- 75% of Fortune G500 will have dedicated digital transformation teams by end of 2017<sup>1</sup>
- Converged infrastructure is becoming more software-defined, intelligent and adaptable to workloads<sup>2</sup>
- APIs open doors for creating a better user experience across multiple platforms<sup>3</sup>
- Managed services on top of infrastructure still remain strongest long-term revenue opportunity<sup>4</sup>

### Follow the steps needed for real cloud transformation

