

## Varnex Fall 2015

### Cloud and Mobility: How to Sell Your Top Ten 2016 Tech Trends and How to Make Money from Them

Mark S.A. Smith

Mark.Smith@BijaCo.com

#### Key Ideas

Technology is changing faster than most customers can imagine

They don't know what they don't know

Most partners are stuck in a niche that won't be relevant in 5 years

Most technology is siloed, you're the connector

Focus on engineering and deploying business outcome and you'll always stay as busy as you wish.

#### Success Strategies

Look at the big picture

Start with your customer's business vision

Assess technology, people, processes

Build systems, automate processes, cadence

Build a relationship with the P&L owner

Stay out of IT: few see the real future

Inventively fit together pieces of the puzzle

Charge for the value you create.

#### 1) Millennials Begin to Take Power

Radically different view of what's important

Fiercely loyal to people not brands

Consume information completely differently

Pay for access versus pay for ownership

Disassociated from traditional institutions

Rapid judgment & burn bridges

Impatient

Insist on transparency

Privacy is currency.

#### How to Profit

Build a relationship their way

Ask permission to coach

Communicate their way: text

Don't ever fudge

Don't ever judge

"I've got your back."

#### Take Action

Take Millennials seriously

"What's most important to you in a business relationship?"

"What do you value in a business partner?"

"How will you decide who to choose?"

"What's the best way to stay in contact?"

#### 2) Software Defined Everything:

Virtual machines

Virtual networks

Virtual storage

Virtual data centers.

#### How to Profit

It's no longer about speeds and feeds, it's about the application relevance

Stop deploying server, storage, network, OS deployments for new infrastructure

Think cloud and mobile anywhere and everywhere

The network becomes the critical path, not compute power.

#### Take Action

Discuss software defined systems with customers

"How does your team use your business systems?"

"How do your customers use business systems?"

"How do you see that changing in the future?"

"How do you plan and budget for IT expansion and refresh?"

"How much of your business systems are outsourced?"

"What's your vision for your IT systems?"

#### 3) Labor Costs Drive More Automation:

\$15 minimum wage for 35 year-olds is unsustainable

It's not about the labor, it's about the task being accomplished

More automation

More decentralization of labor

Non-localized labor moves to its lowest-cost location

Creates a scalable business infrastructure.

#### How to Profit

Ultimately the only labor that will be local is sales and customer service

Sell education: up-level team members

Sell business process automation services

Outsource everything possible

Take advantage of labor arbitrage

Broker outsourcing.

#### Take Action

Talk to those with P&L responsibility

"Our customers hire us to take cost out of business operations while improving customer satisfaction. How we do that depends on the business and existing systems. One thing I can guarantee: if it doesn't take costs out or if it damages the customer experience, we don't do it."

"Tell me about your labor costs."

"What are you doing to manage labor costs?"

"What are your plans for business scaling?"

#### 4) Hard to Find High-Performance

##### Employees:

High-performance culture is no longer cool

The media models intellectual slackers

Declining quality of STEM graduates

Grads tend to feel entitled

Grads don't understand the real world

Increasing wages doesn't help.

#### How to Profit

Become your customer's IT department

Their problem is worse than yours

Hire for attitude

Continuous training

Pay for performance

Expect to lose a few along the way

Stay close to them when they leave.

#### Take Action

Move your focus from selling IT to selling IP

"My customers tell me their toughest problem is finding and keeping good people. What's your

experience?"

"Our company finds the best people we can, continuously trains them, and then provides them to our customers under our management to solve the toughest business systems problems. Who would find this valuable?"

#### 5) Powerful Personal Platforms:

Mobile devices get faster, bigger, better

Loaded with sensors

IoT > SNT

Social network of things

Multi-sided platforms take IoT to the next massive level

More always-on applications

Waze

FireChat for iOS.

#### How to Profit

Sell flexible business systems

Mobile + Cloud + Security

App design and deployment

Build it to sell it

Embrace the new market and cost models

Make a dollar from a million people

Offer to partner with those who get the vision and can execute.

#### Take Action

View personal platforms as the core of new business systems

What can be Ubered?

"How are your competitors using mobile devices to change the game?"

"How can you change the game with mobile devices?"

#### 6) Power Problems

Not enough power & cooling in data centers

Not enough power life in mobile devices

Backup power systems

Rolling brownouts.

Business continuity

Disaster recovery.

#### How to Profit

Include power issues in all assessments

Include power issue predictions in your report of findings

Look for ways to replace existing IT equipment with lower power, justifying by avoiding data center upgrade CapEx

Bundle spare batteries, external batteries, and chargers with all mobile device quotes.

#### Take Action

"How often do you or your team frantically hunt for a power outlet to recharge your phone?"

"What would happen if you don't have to do that ever again?"

"How much power and cooling capacity do you have available in your server room?"

"What happens when you run out of capacity?"

"When do you think you'll hit that limit?"

#### 7) Flash Overtakes Spinning Media

Flash wins: power, cooling, space, speed

Cost/performance exceeds spinning disk by at least 3X

Still viewed as too expensive by many.

## How to Profit

Sell flash to executives

Reducing one core Oracle license for 3 years = \$268k savings

Average Oracle Enterprise Database Deployment+ \$50k list, plus options (2-300%) = \$200,000, less discounts = \$100k acquisition cost  
Maintenance at 28% of list (\$56k/year)

Flash storage can speed database reads by 2 – 10x

Requires a trial to identify the real outcome.

## Action Plan

“How many Oracle/SAP/Enterprise license do you have in production?”

Flash is cost effective when including longer life, much less power, substantially increased IT performance, and fewer enterprise software licenses (Oracle, SAP, MSFT) required

Consider new backup/archive strategies

Spinning disk or cloud for archive

Flash for everything else.

## 8) Apple Becomes More Important to Enterprise

Record sales for iPhones, iPads, and Macs

Relationships with IBM and Cisco

Microsoft Office apps now run on iOS

iPad Pro predicted to sell 58 million units in 2016.

## How to Profit

Focus on iOS users

They buy 5x more than Android users

Manage the infrastructure

Manage the education

Manage the transition.

## Take Action

“How does your team use Apple devices?”

“How do you secure and manage Apple devices?”

“When was the last time you did an audit around Apple devices?”

## 9) Personal Clouds Drive Shadow IT

Salesforce.com, Dropbox, Google Apps,

Evernote

Check out cc: Amy@x.ai <http://bit.ly/GetAmy>

Corporate data everywhere

Risk of loss

Risk of exposure

Risk of fines if it's PHI or PII.

## How to Profit

Audit your customers

What's in use

Security

Backup

Compliance

Alternatives.

## Take Action

“What applications are your people using that may not be part of your security policy?”

“How do you know?”

“What's the risk to you and your business if they use something you're not aware of?”

## 10) The Impact of NSA's PRISM

Online surveillance program

Every electronic record and conversation is subject to scrutiny

\$35 billion in lost business to the US

<http://www.newsweek.com/nsa-surveillance-may-cost-us-tech-companies-more-35-billion-341168>

EU Safe Harbor rejection: can't send European PII to the US

<http://www.wsj.com/articles/eu-court-strikes-down-trans-atlantic-safe-harbor-data-transfer-pact-1444121361>

Assume everything is being reviewed.

## How to Profit

Discuss concerns with customers

Implement encrypted networks

Implement encrypted email systems

Educate customers about how to remain private.

## Action Plan

“What concerns do you have about government access to your data?”

“What business do you do in Europe?”

“Are you familiar with the recent European Safe Harbor ruling?”

## What Are You Going to Do Next?

What is one thing you can do to profit immediately?

Email me for a complimentary 30-minute coaching call.

## Contact Mark S A Smith

[Mark.Smith@BijaCo.com](mailto:Mark.Smith@BijaCo.com)

[MarksWebinars.com](http://MarksWebinars.com)

[MarksOnLinkedIn.com](http://MarksOnLinkedIn.com)

[MarksOnFacebook.com](http://MarksOnFacebook.com)

[ArticlesByMark.com](http://ArticlesByMark.com)

[CompetitionProof.com](http://CompetitionProof.com)