

**A warning from the past
and the future.**

*What to do when Google / Amazon / Any Player
enters your industry?*

Take your company
business and IT strategy and
remove ...

STRATEGY

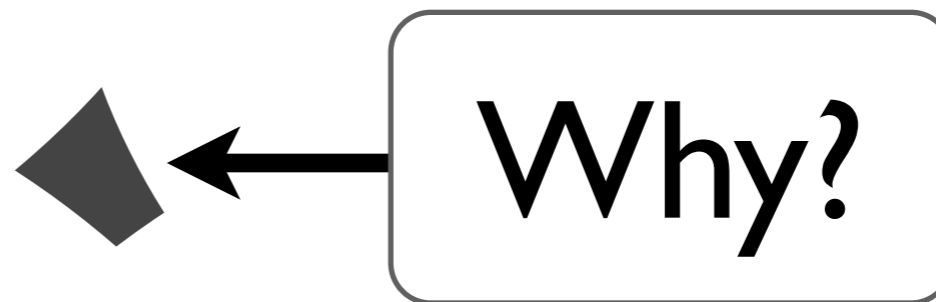
**Tactical
Choices
(BYOT)**

**Purchasing
Decisions
(Oracle vs SAP)**

... the How, What
and When.

**Operational
Details
(SLAs)**

**Implementation
Details
(Private vs Public)**



Look at what is left.
Is it vague?
Are decisions made
because ...

The Realities of Decision-Making with Big Data

By [B2B Insights](#)
Contributor

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+1 3

Like 3

Share 2

A survey by the [SAS Institute](#) found that 67% of companies are now using big data in order to gain an edge over their competitors. Their use of analytics has enabled 46% to streamline operations, 36% to identify target customers, and 29% to evaluate employees.

Your business's software systems already collect vast amounts of data, and these tools are fully capable of parsing this data into meaningful, useful, and actionable information. Are you utilizing all the information you have at your fingertips in order to make better decisions?

Using Big Data in Sales

Your business's [POS software system](#) is a natural repository for big data. Think of all the numbers you can pull from your system: what you're selling, how much you're selling it for, who you're selling it to, and when you sell the most. You can pull sales information for the past year, the past month, or the past three days. The things you can do with this information include:



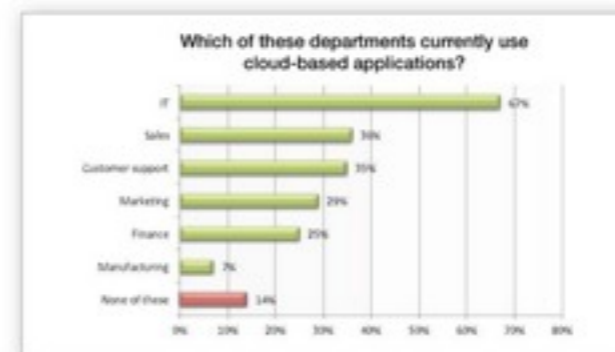
... everyone else is doing it?
67% of successful companies do
Cloud, Big Data, Social Media.

Survey: CIOs Bullish on Cloud Benefits, But Worry About SaaS Data Silos

CIOs continue to grow more and more bullish about cloud solutions, with a whopping 92% saying that cloud provides business benefits, according to a recent survey. Nonetheless, IT execs remain concerned over how to avoid SaaS-based data silos. The survey was conducted by Dimensional Research and commissioned by Host Analytics.

by Vance McCarthy

Tags: analytics, BI, cloud, data, Host Analytics, integration, SaaS, survey,



CIOs continue to grow more and more bullish about cloud solutions, with a whopping 92% saying that cloud provides business benefits, according to a recent survey. Nonetheless, IT execs remain concerned over how to avoid SaaS-based data silos. The survey was conducted by Dimensional Research and commissioned by Host Analytics.

The Host Analytics/Dimensional survey queried some 350 CIOs and IT executives on attitudes, trends and challenges pertaining to cloud

adoption.

Among the sunnier findings for cloud advocates are these results from CIOs and IT executives:

- 92% said the adoption of cloud technologies is good for business
- 67% said cloud technologies help IT deliver better systems for less money
- 62% said SaaS applications give business stakeholders more ownership of key applications
- Cloud is gaining a foothold across many corporate departments, including IT (67%), sales (36%), and customer support (35%)

7 Steps For a Successful Social Media Strategy

By [Nick Shin](#)

Published July 21, 2010 Print

According to the [2010 Social Media Marketing Report](#), 67% of marketers plan to increase their use of social media channels including blogs, Twitter, and Facebook.

As more companies integrate social media into their marketing and communications plans, emphasis needs to be on **creating a social media strategy**. Without a strategy, you'll undoubtedly be sucked into a **social media time sink**.



1,287

Tweet

Ask yourself

Q. Why does a General bombard a hill?



Answer A ...

Because some report says 67% of successful generals bombard hills.



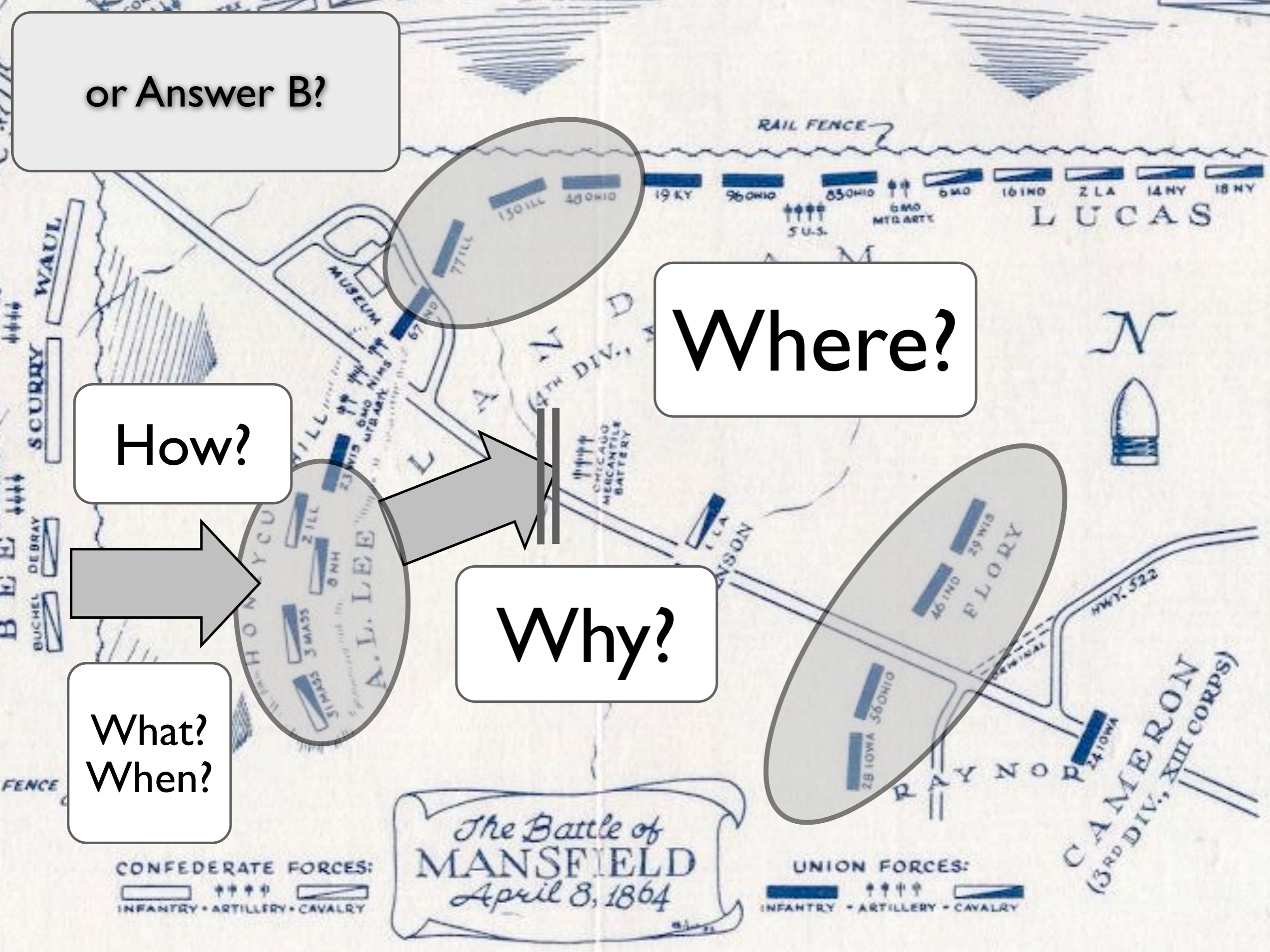
or Answer B?

Where?

How?

Why?

What?
When?



CONFEDERATE FORCES:
INFANTRY • ARTILLERY • CAVALRY

UNION FORCES:
INFANTRY • ARTILLERY • CAVALRY

In Military ...

Where?

can we attack

Why?

attack here over there

How?

do we attack

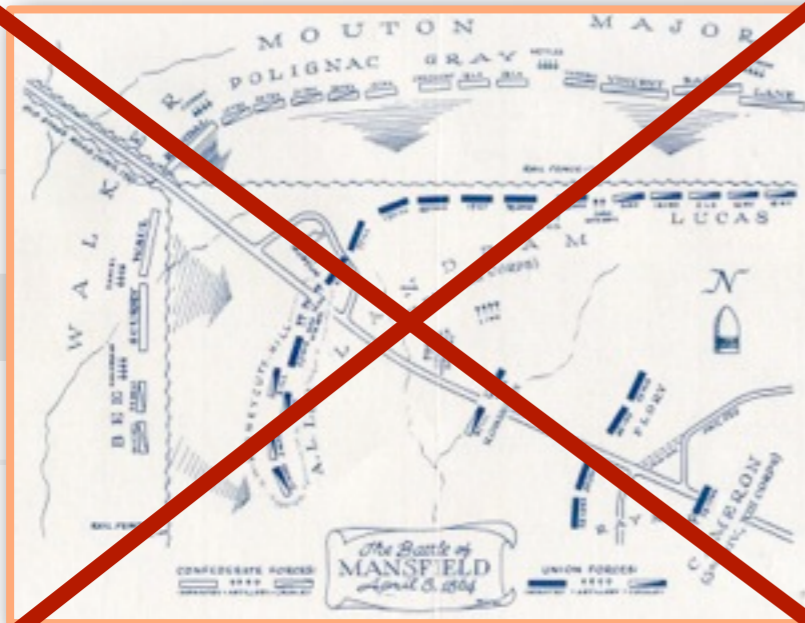
What?

to do

When?

to do it

Is your Strategy a tyranny of ...



to do

What?

How?

do we

When?

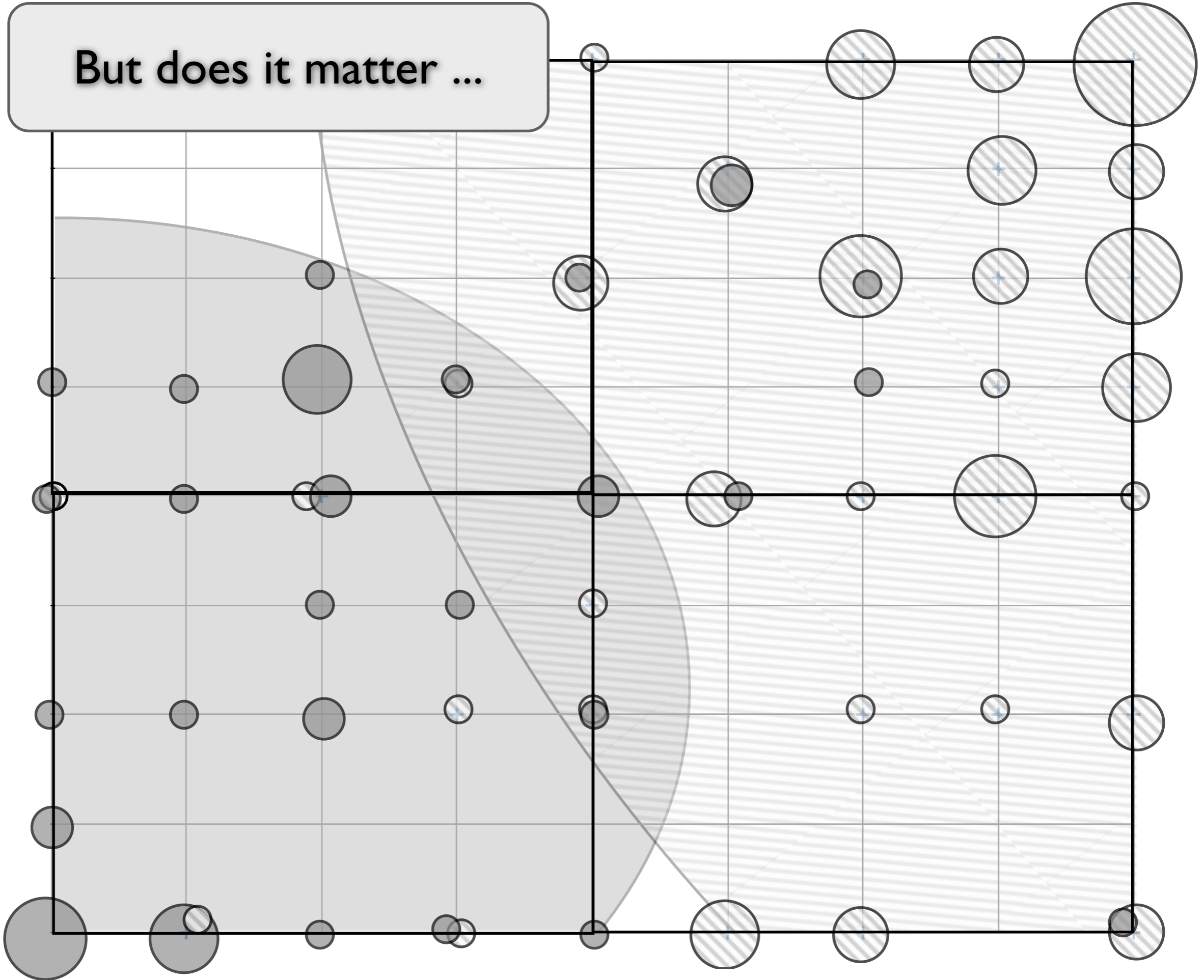
to do it

"67% of successful companies do
Cloud, Big Data, Social Media"

But does it matter ...

Level of Strategic Play

Uses Open to Compete



.....
Level of Strategic Play
.....

... apparently, yes.

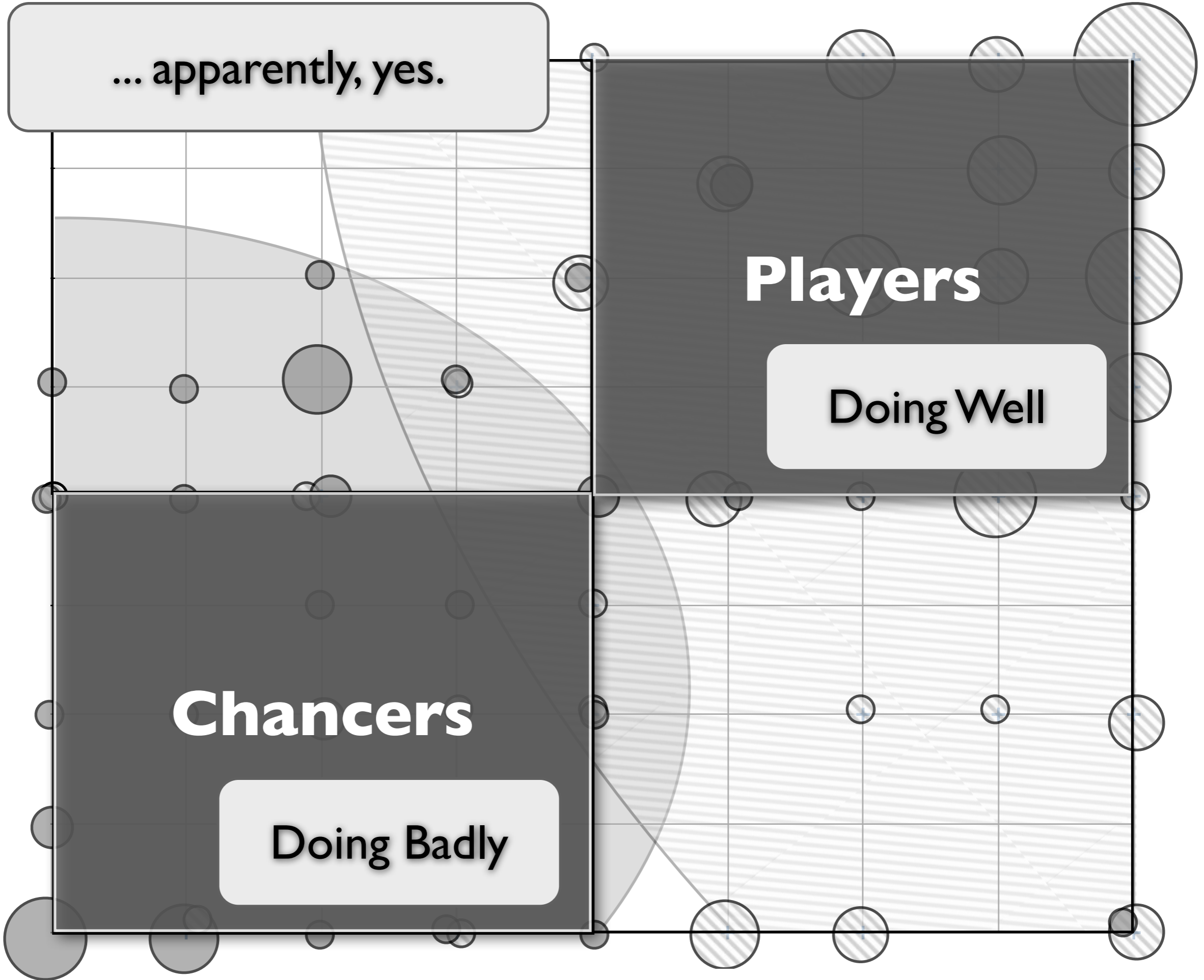
Players

Doing Well

Chancers

Doing Badly

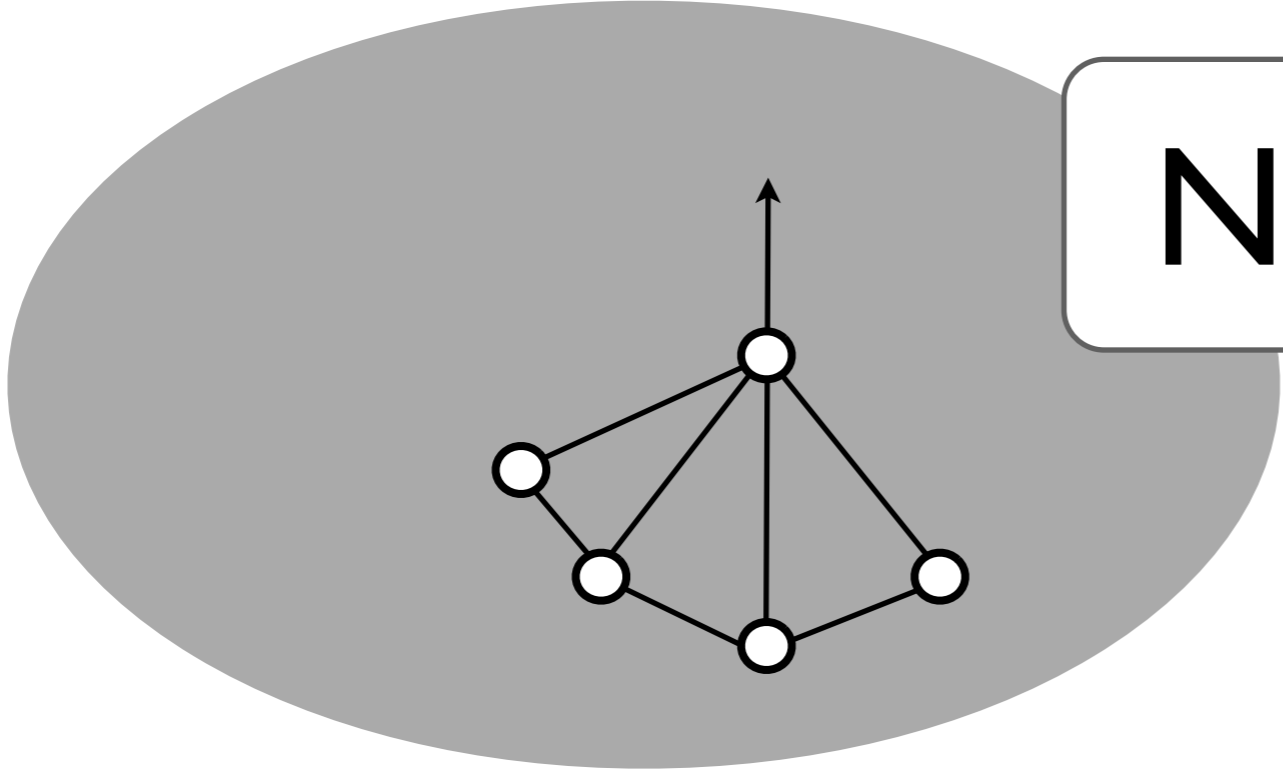
.....
Uses Open to Compete
.....



So how do you map a
business landscape?

... start small

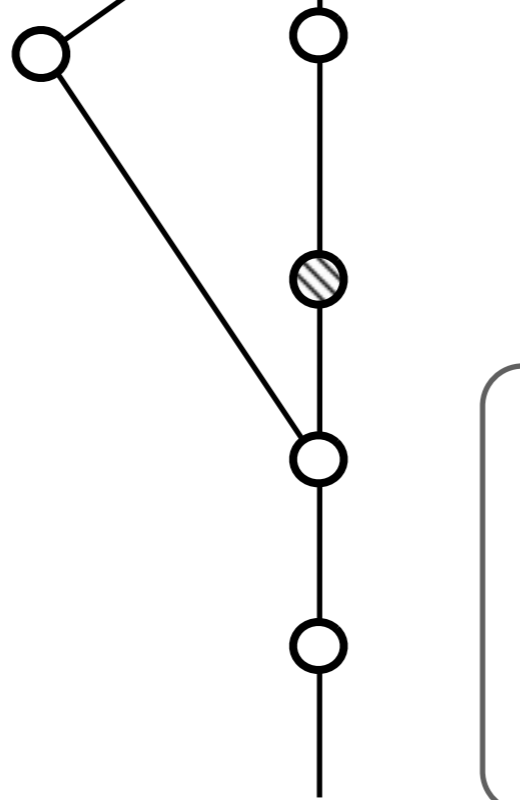
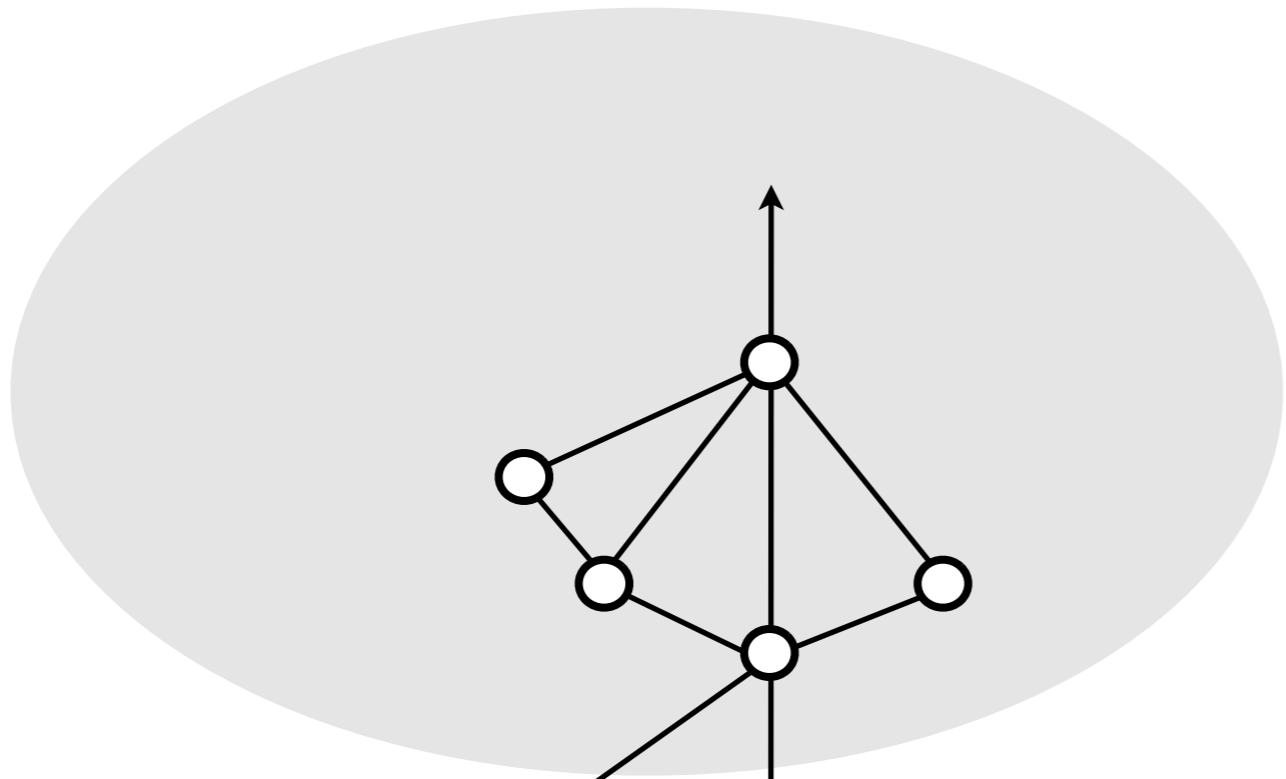
The Players Way



Need

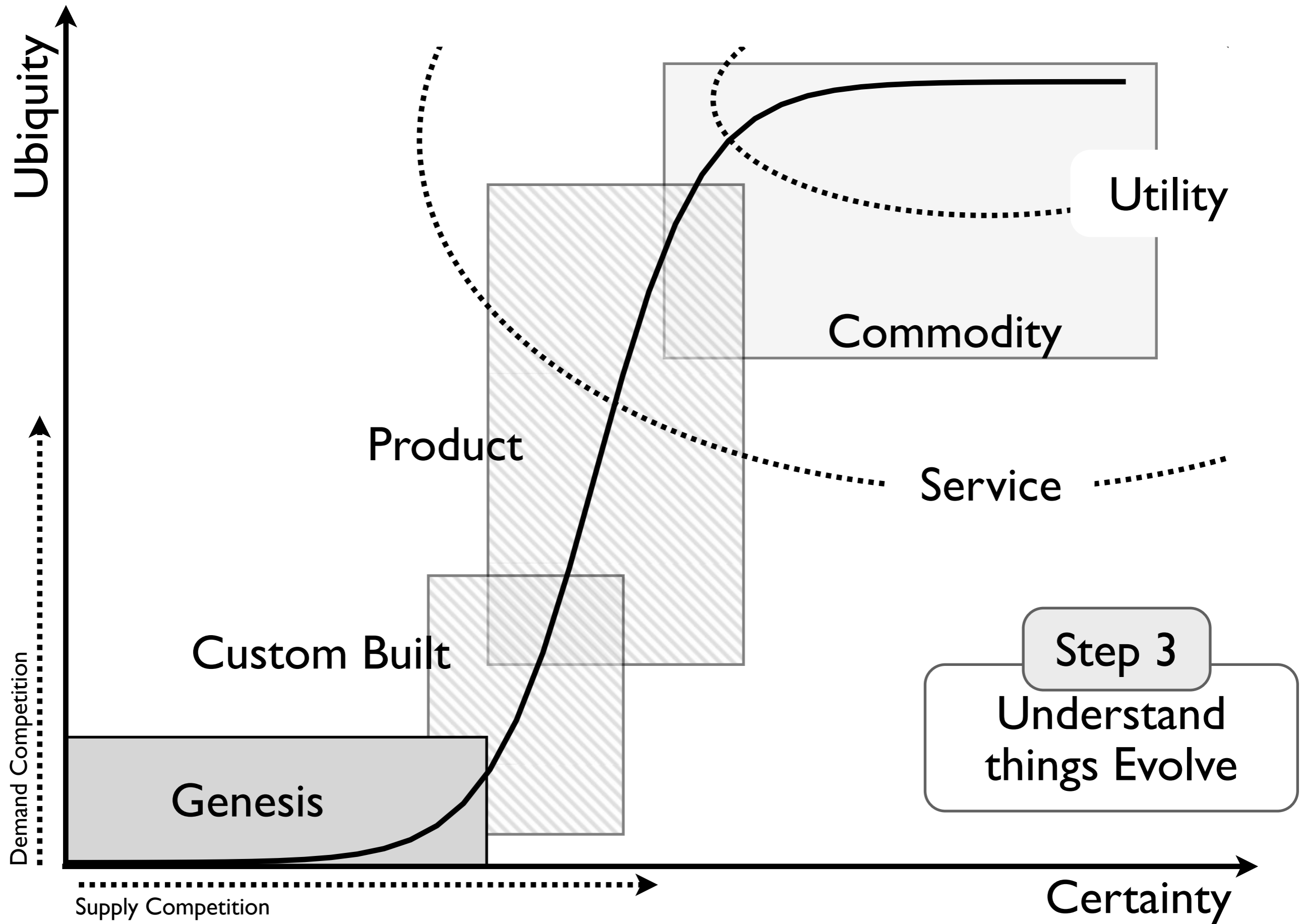
Step I

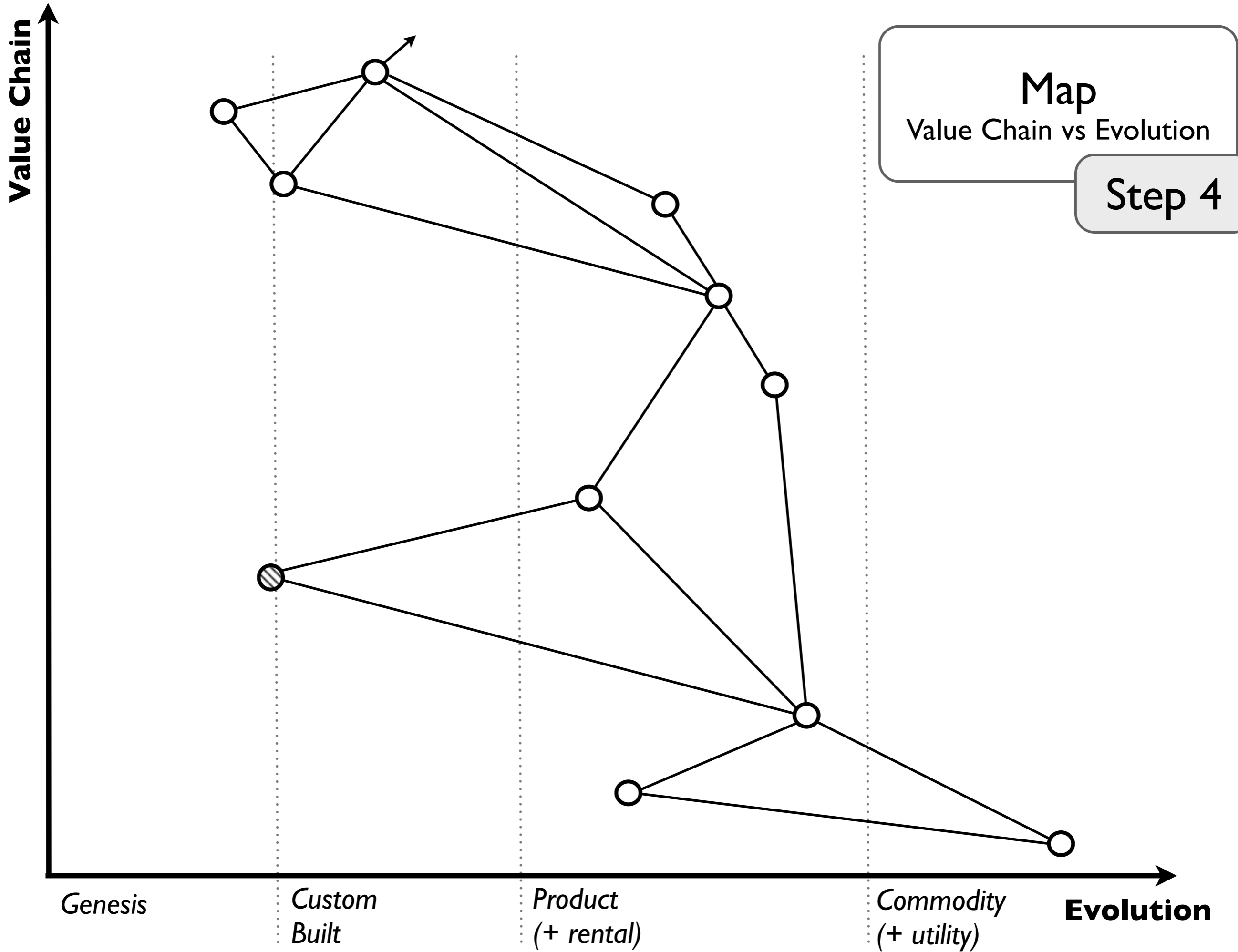
Value Chain



Value Chain

Step 2





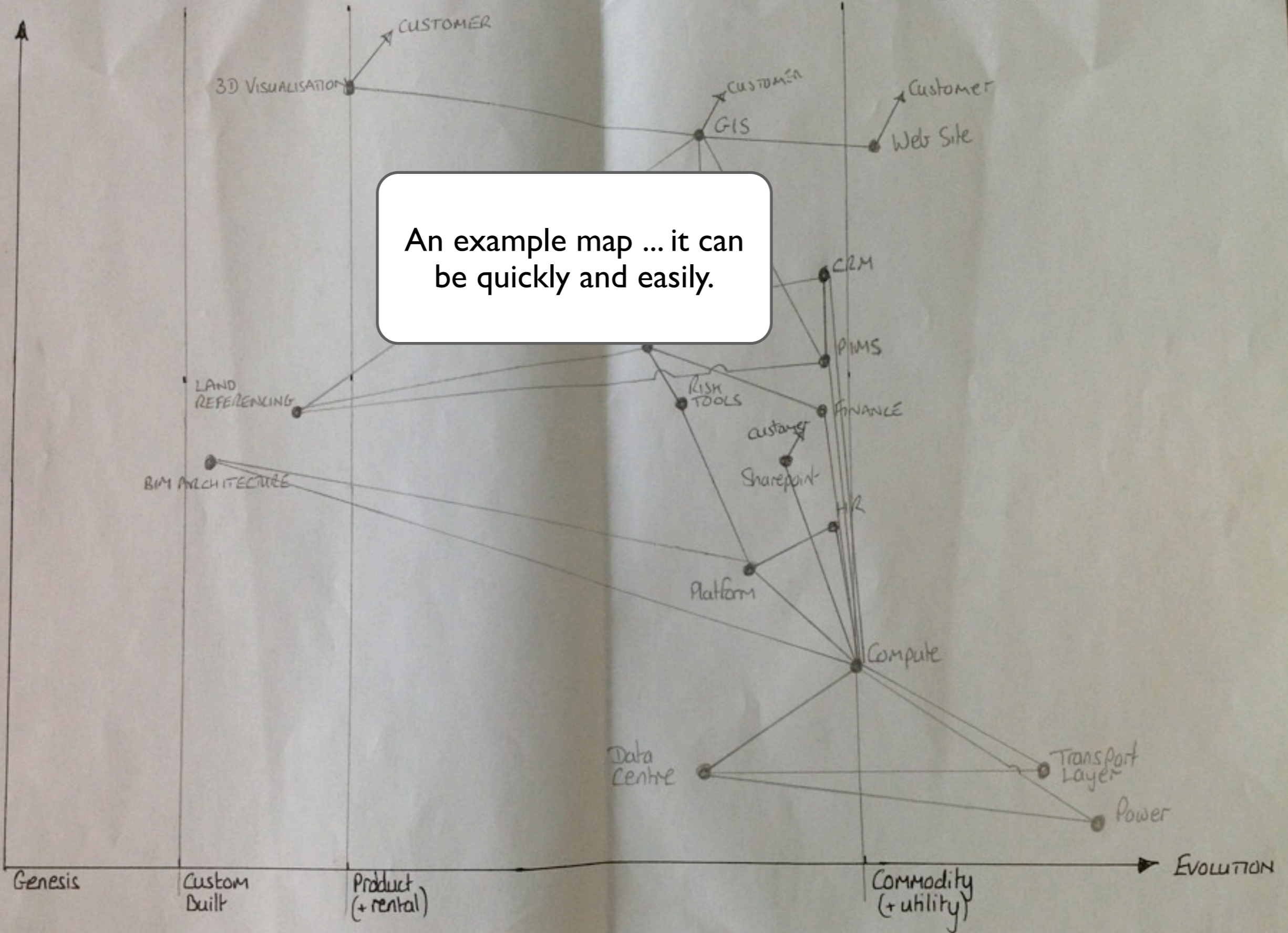
Map
Value Chain vs Evolution

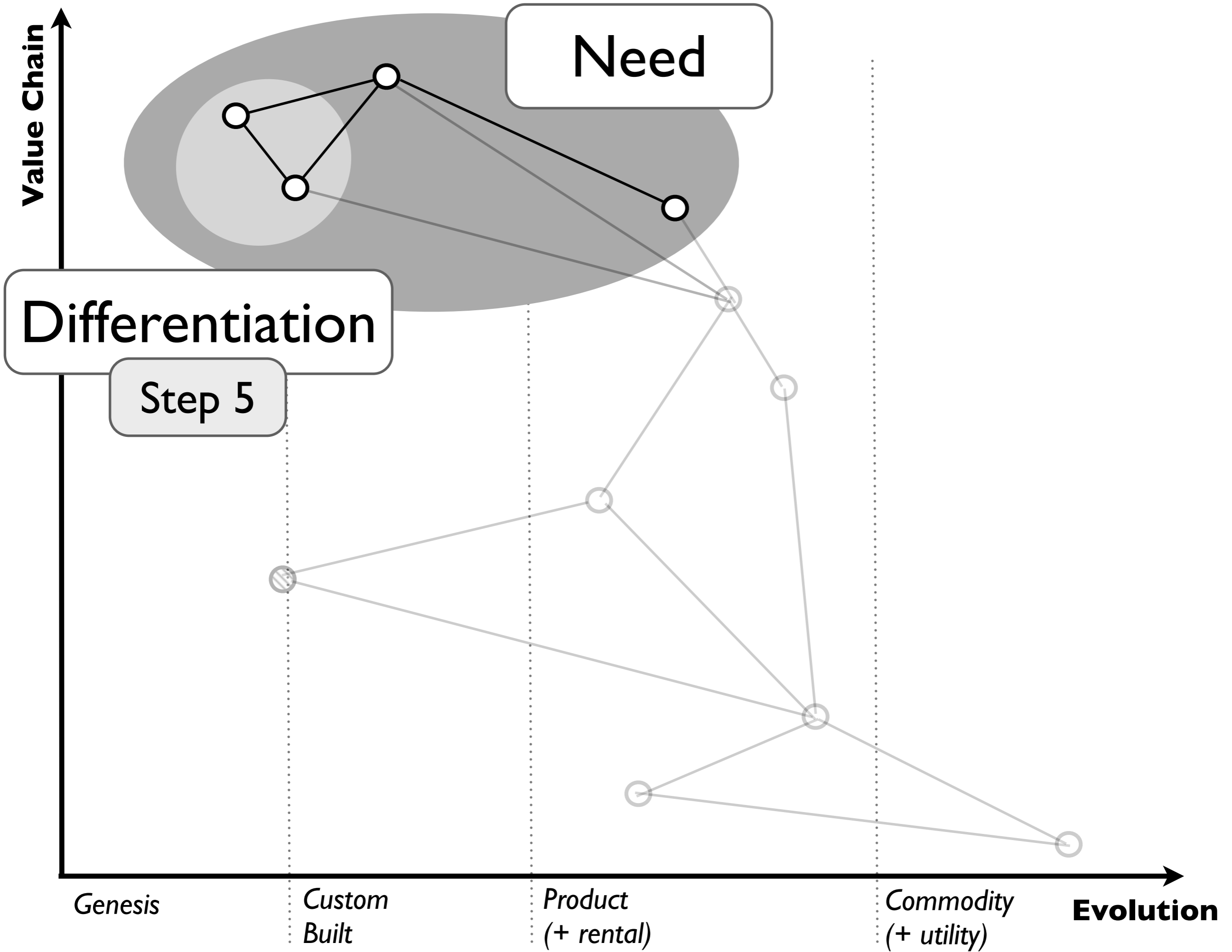
Step 4

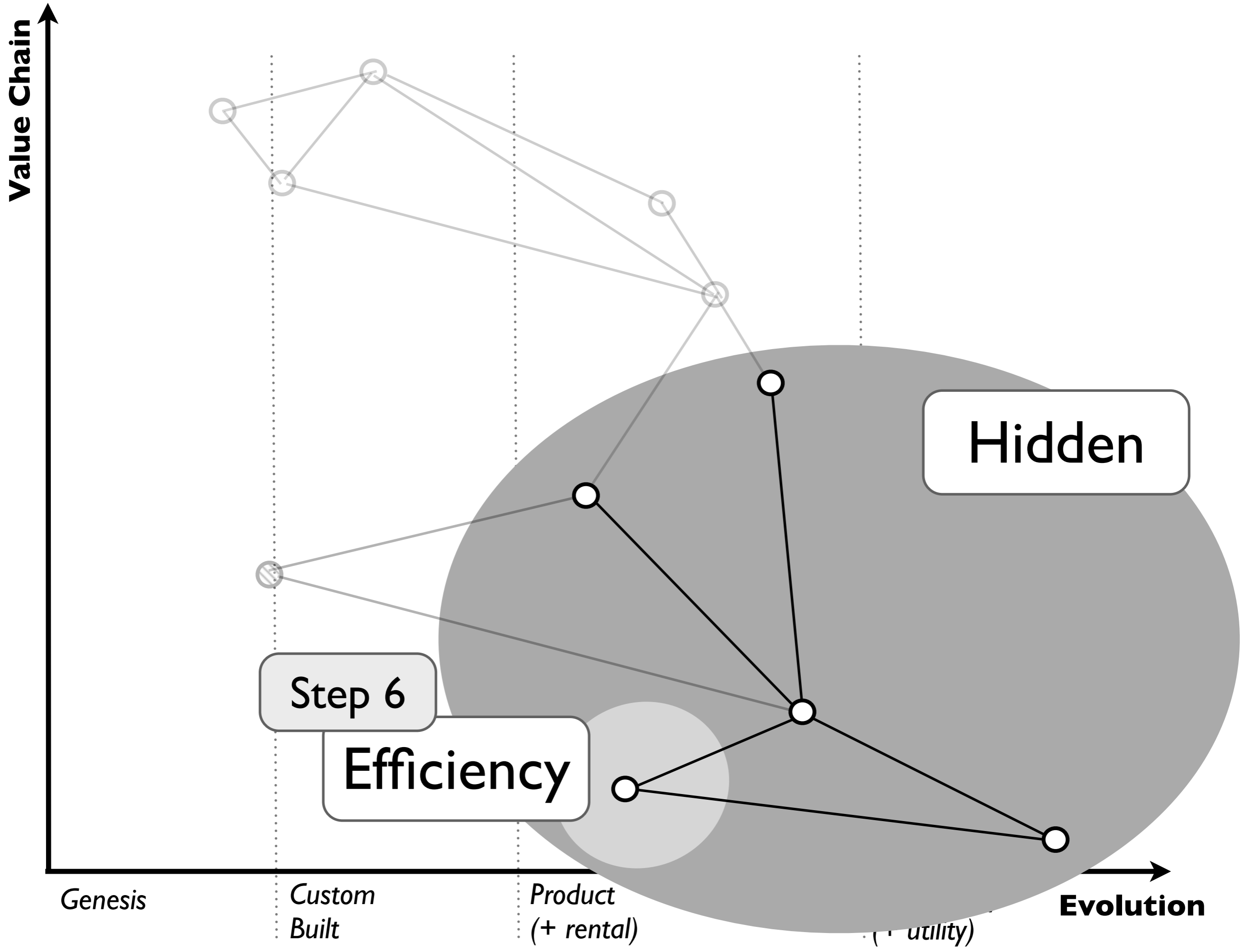
VALUE CHAIN

G-Cloud

An example map ... it can be quickly and easily.







Value Chain

Genesis

Custom
Built

Product
(+ rental)

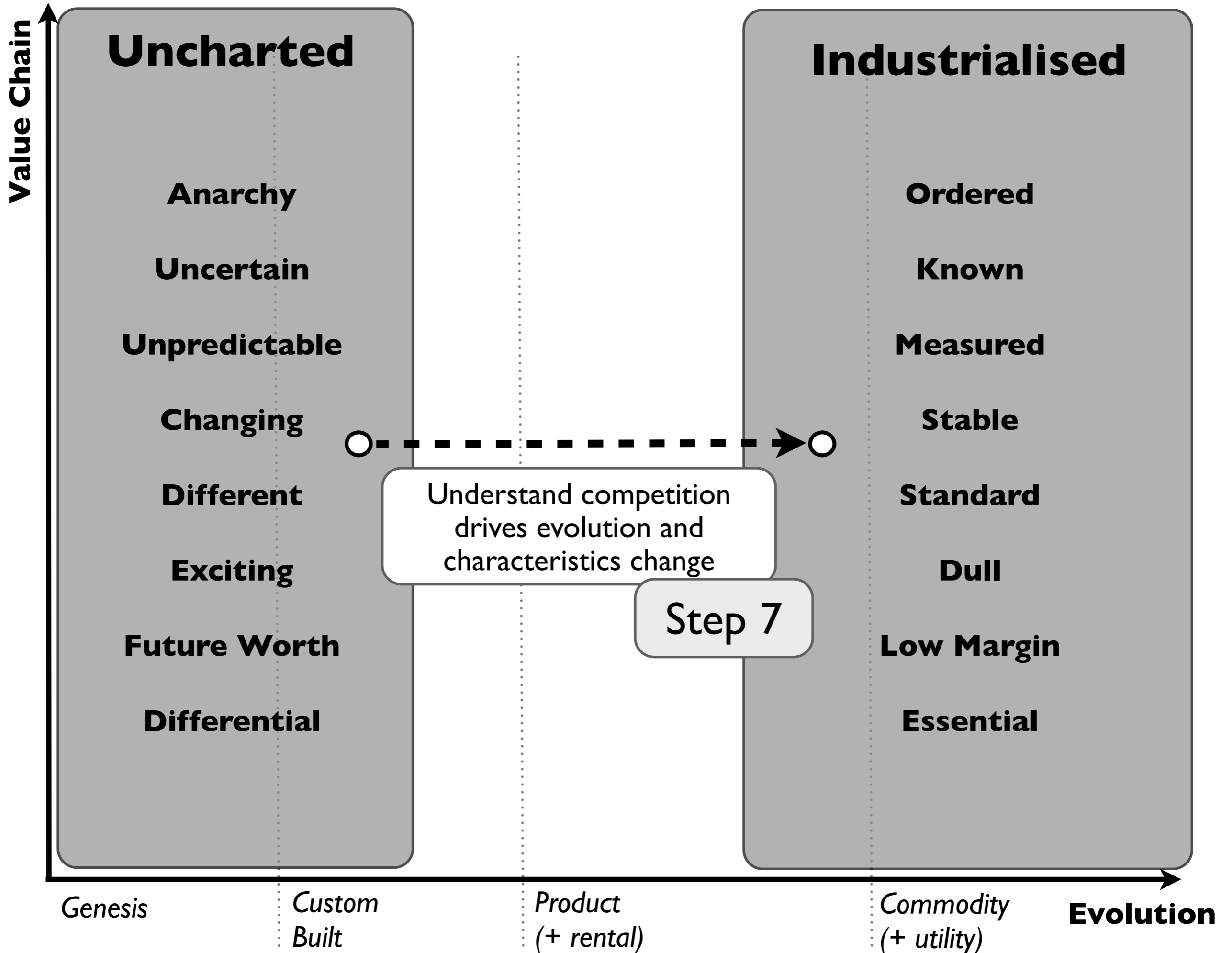
(+ utility)

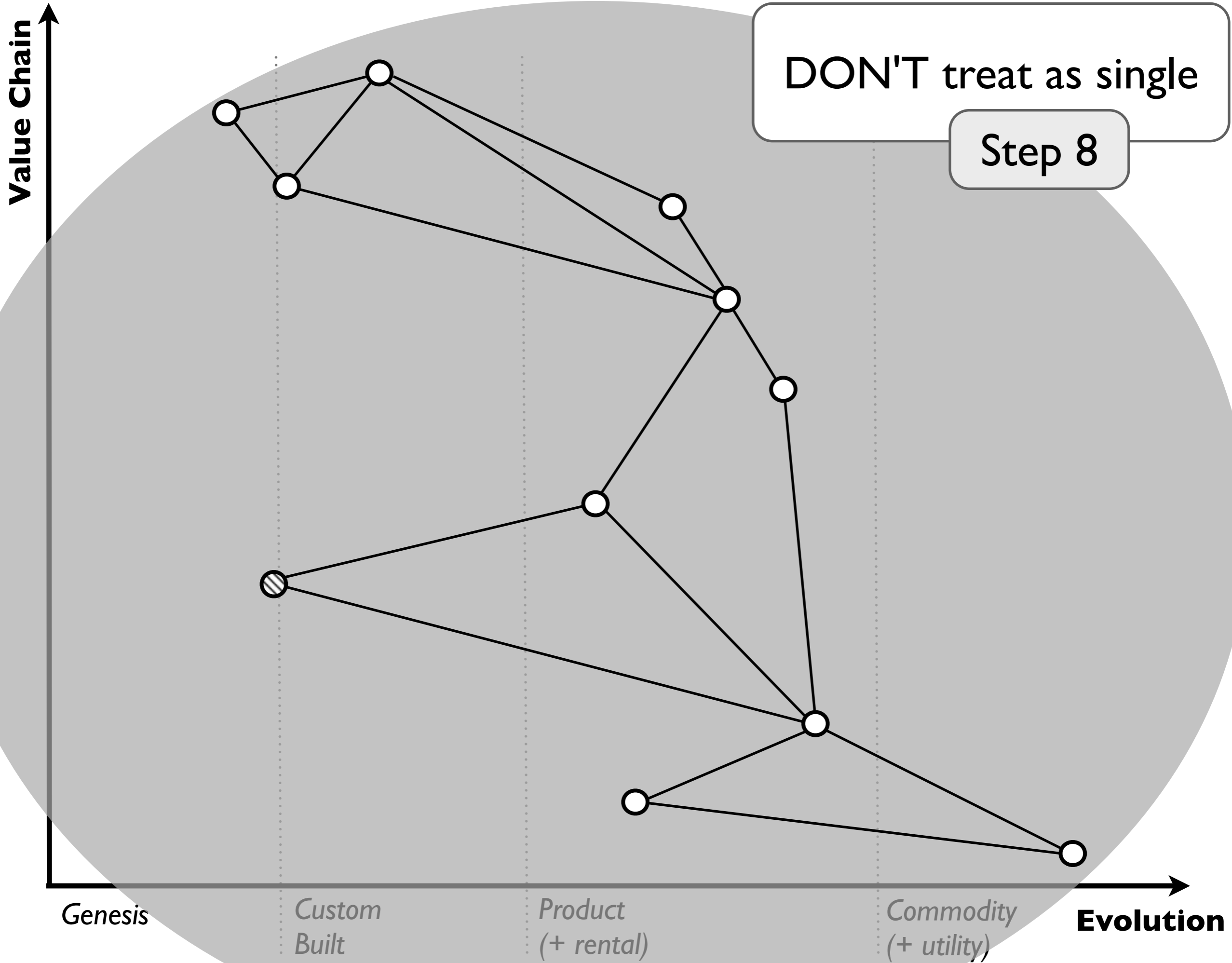
Evolution

Hidden

Step 6

Efficiency





DON'T treat as single

Step 8

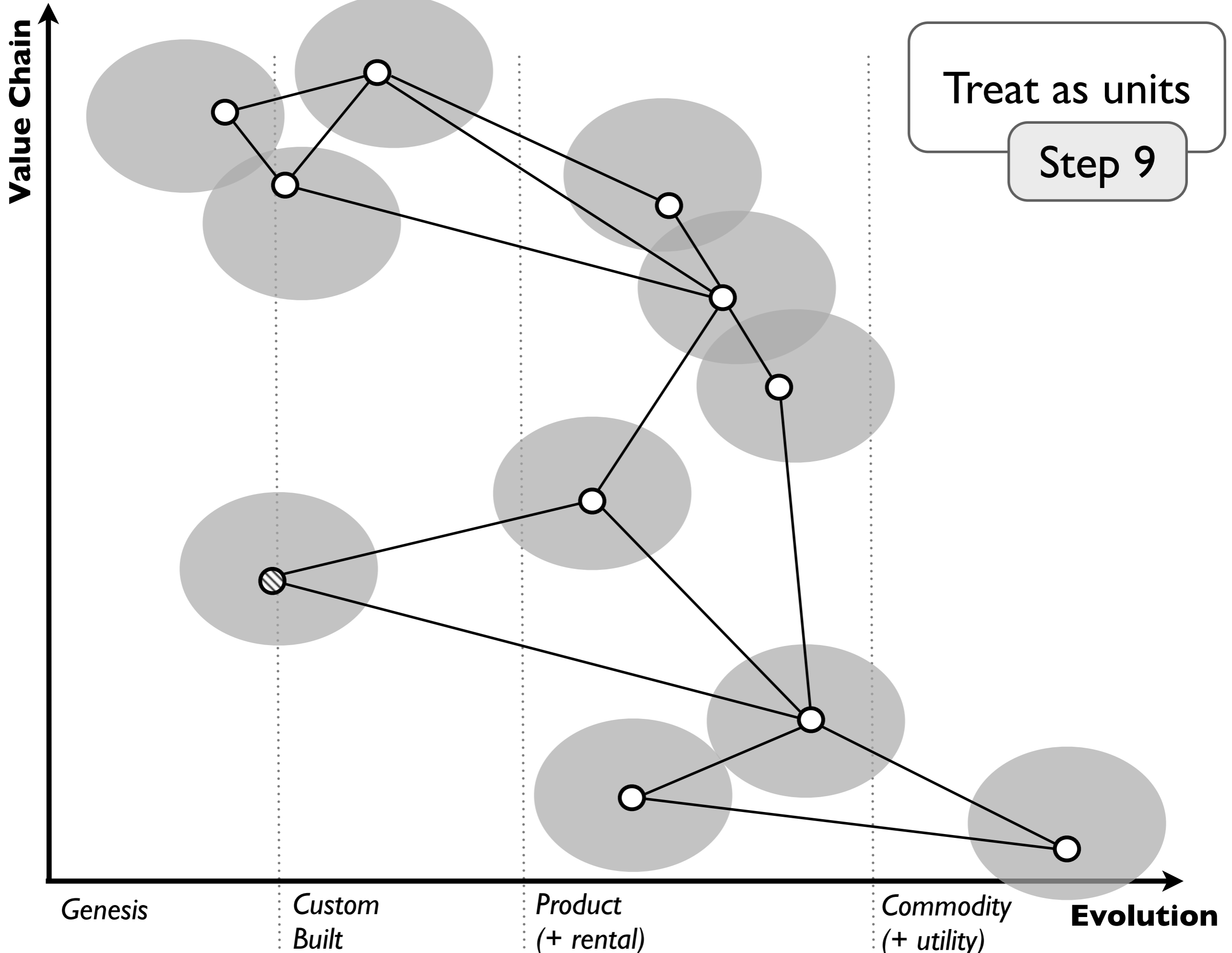
Genesis

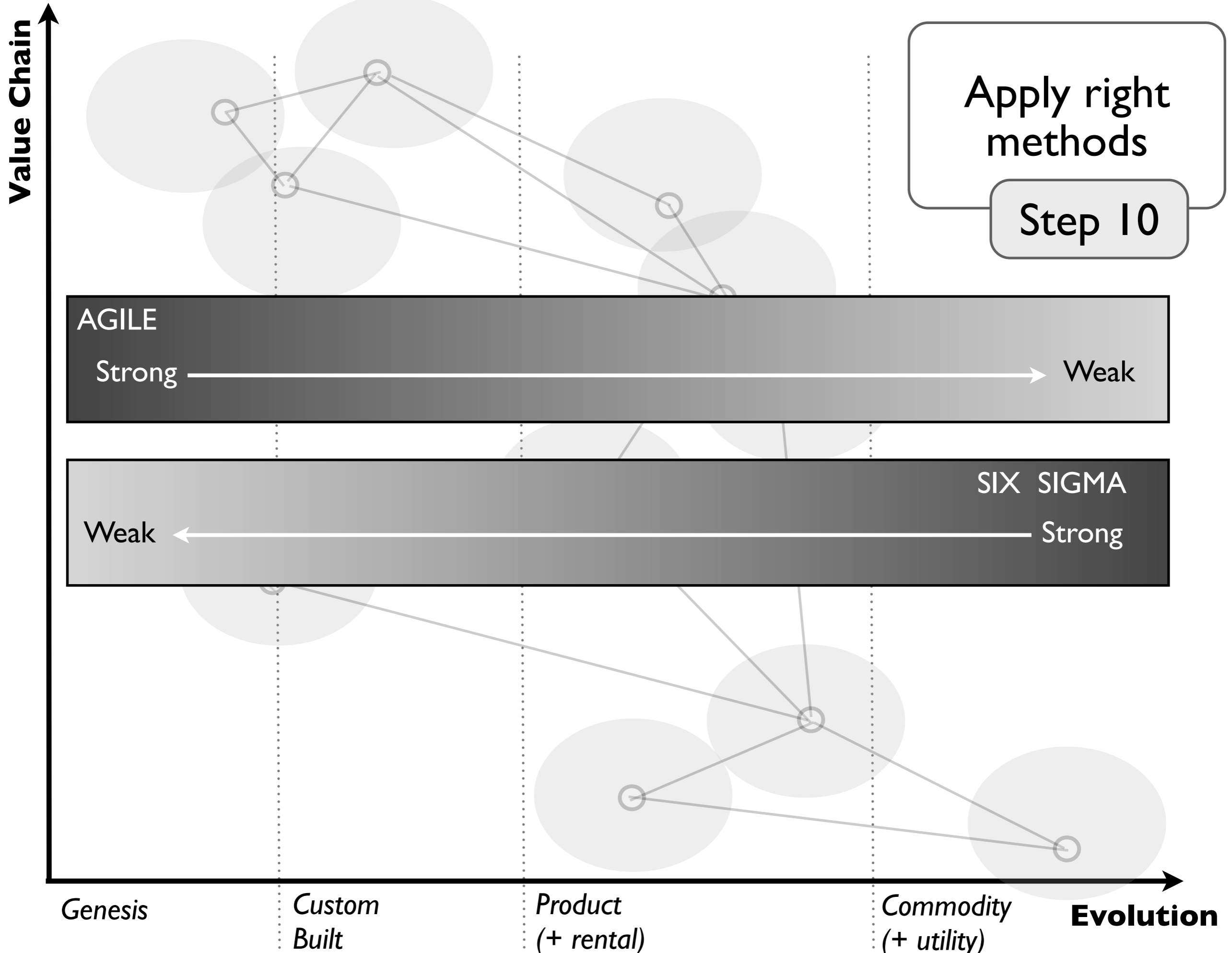
Custom
Built

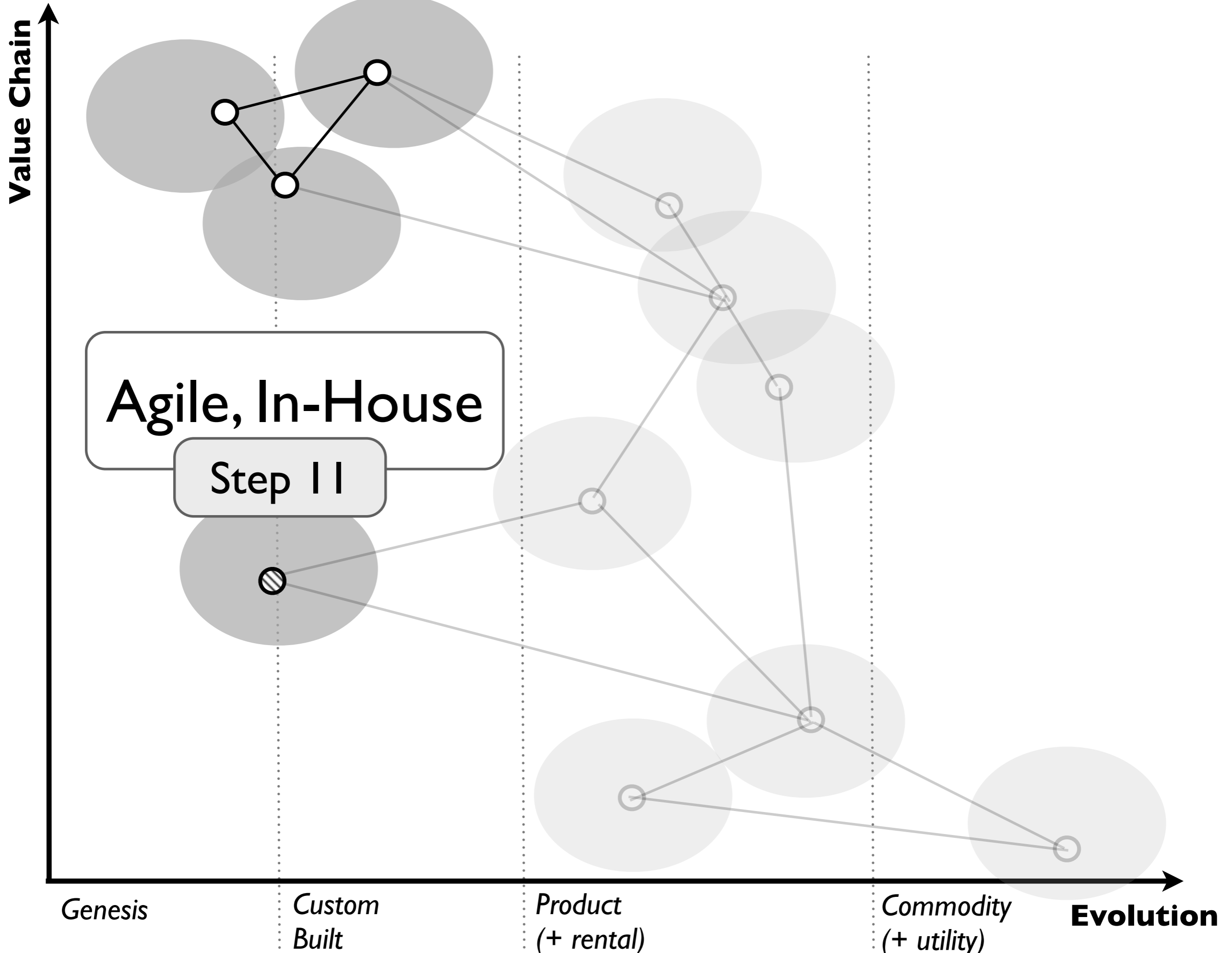
Product
(+ rental)

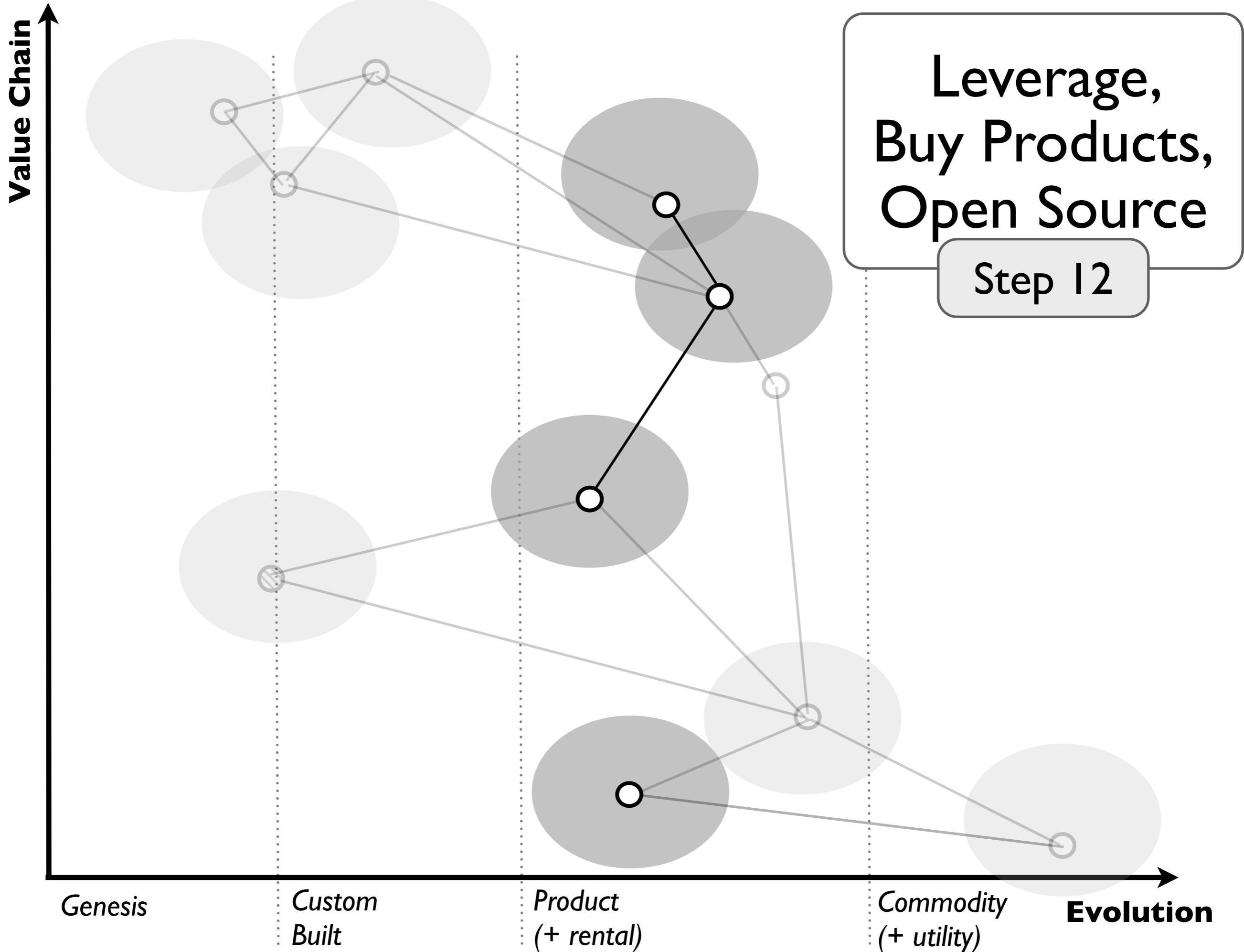
Commodity
(+ utility)

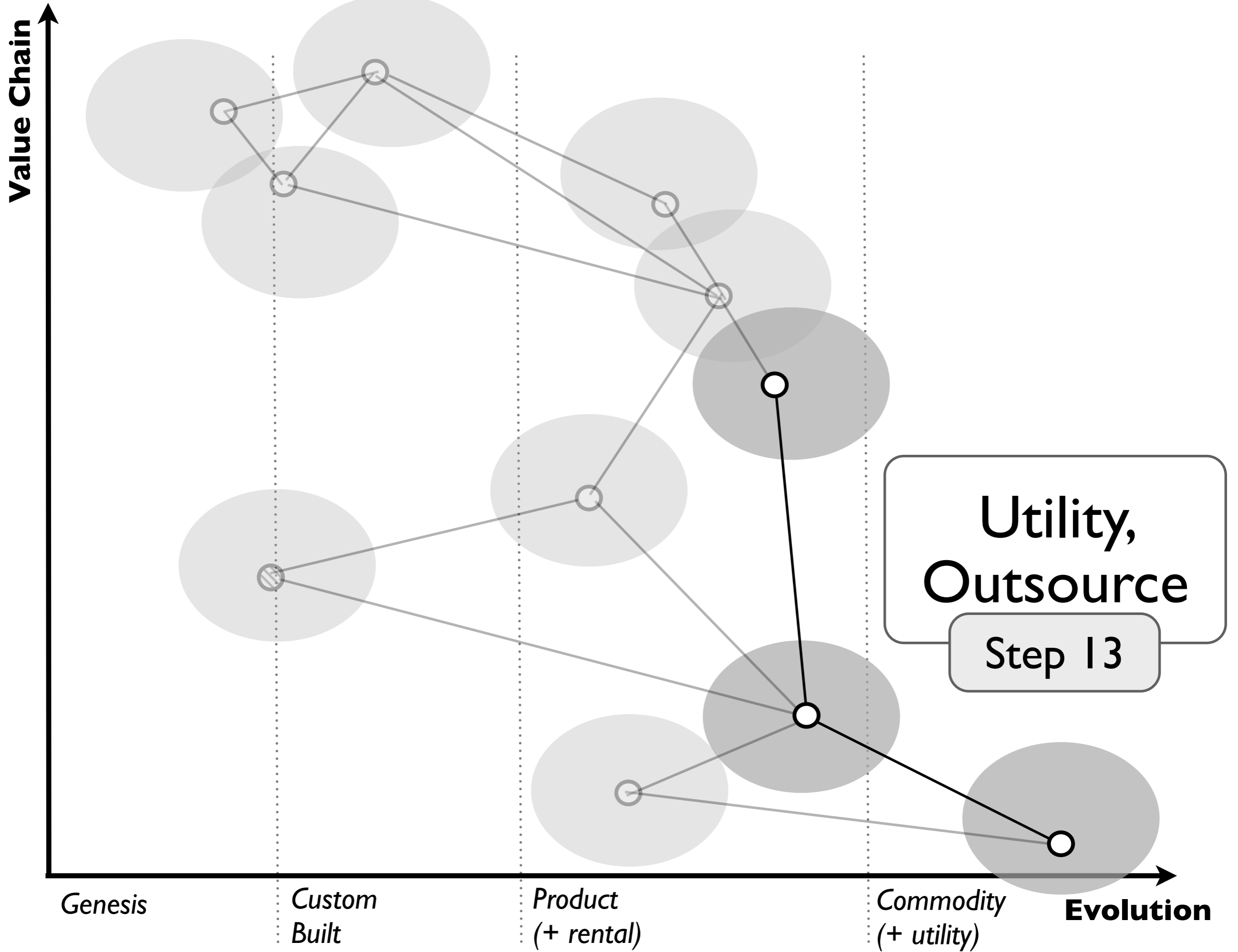
Evolution

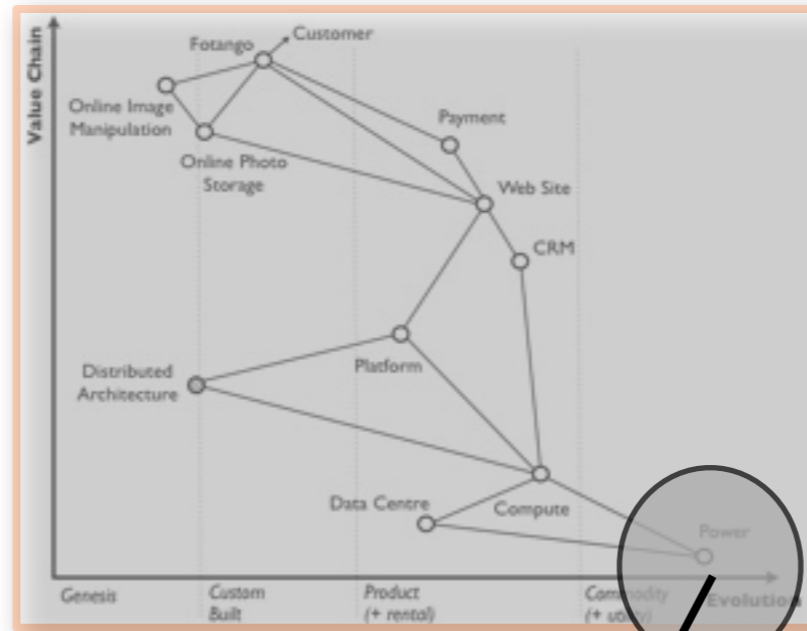






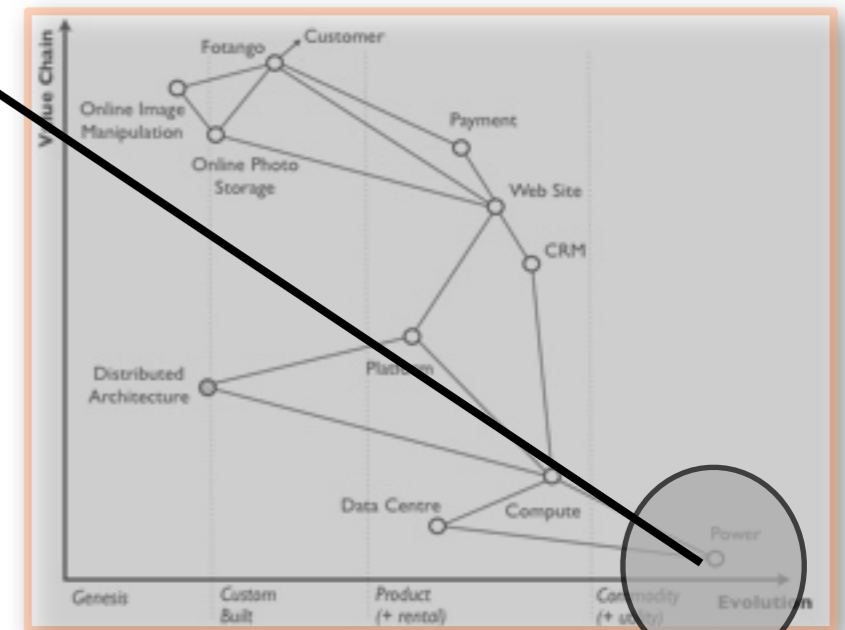
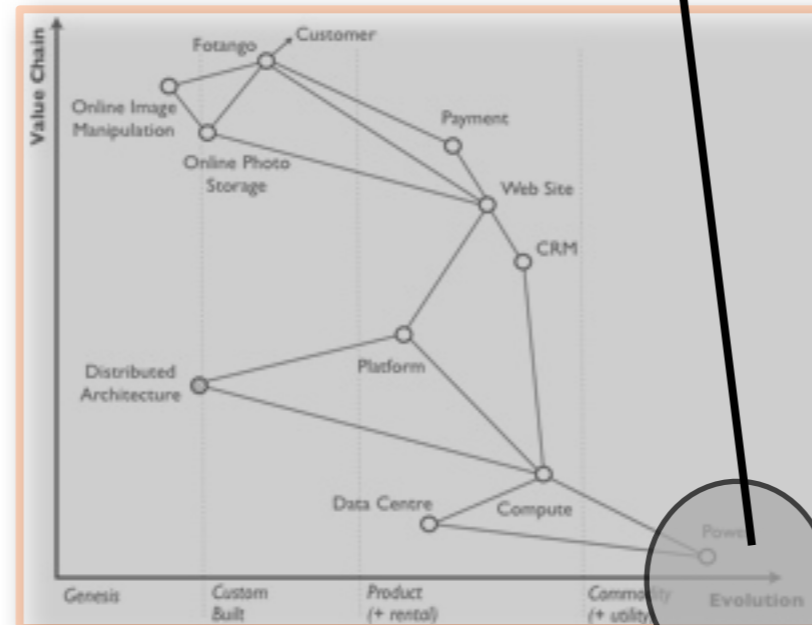


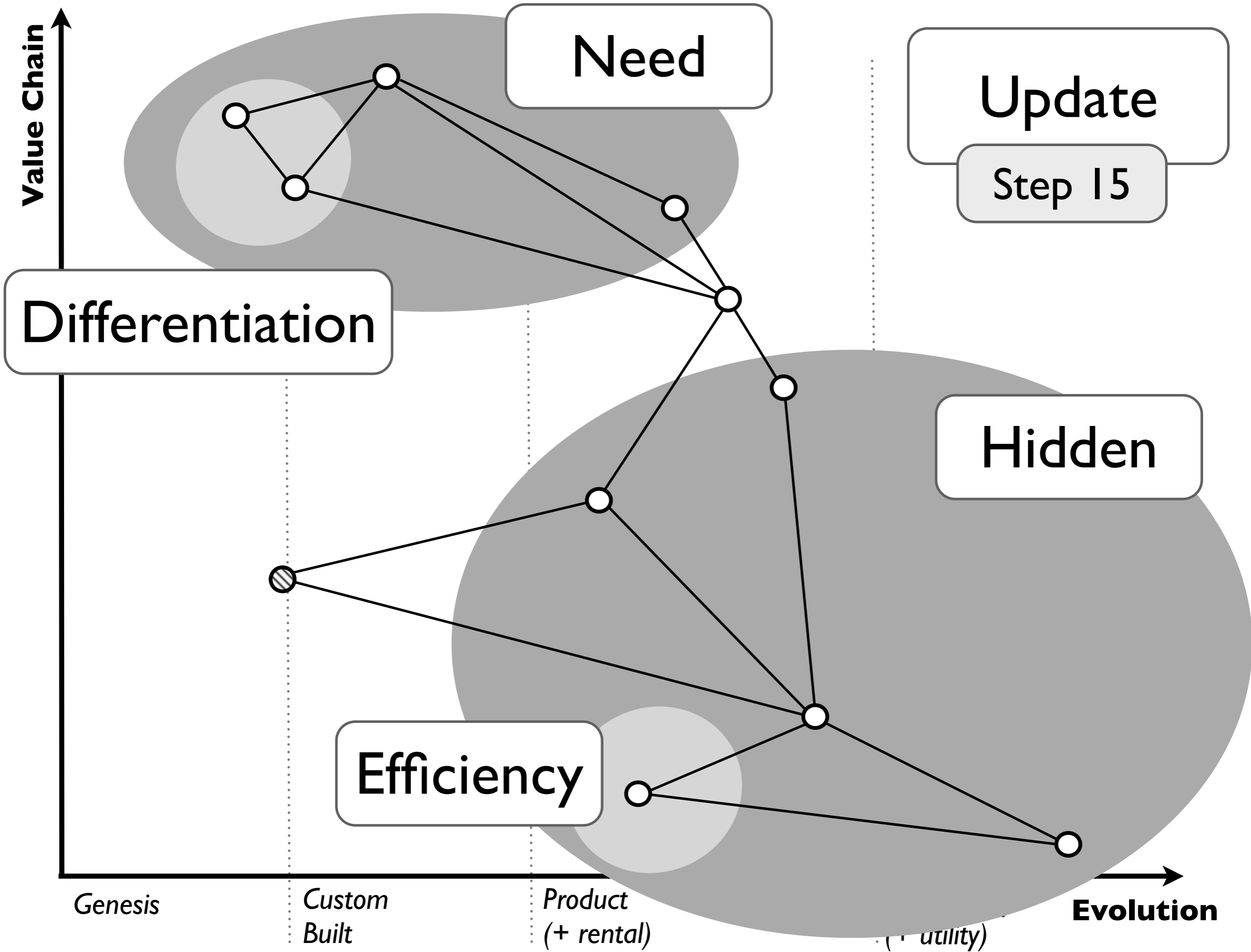


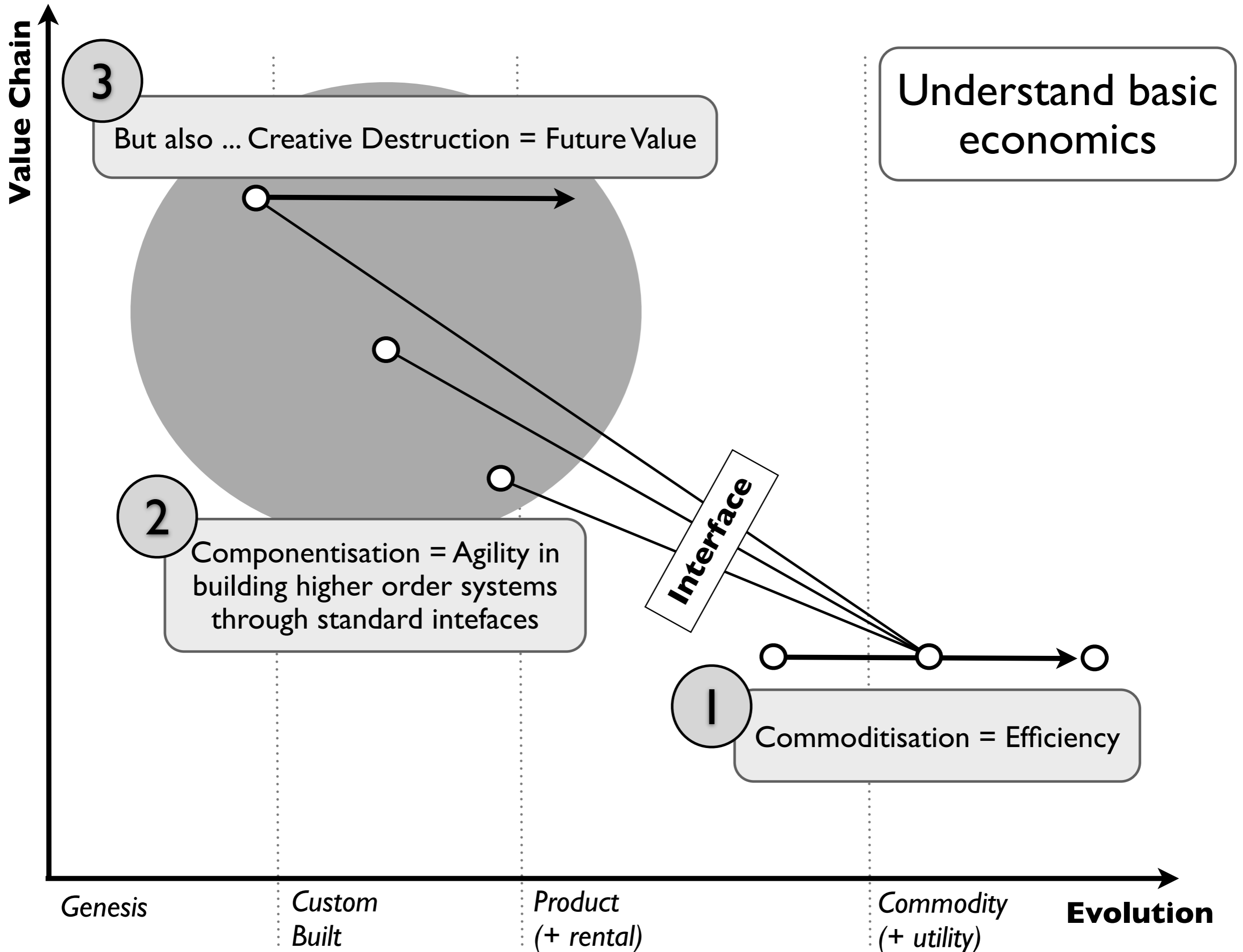


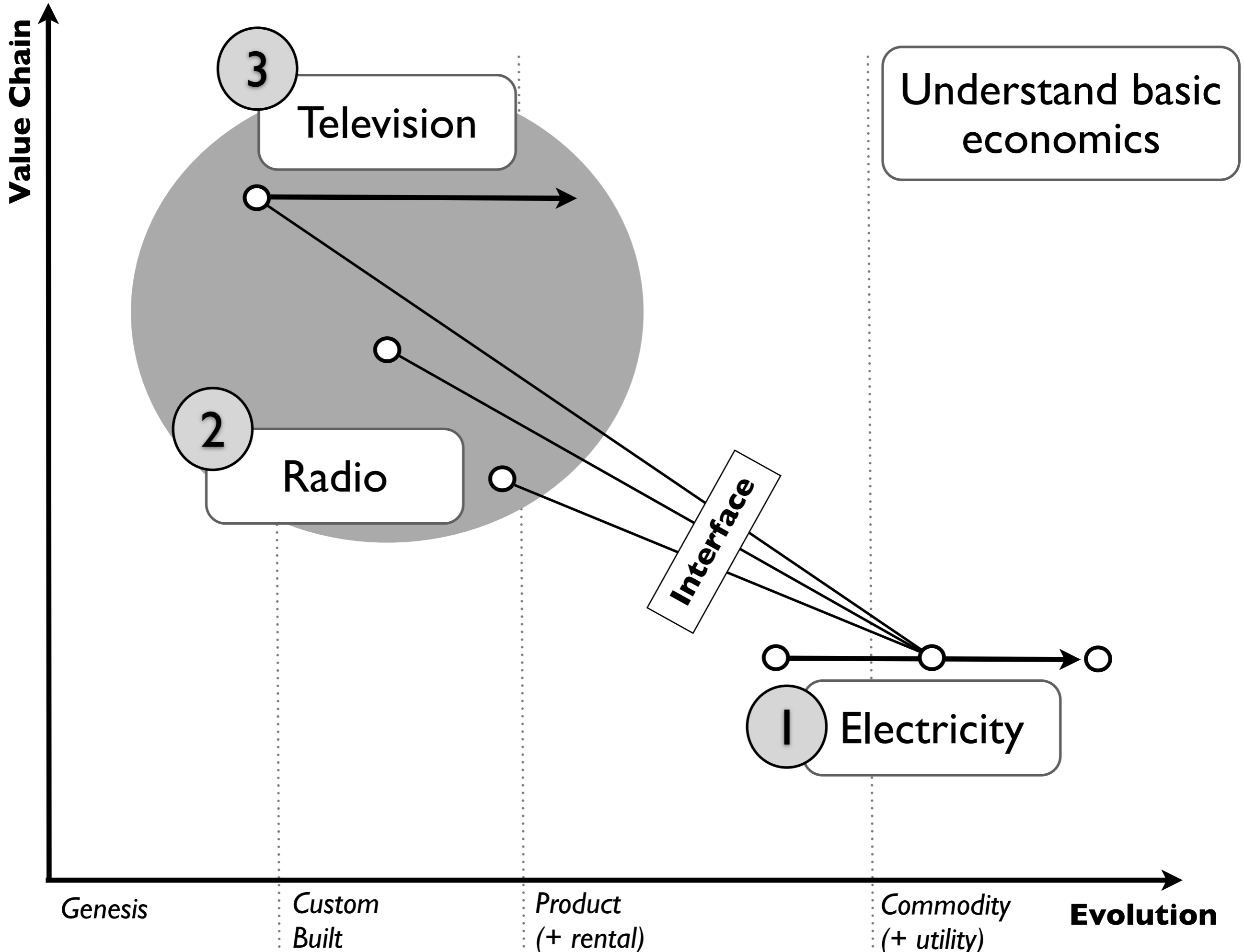
Find shared components

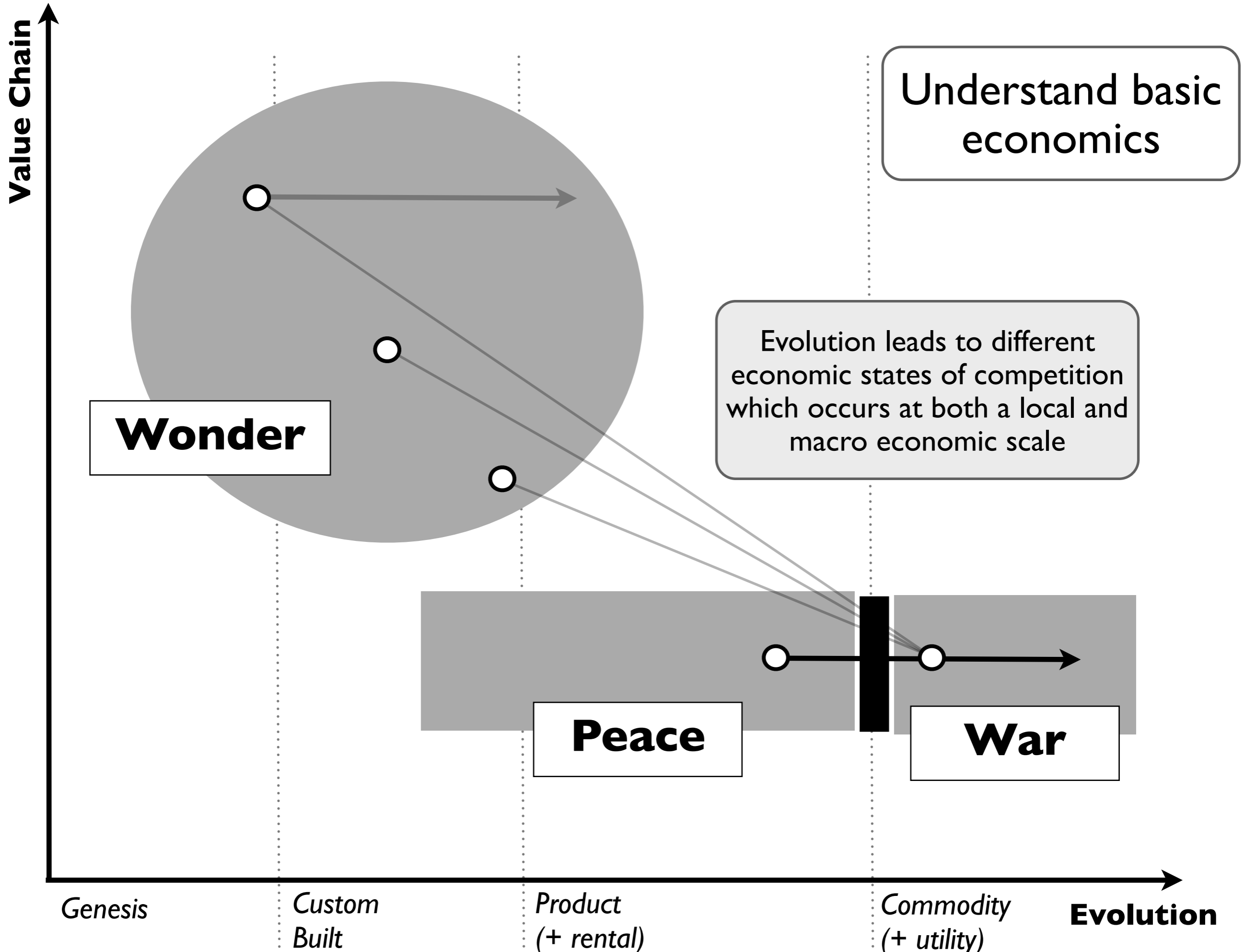
Step 14

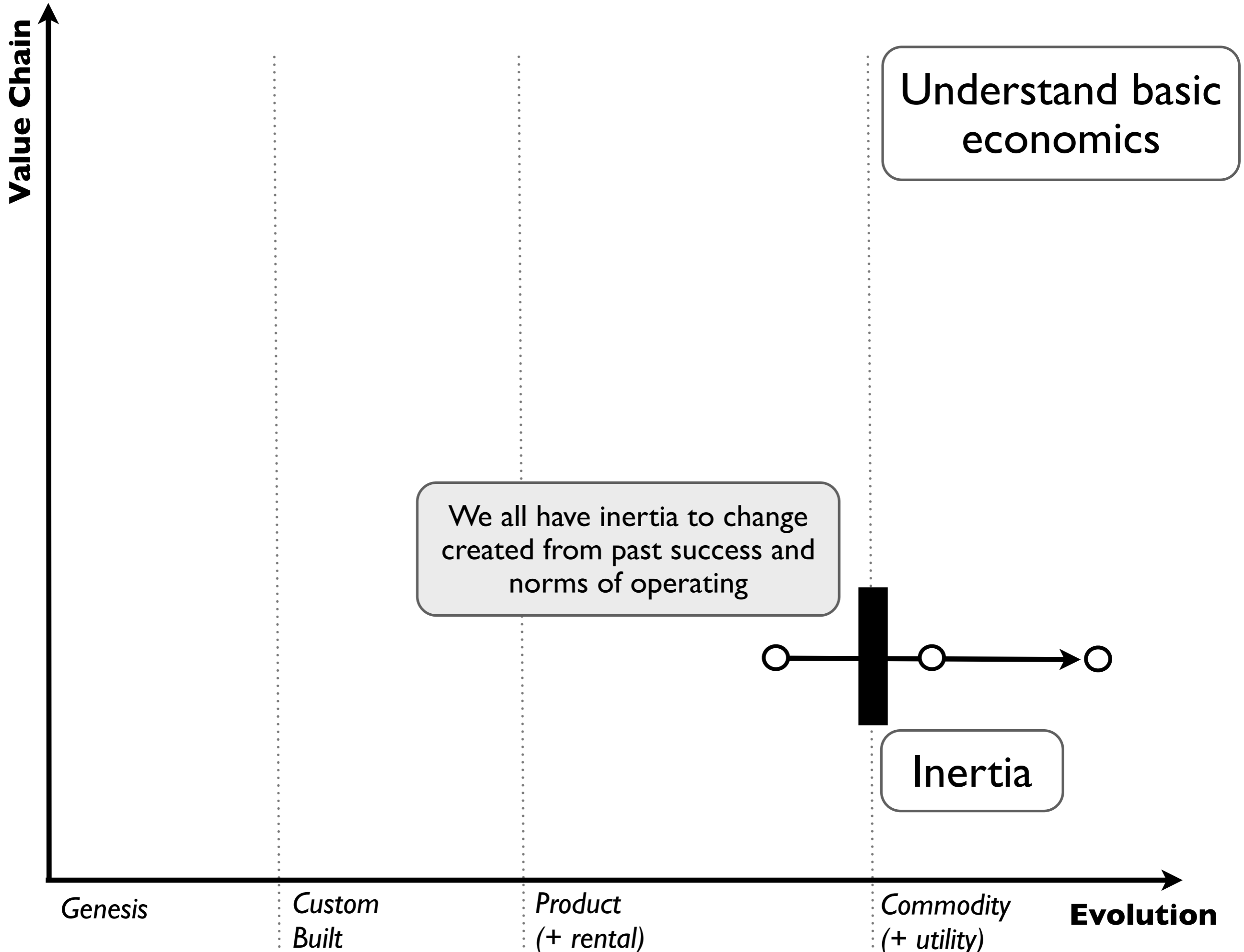


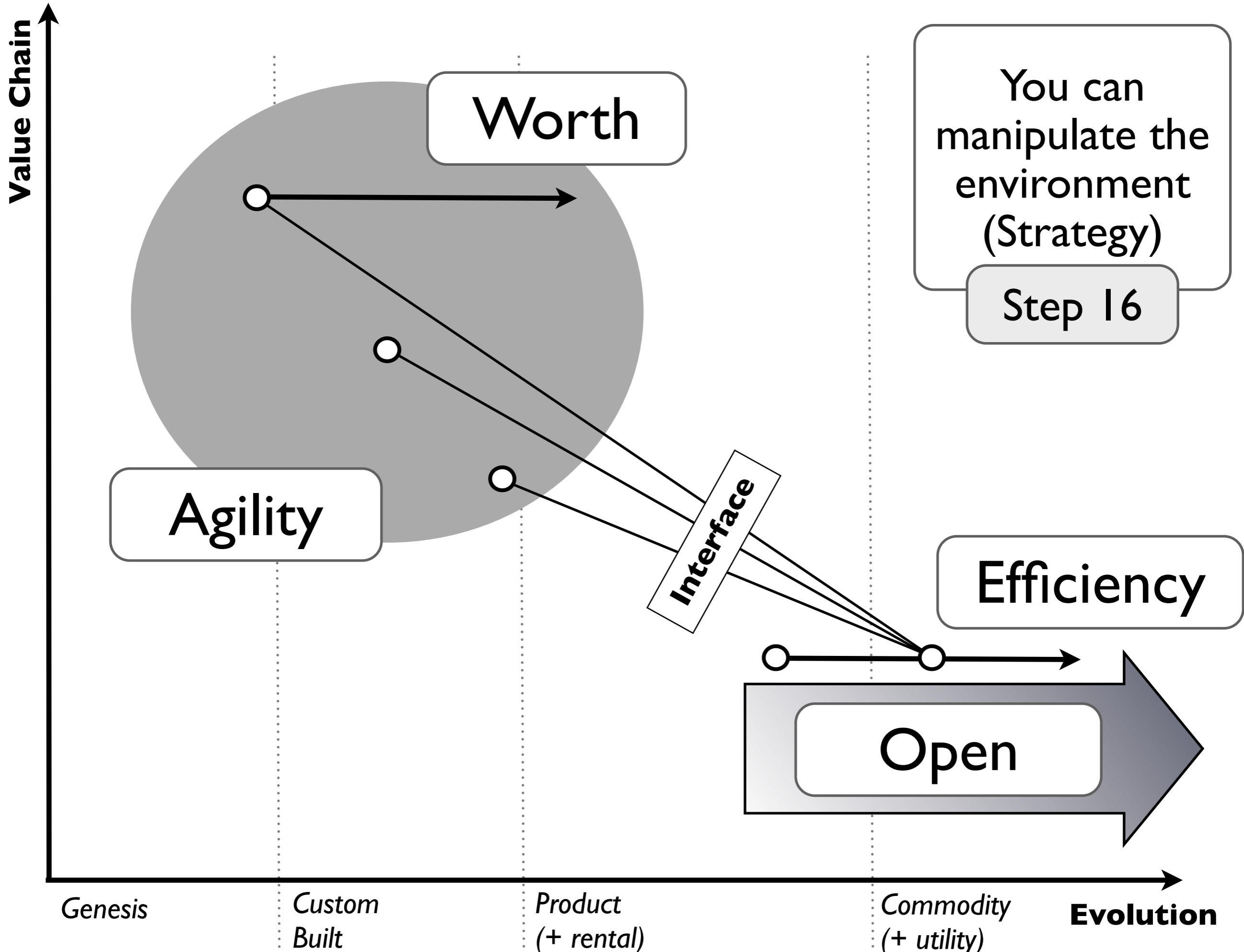


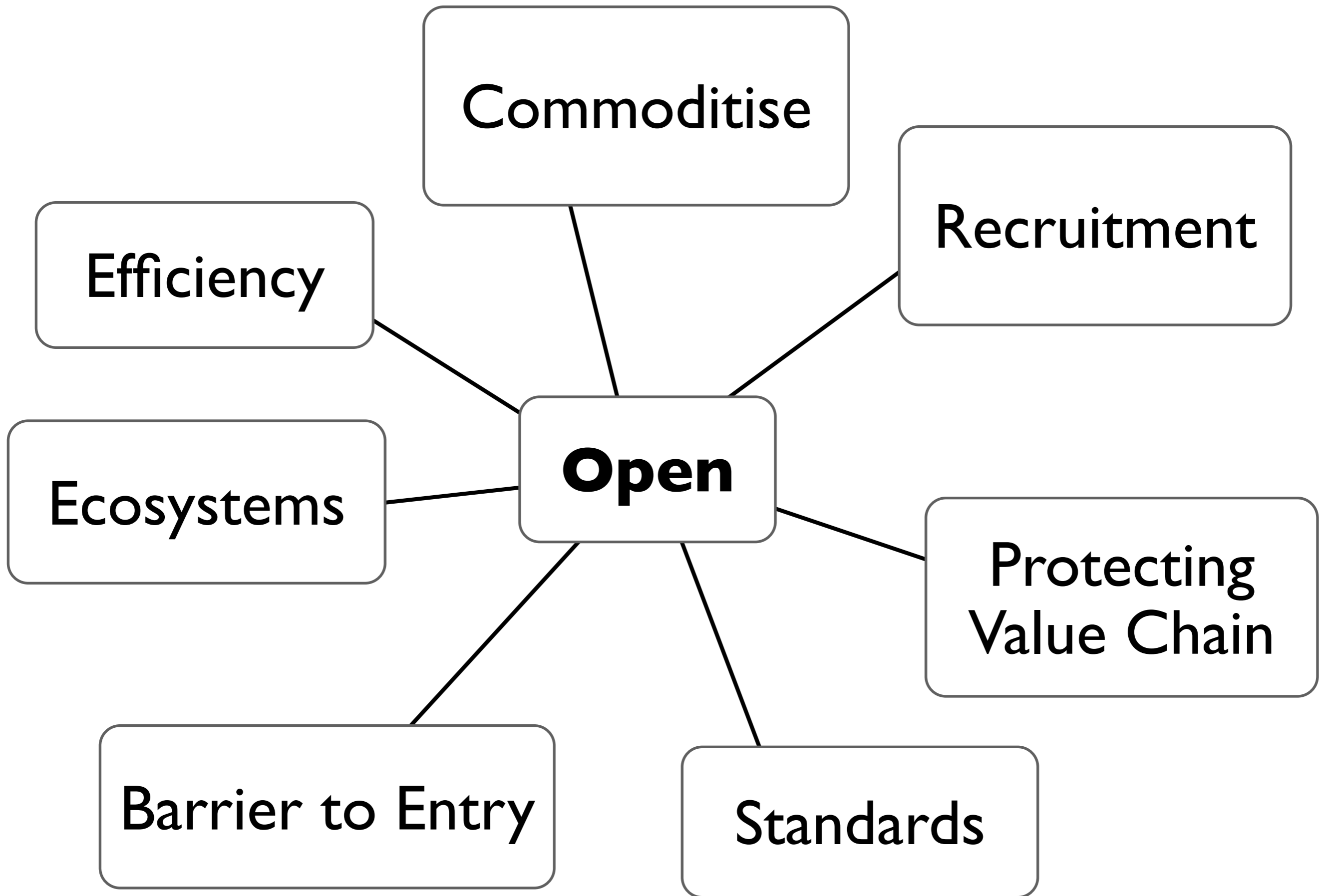


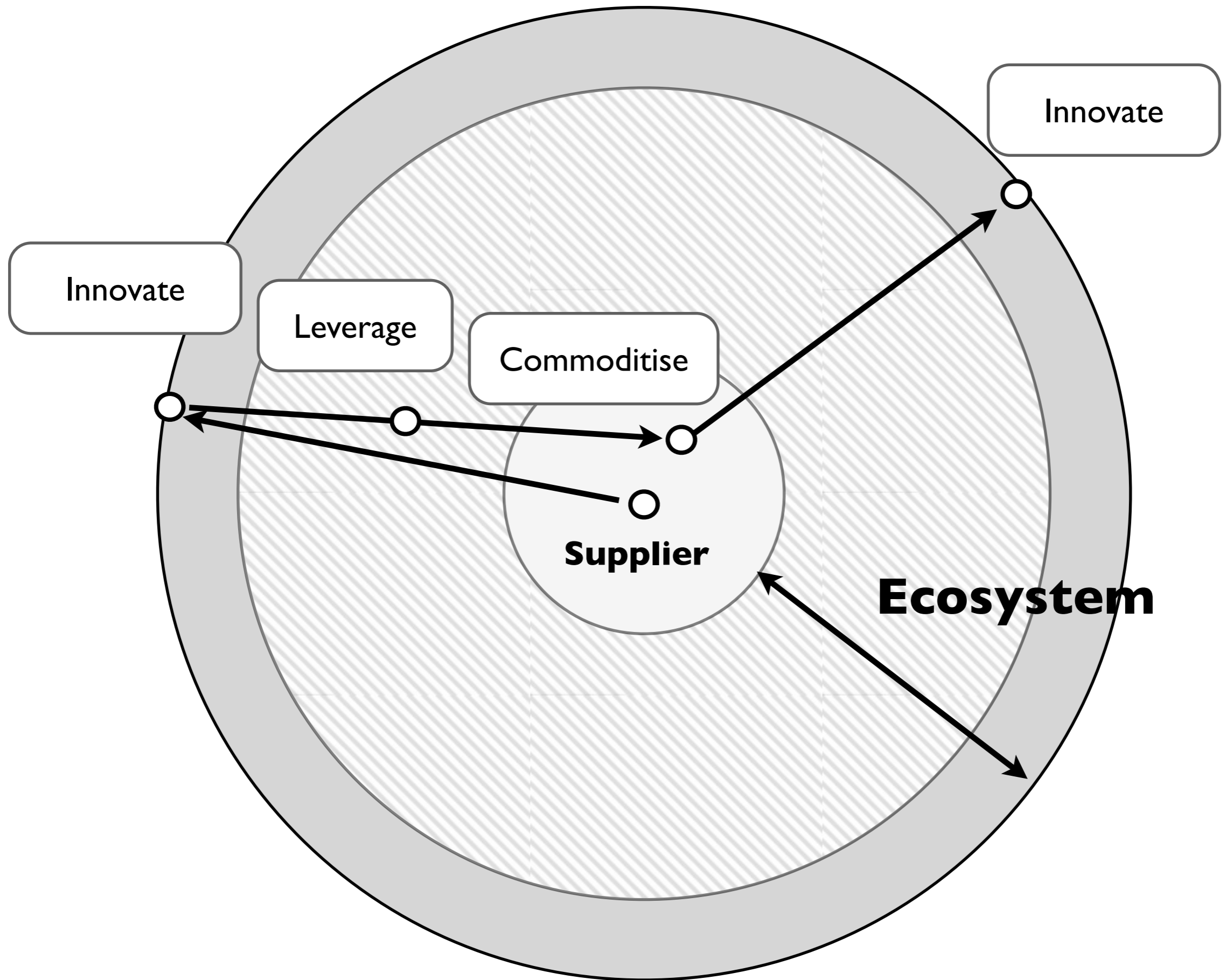


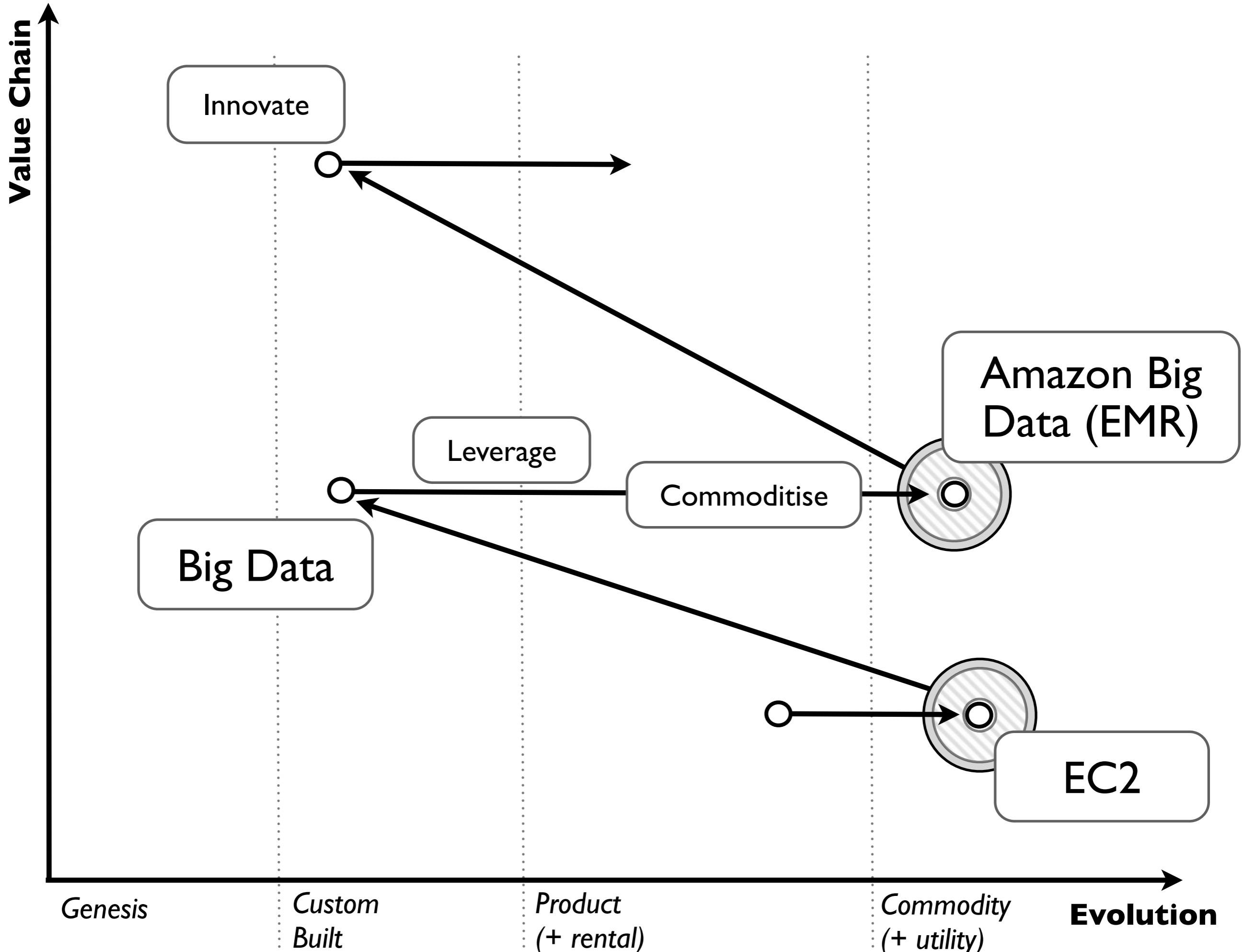


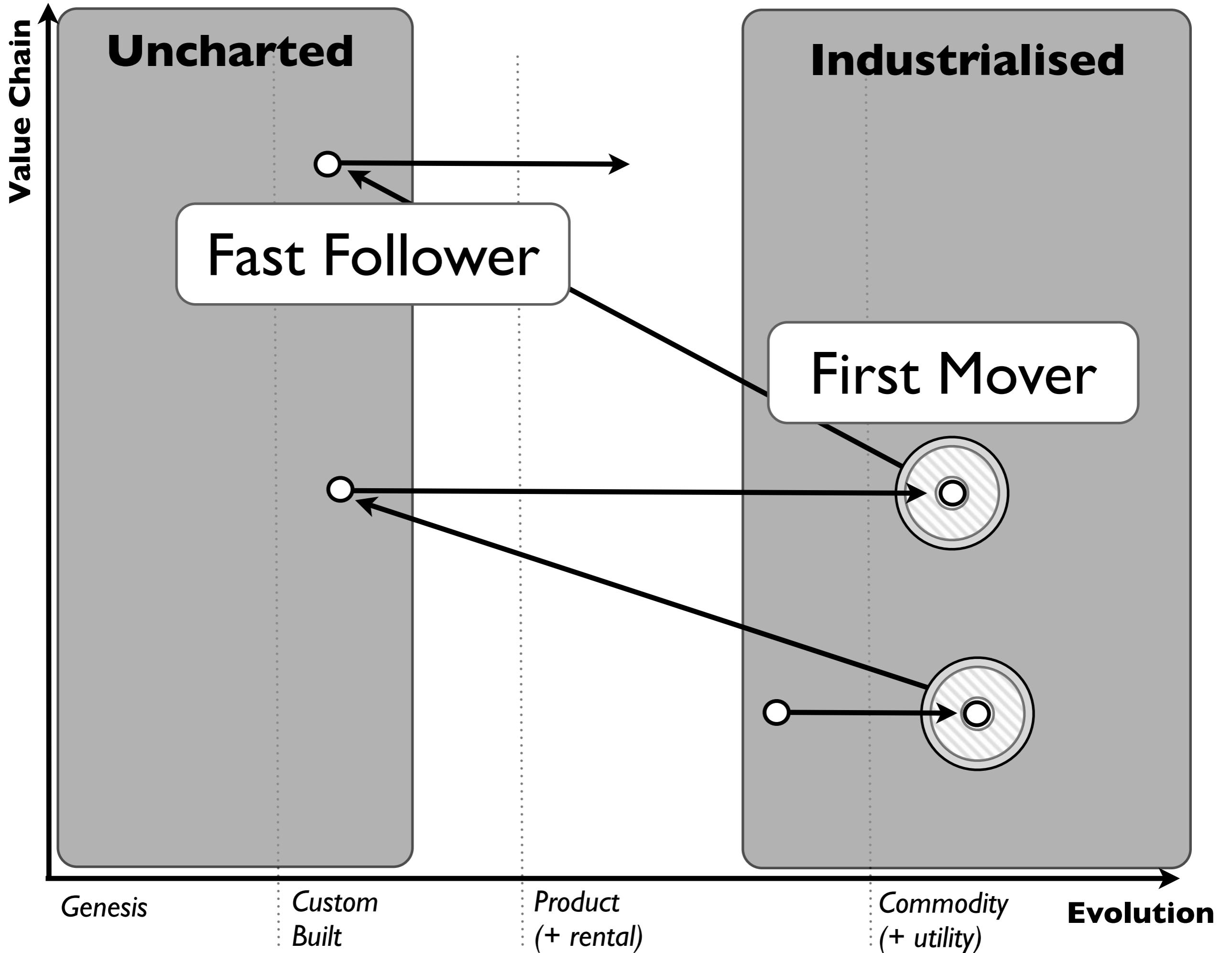












Choose All ...

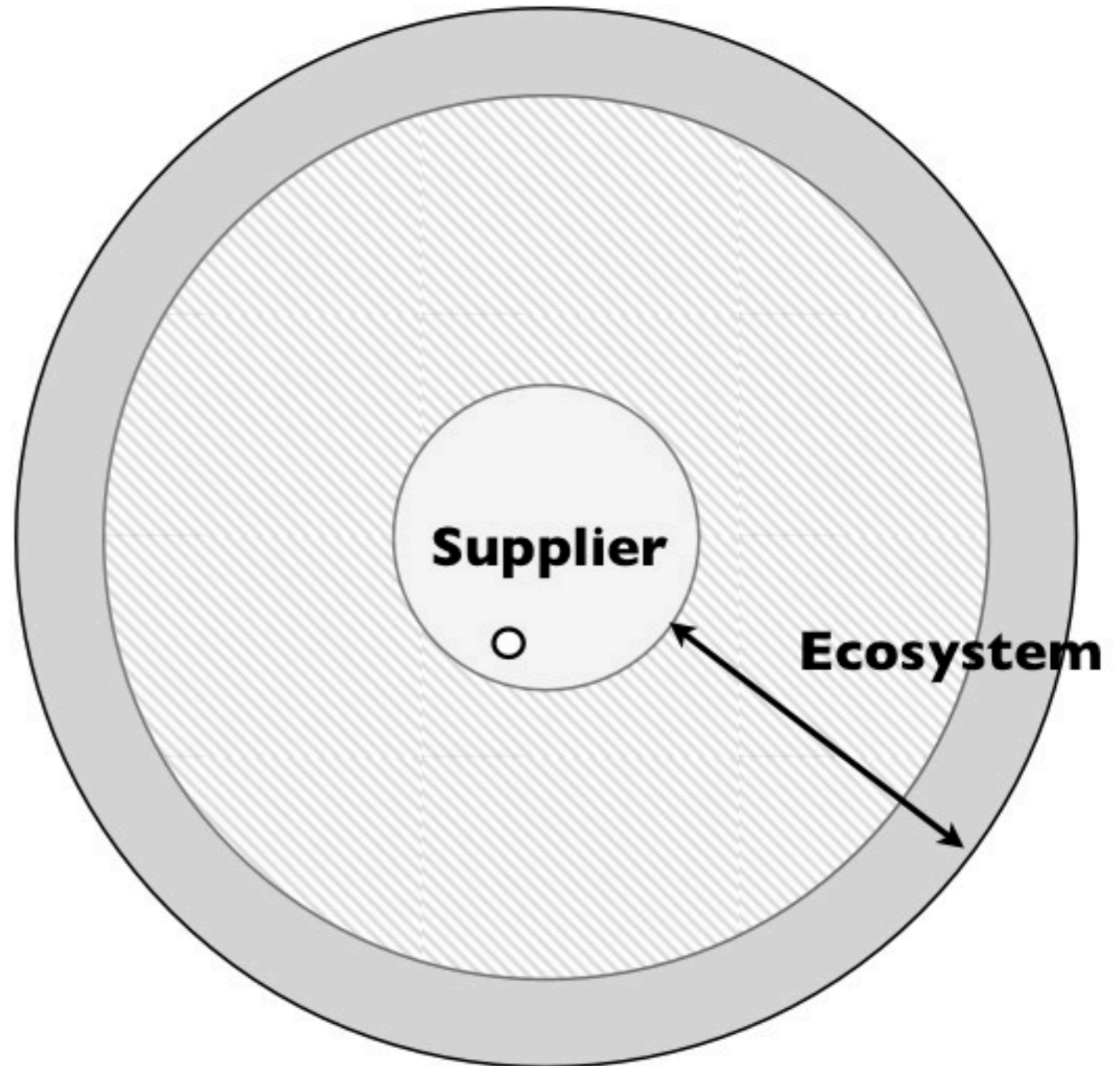
+ Innovation

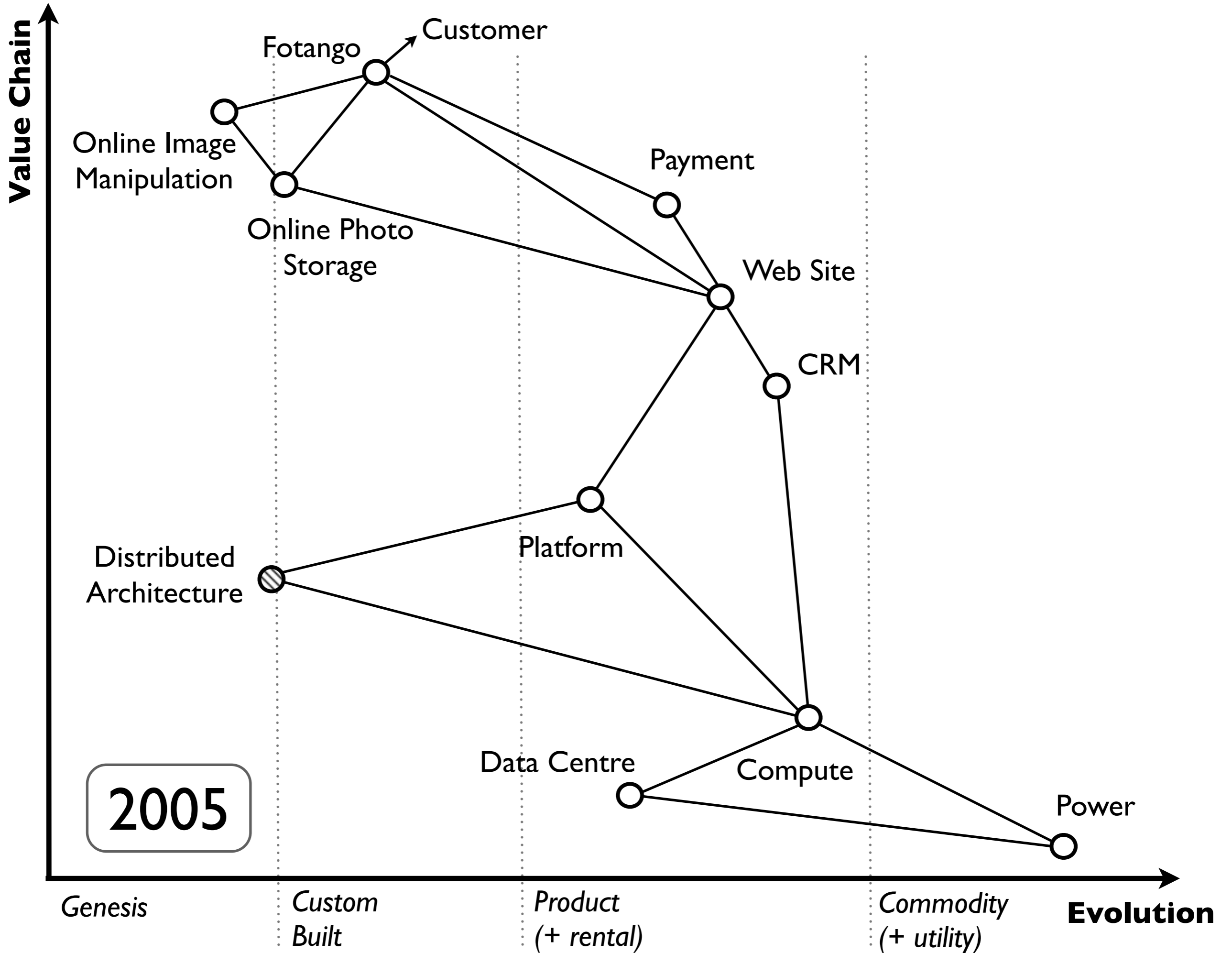
And

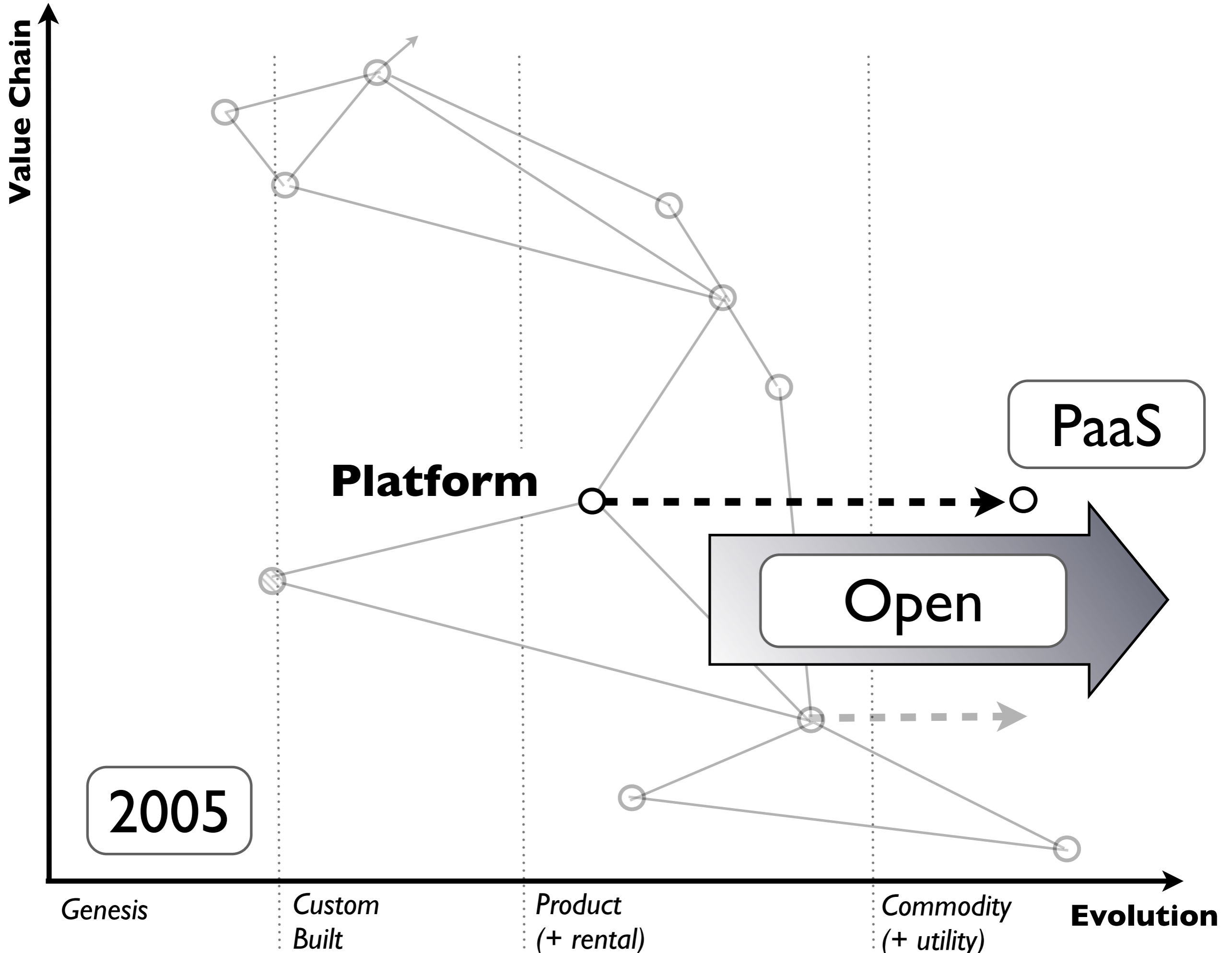
+ Customer Focus

And

+ Efficiency







Value Chain

2005

Genesis

Custom
Built

Product
(+ rental)

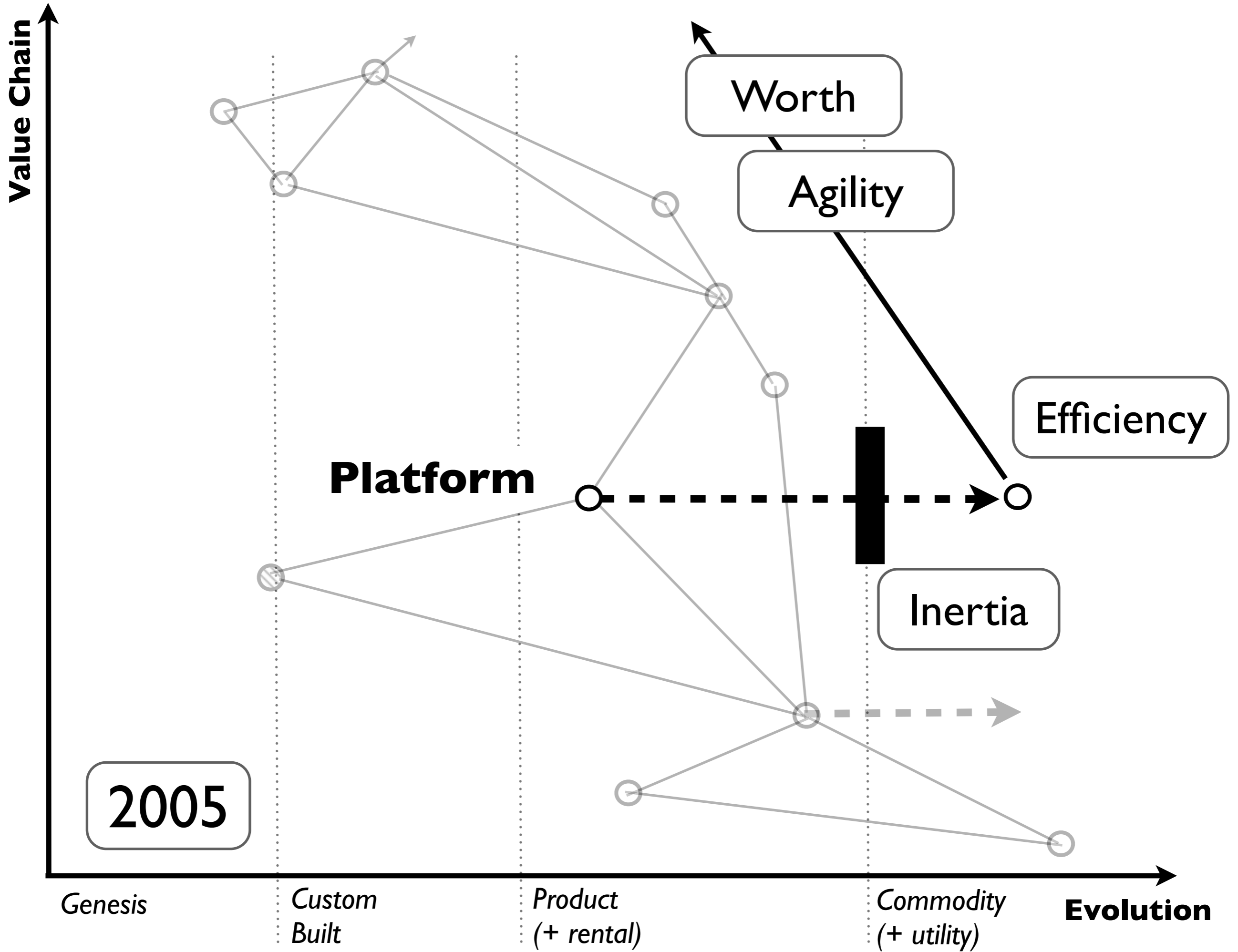
Commodity
(+ utility)

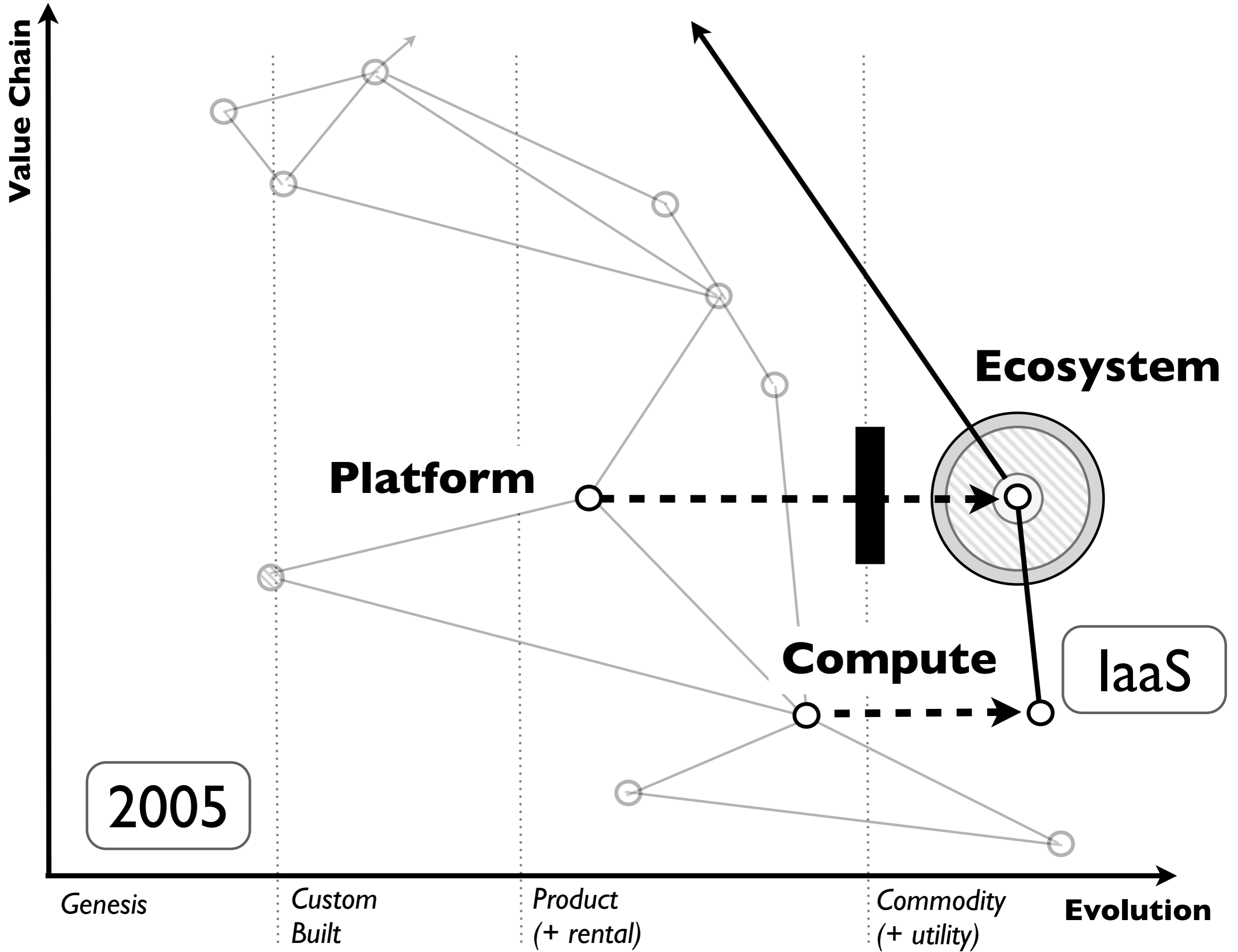
Evolution

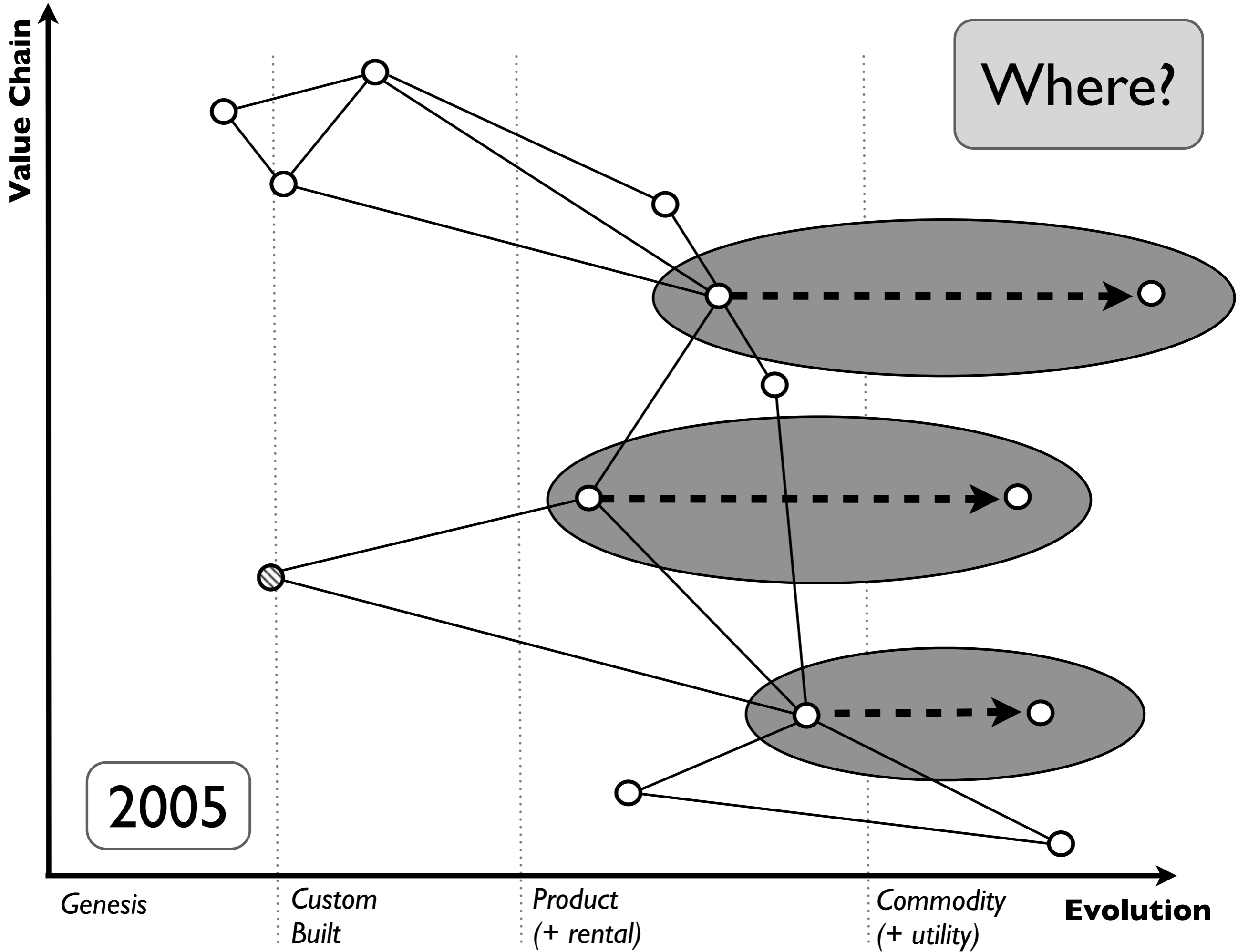
Platform

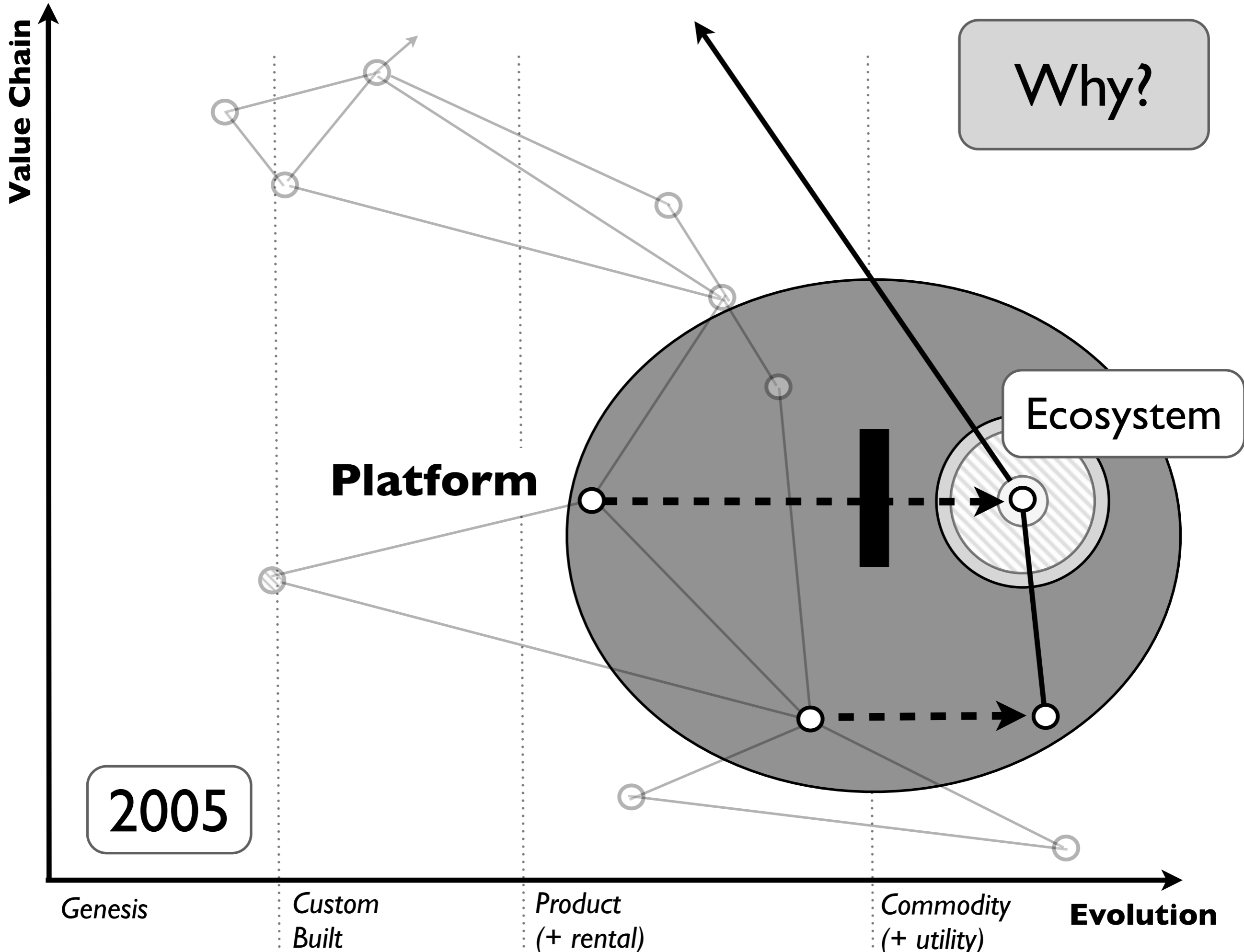
PaaS

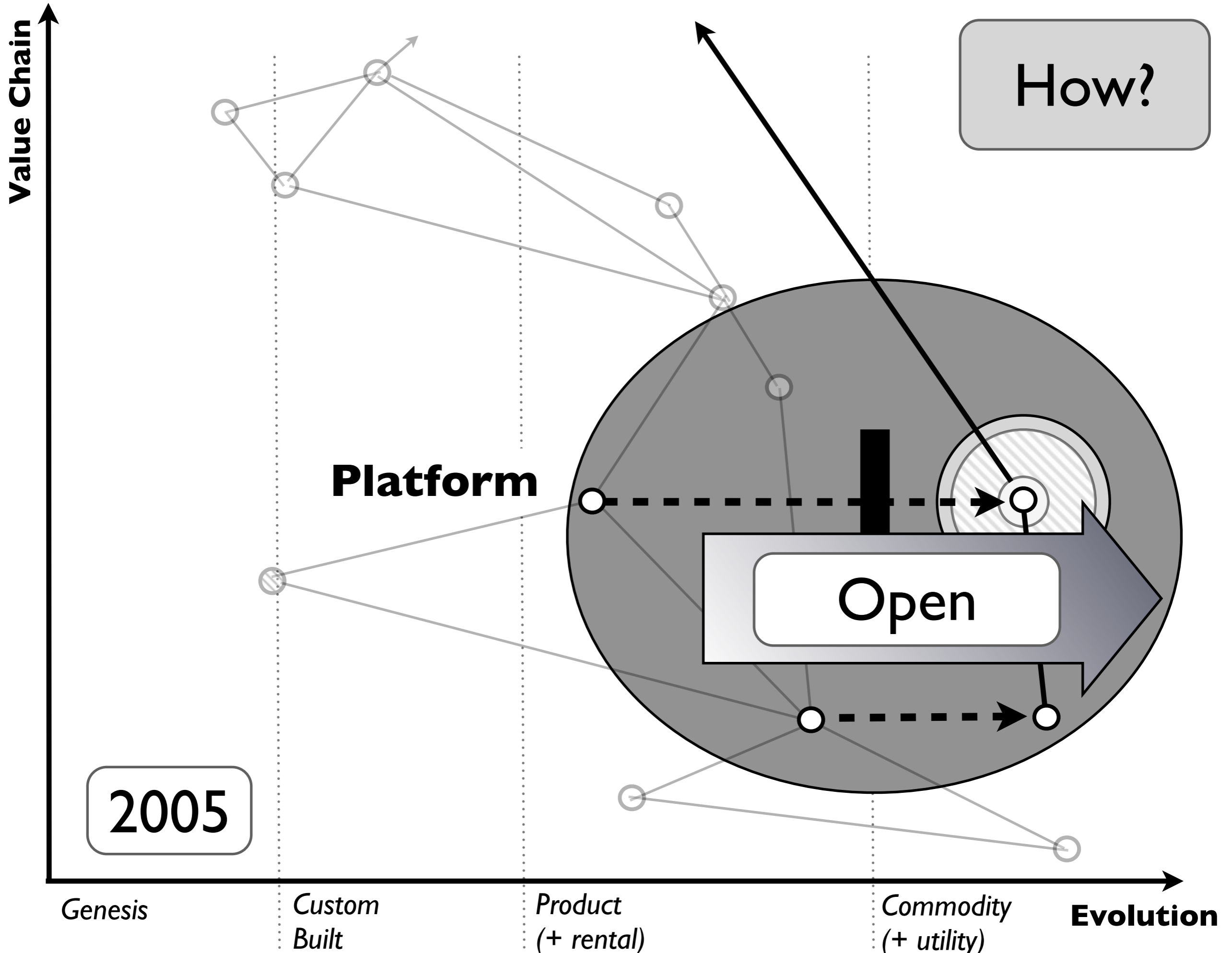
Open











Value Chain

How?

2005

Platform

Open

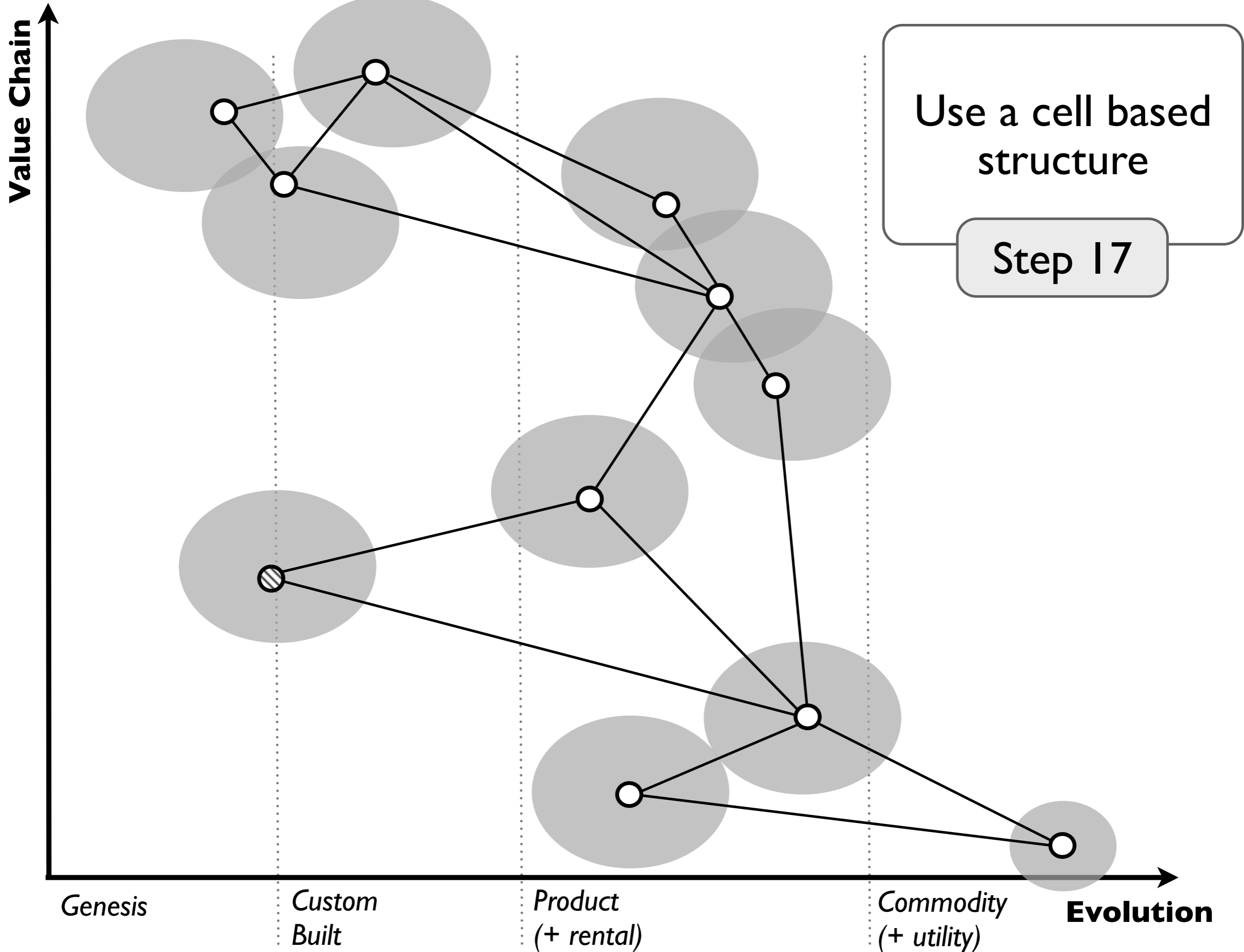
Genesis

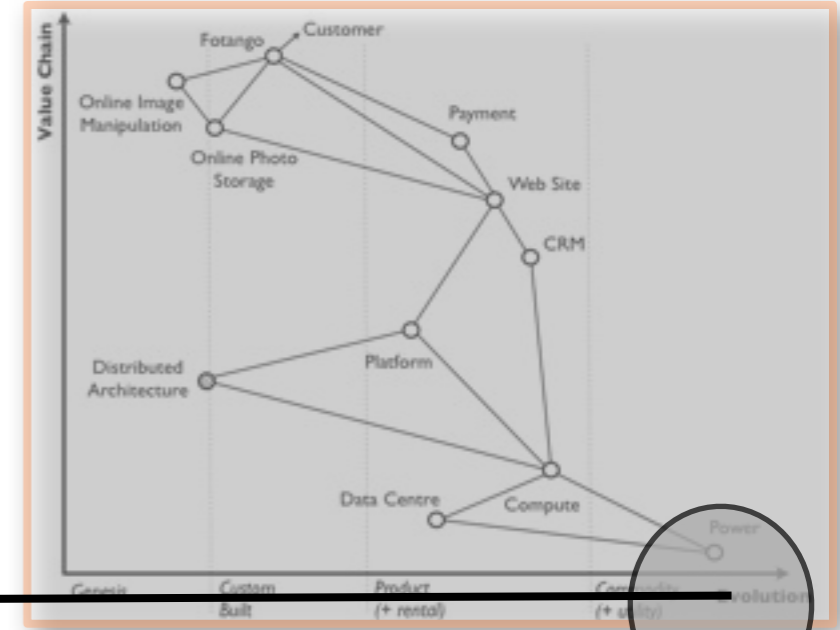
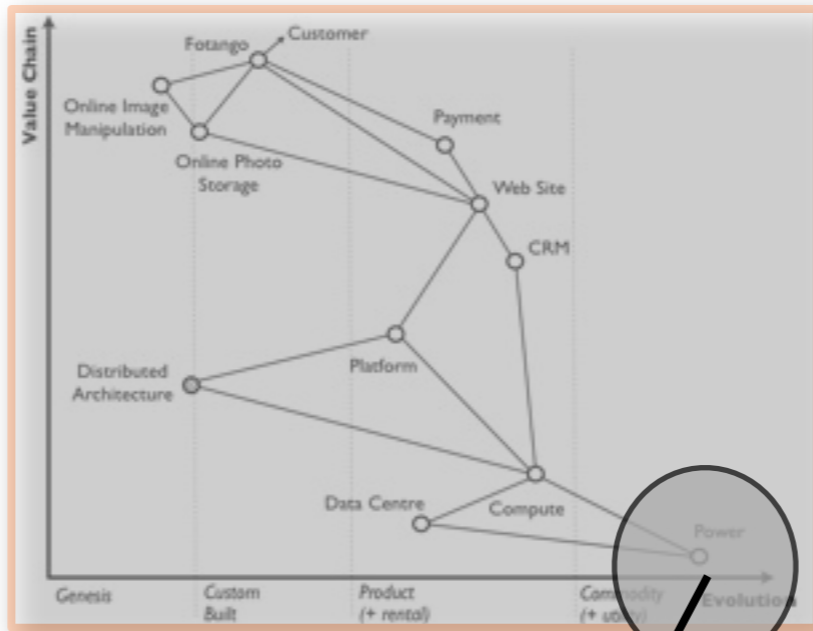
Custom
Built

Product
(+ rental)

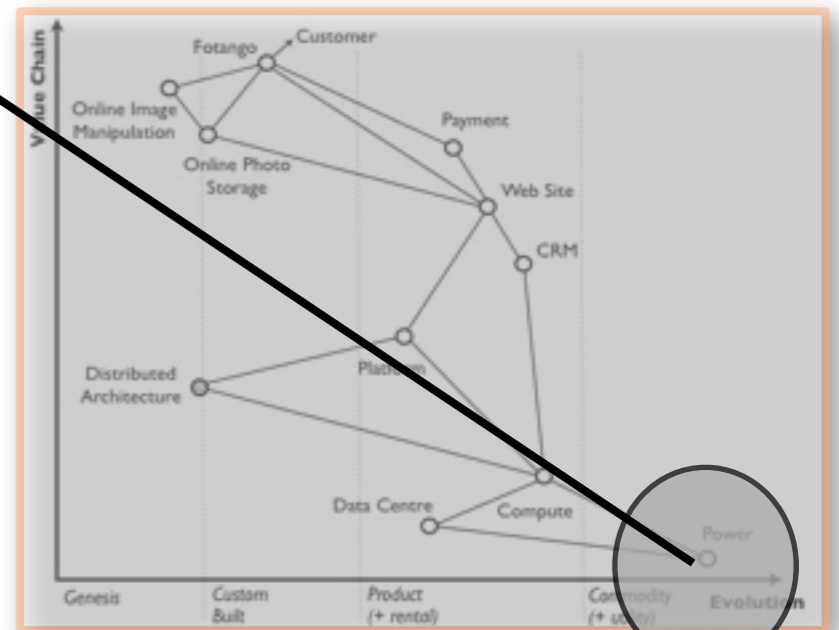
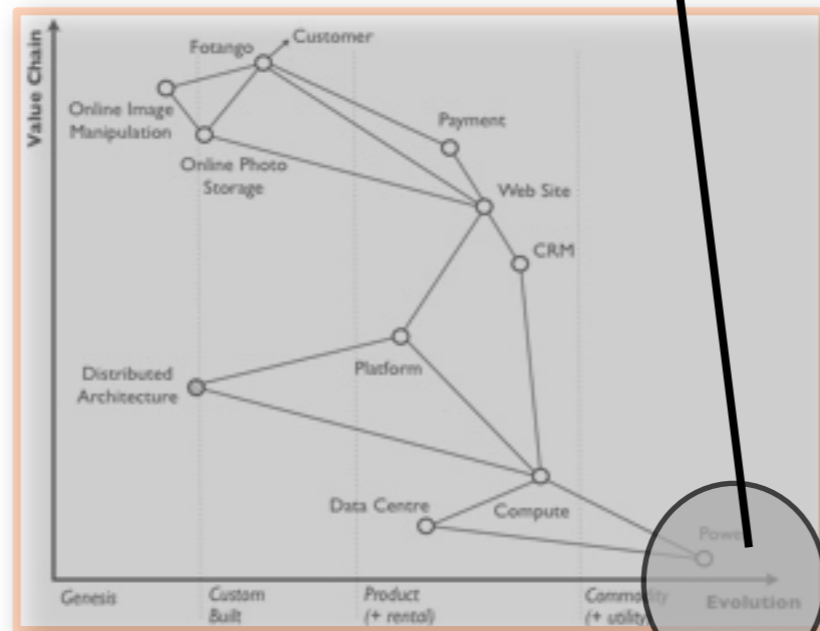
Commodity
(+ utility)

Evolution



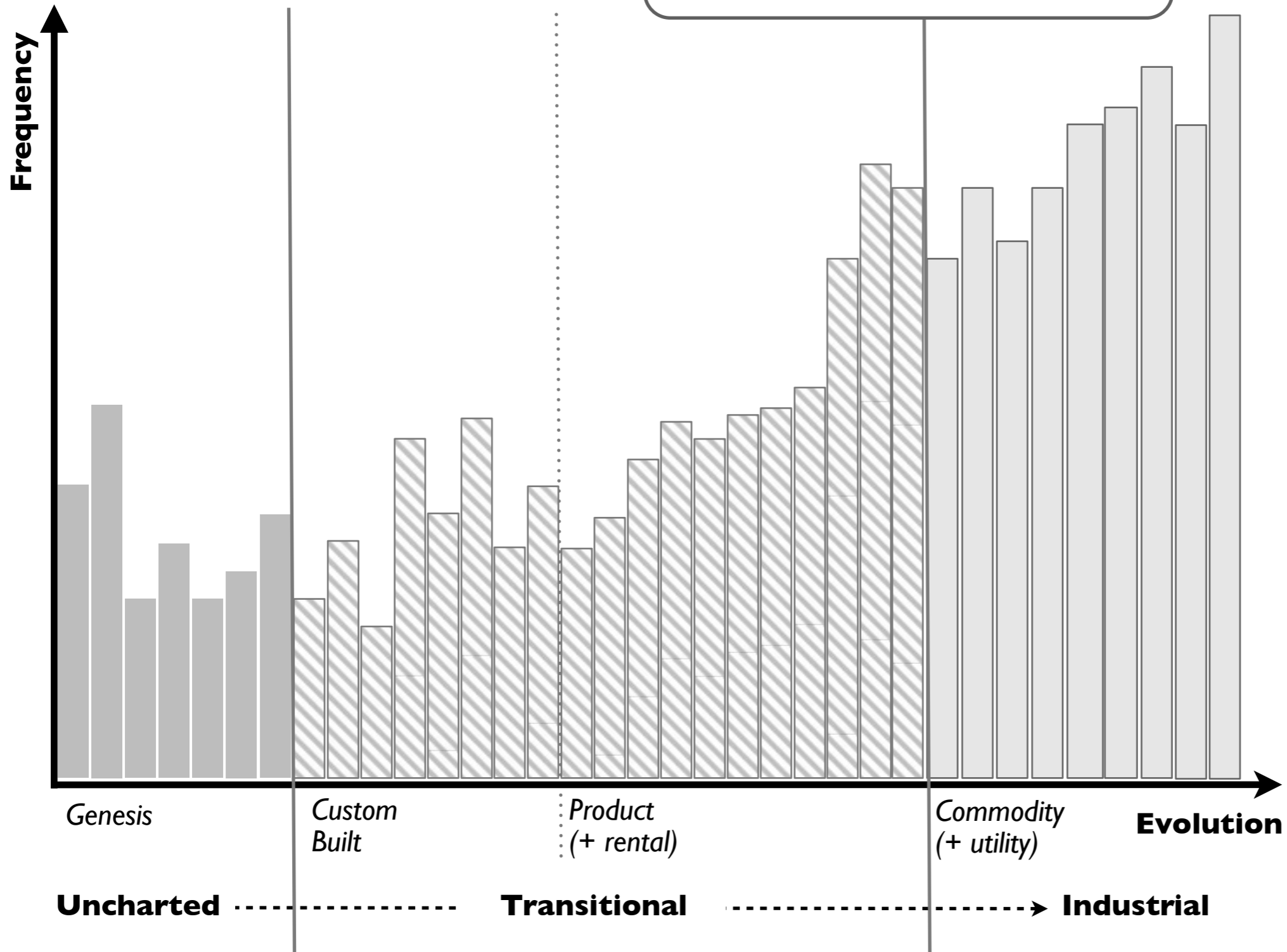


Step 18
Count components at different stages



Step 19

Build your profile



Pioneers

Settlers

Town Planners

Steals from

Steals from

Uses Components From

Deals with ...

Rare

Poorly Understood
Differential & Novel
High Future value
Constantly changing
Undefined Market

Happy with ...

Failure
Gambling & Gut Feel
Experimentation
Uncertainty
Ignoring Customers

Uses ...

Agile
Common components

Most likely to build a partially functioning 3D printer with Lego

Deals with ...

Growing

Increasing Education
Feature Differentiation
High Profitability
Maturing Products
Growing Market

Happy with ...

Constant Improvement
Market Analysis
Feedback
Trend Spotting
Listening to Customers

Uses ...

Ecosystems

Most likely to steal a half baked Lego 3D printer and turns it into something that lots of people want to buy

Deals with ...

Common

Well Defined
Essential Cost of Doing Business
High Volume
Standardised & Stable
Mature Market

Happy with ...

Operational Efficiency
Metric Driven
Analytics
Scientific Modelling
Building what is needed

Uses ...

Six Sigma

Most likely to be running the factory which builds Lego bricks and Lego kits

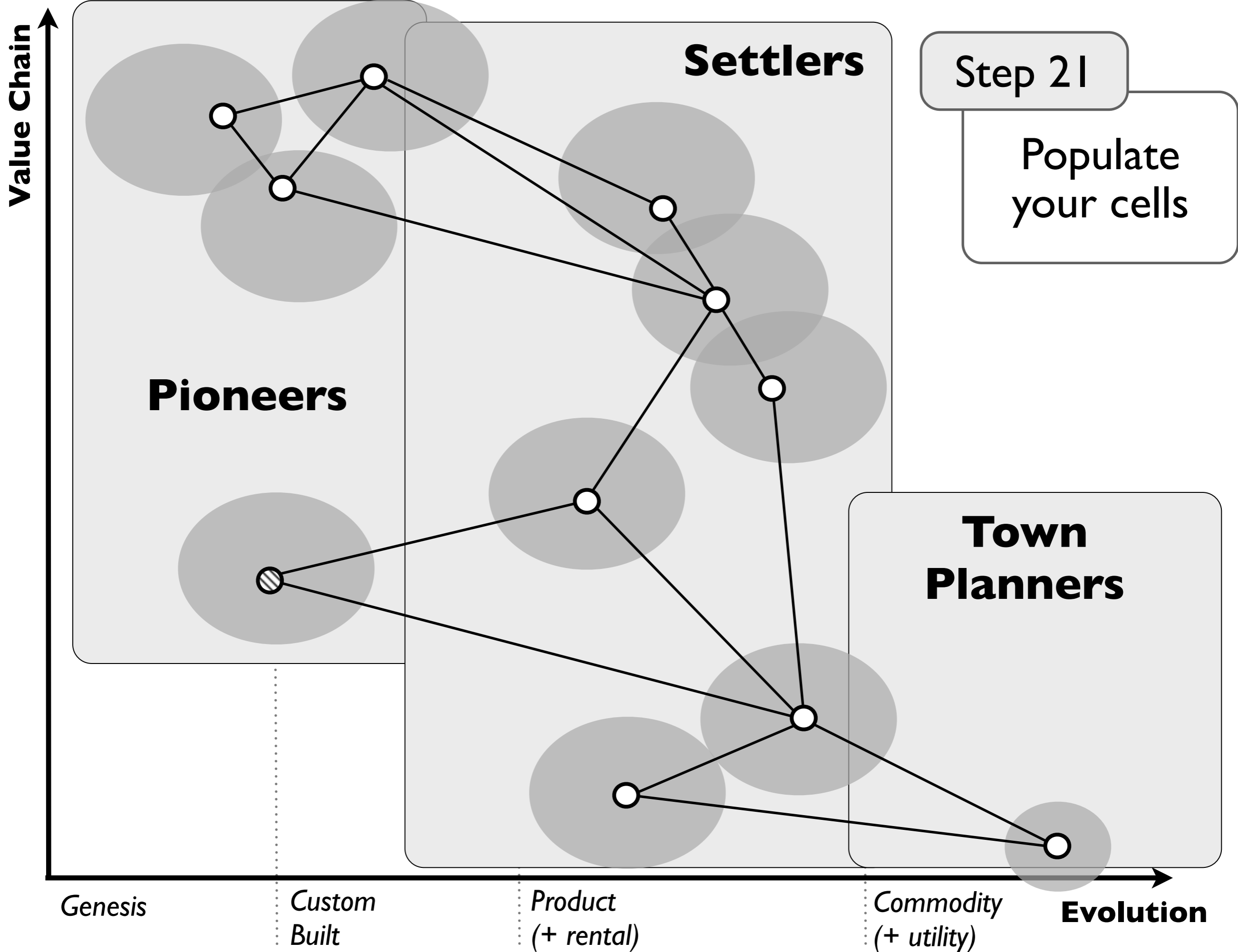
Genesis

Custom
Built

Product
(+ rental)

Commodity
(+ utility)

Evolution



The Chancers Way

No Map

Step 1

Treat as one thing

Step2

This isn't core to us

Outsource entire value chain

SIX SIGMA

Weak

Strong

Apply single methods

We want a contract so we know what is delivered

Incur excessive change control costs

The problem was the client kept changing their mind ...

But we didn't know what we wanted.

Some parts will be efficient

YoYo between methods

Step 3

Evidence shows we work better!

AGILE

Strong

Weak

Look Six Sigma Sucks!

OR

Look Agile Sucks!

SIX SIGMA

Weak

Strong

Evidence shows we work better!

Organise by
Silos

Step 4

IT

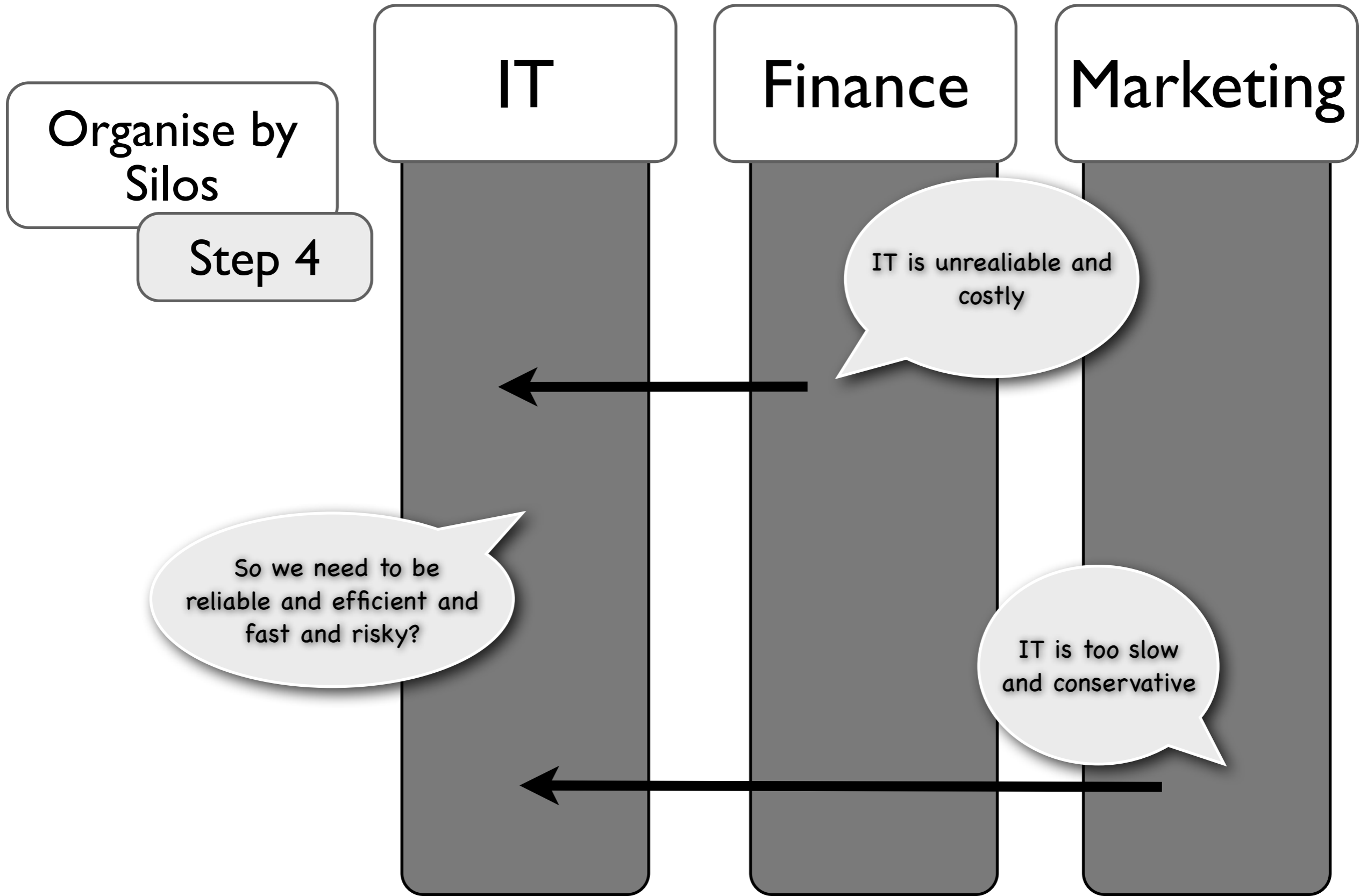
Finance

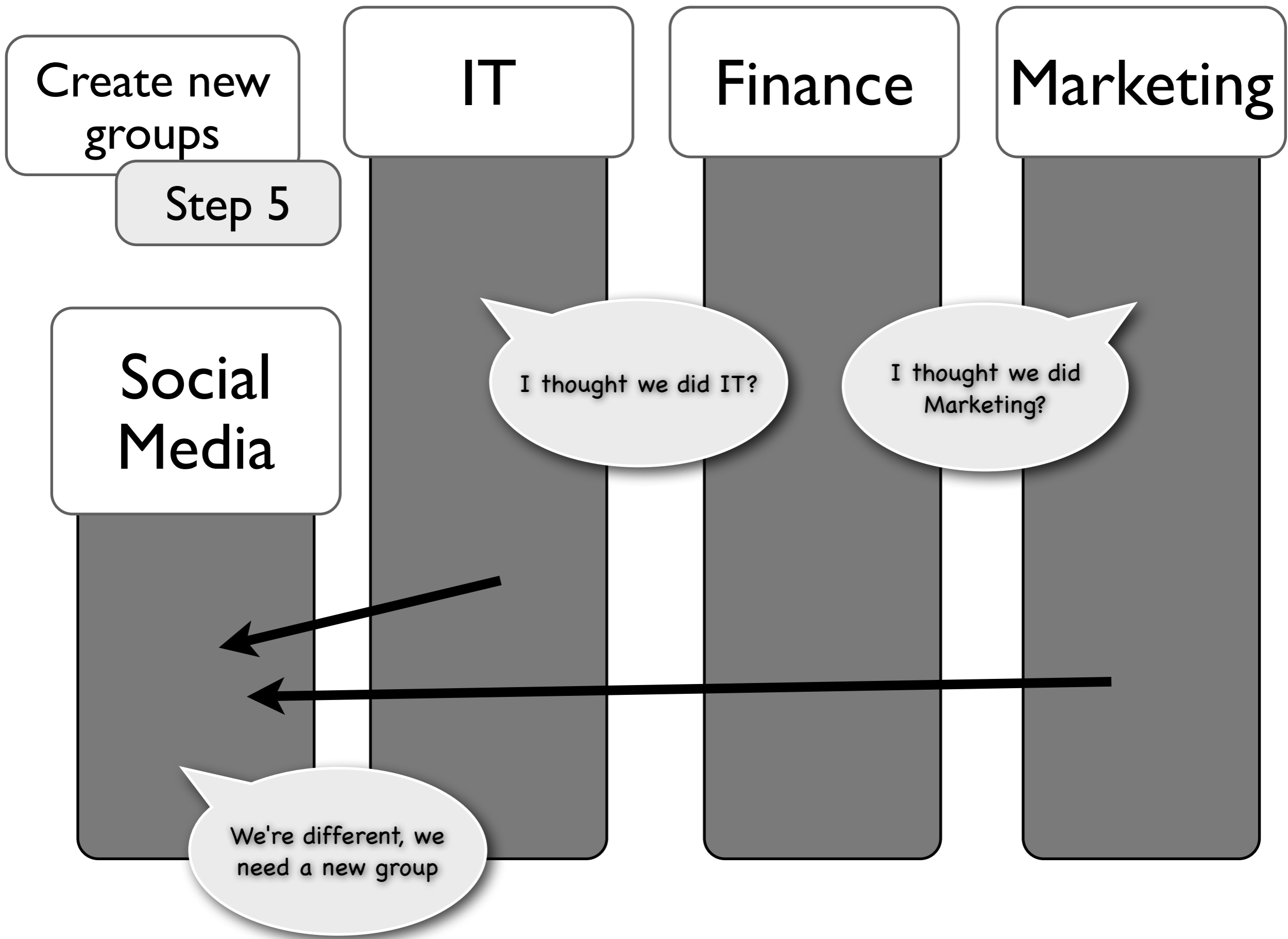
Marketing

IT is unreliable and
costly

So we need to be
reliable and efficient and
fast and risky?

IT is too slow
and conservative





Create new groups

Step 5

IT

Finance

Marketing

Social Media

I thought we did IT?

I thought we did Marketing?

We're different, we need a new group

Ignore Inertia

Step 6

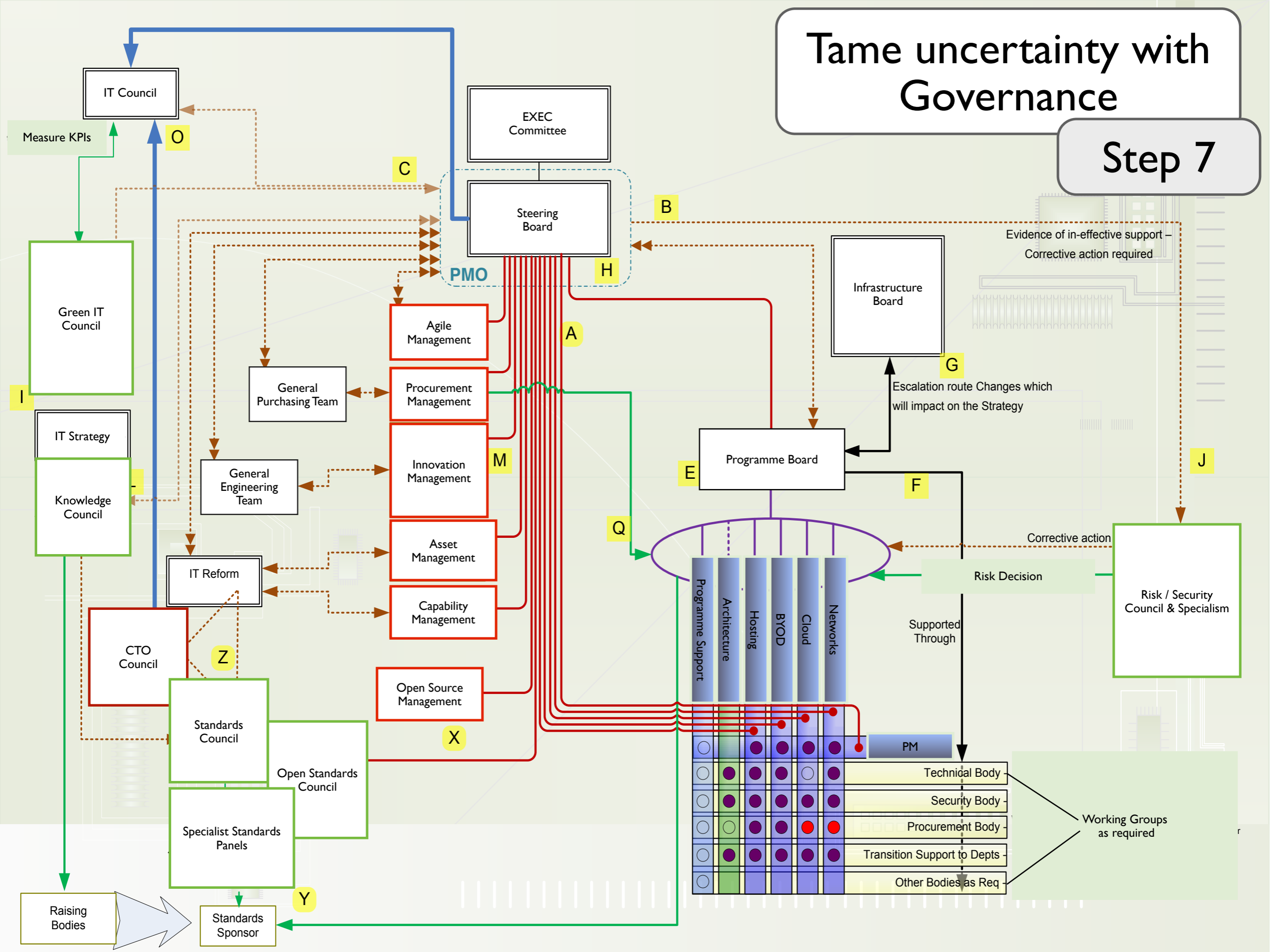
Inertia

We've been running this business for 40 years. We have lots of data. Nothing will change.

The future is always unpredictable and random, so why worry?

Tame uncertainty with Governance

Step 7



Rely on old models

Step 8

Choose one ...

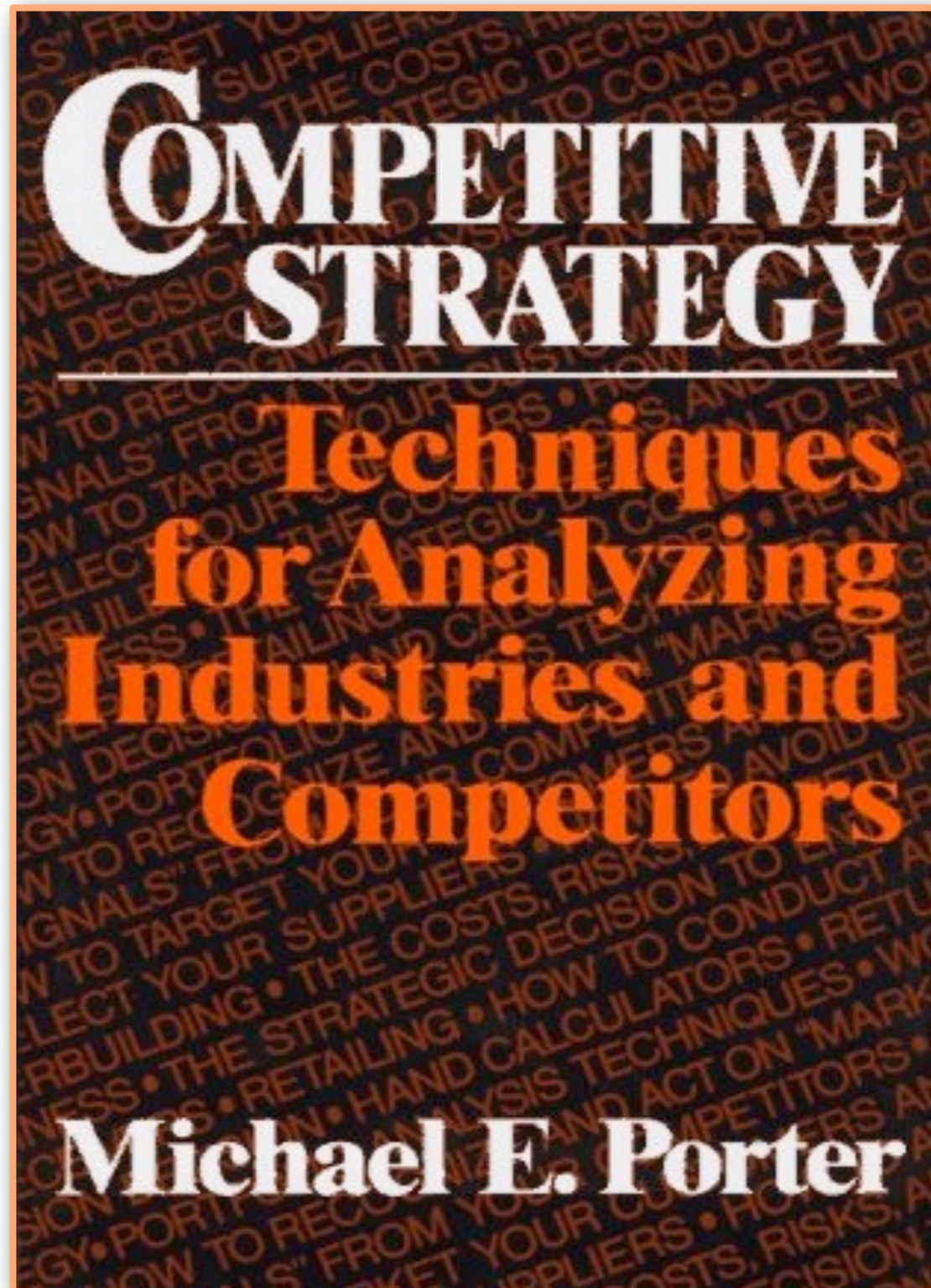
+ Innovation

or

+ Customer

or

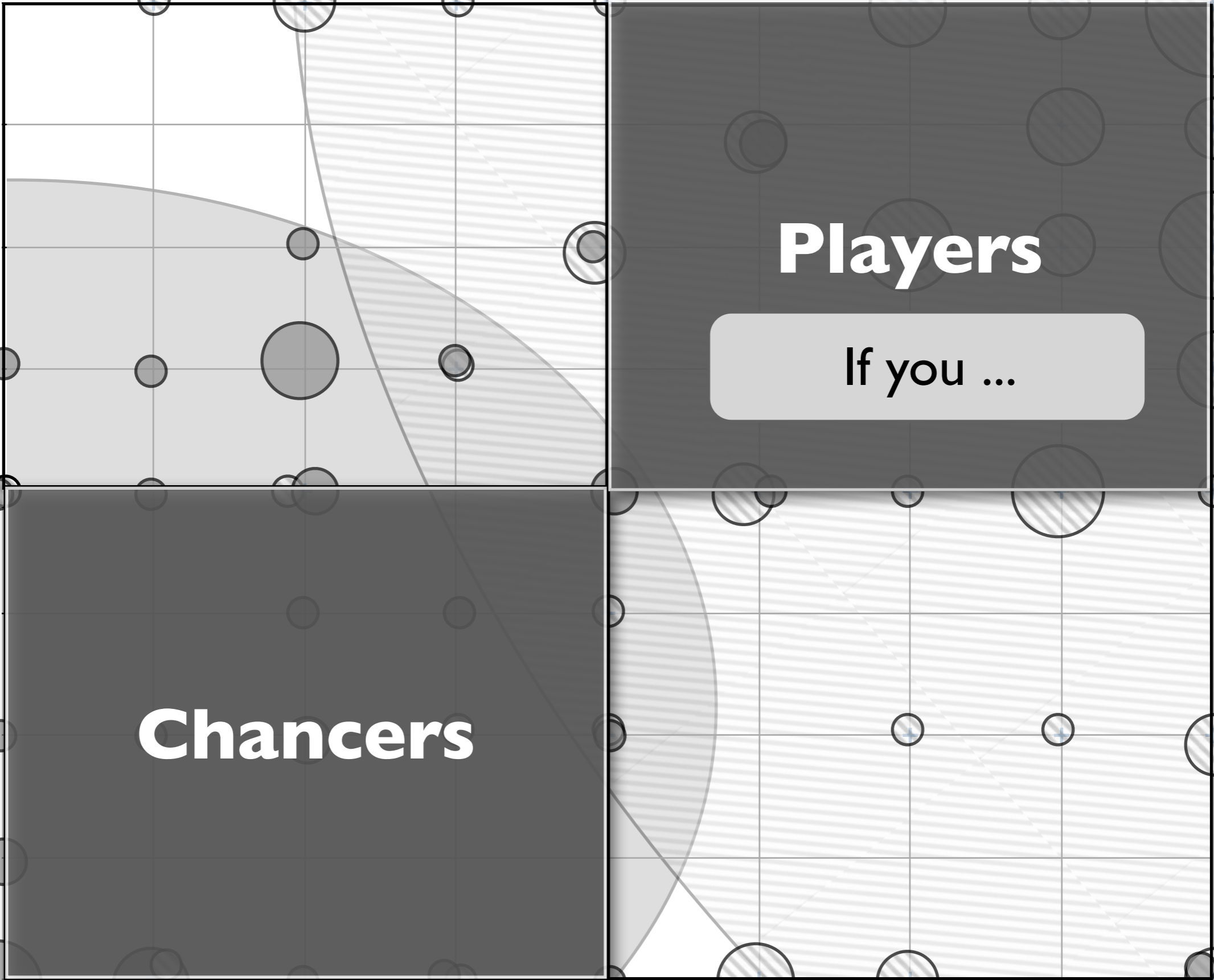
+ Efficiency



When they meet!

..... **Level of Strategic Play**>

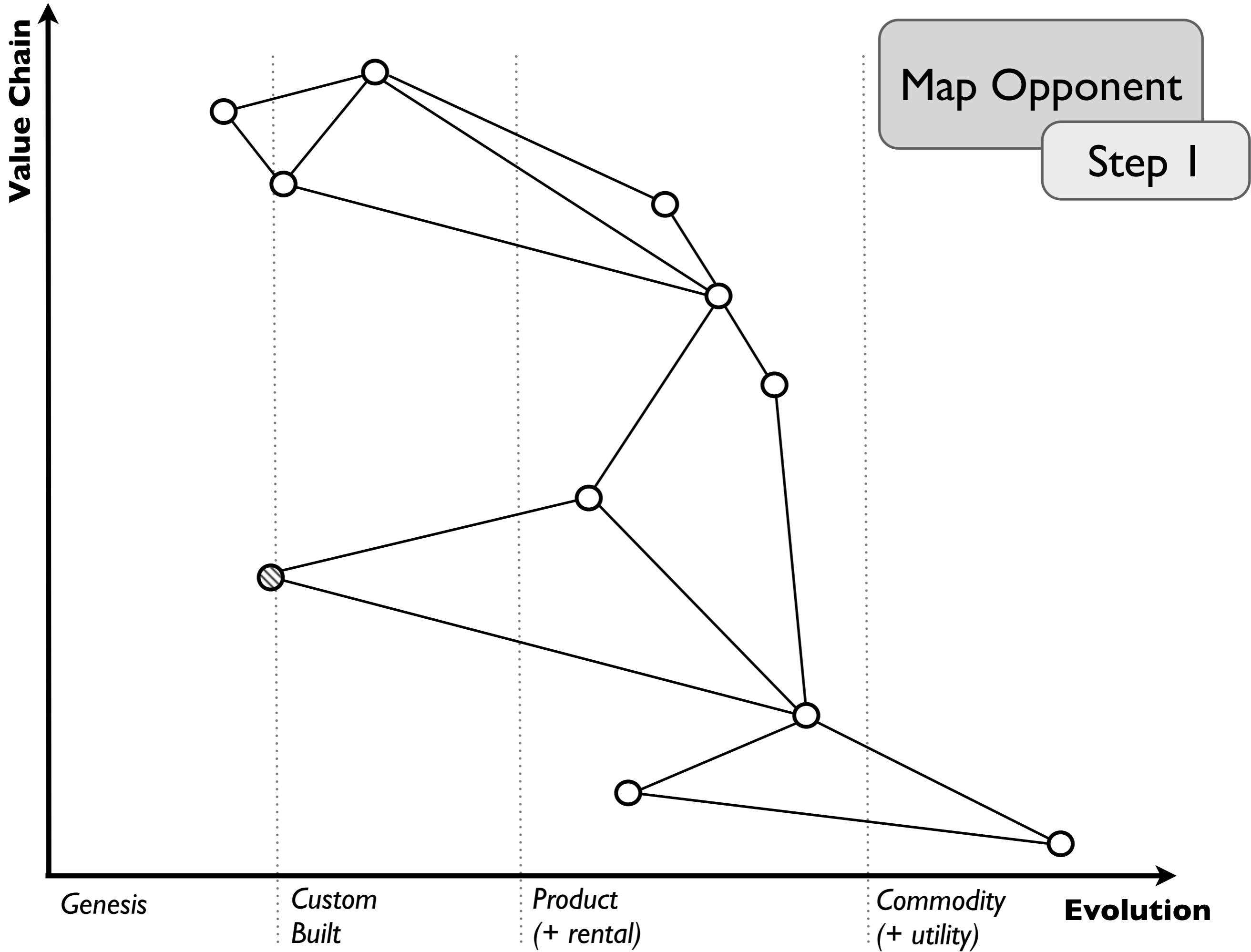
..... **Uses Open to Compete**>

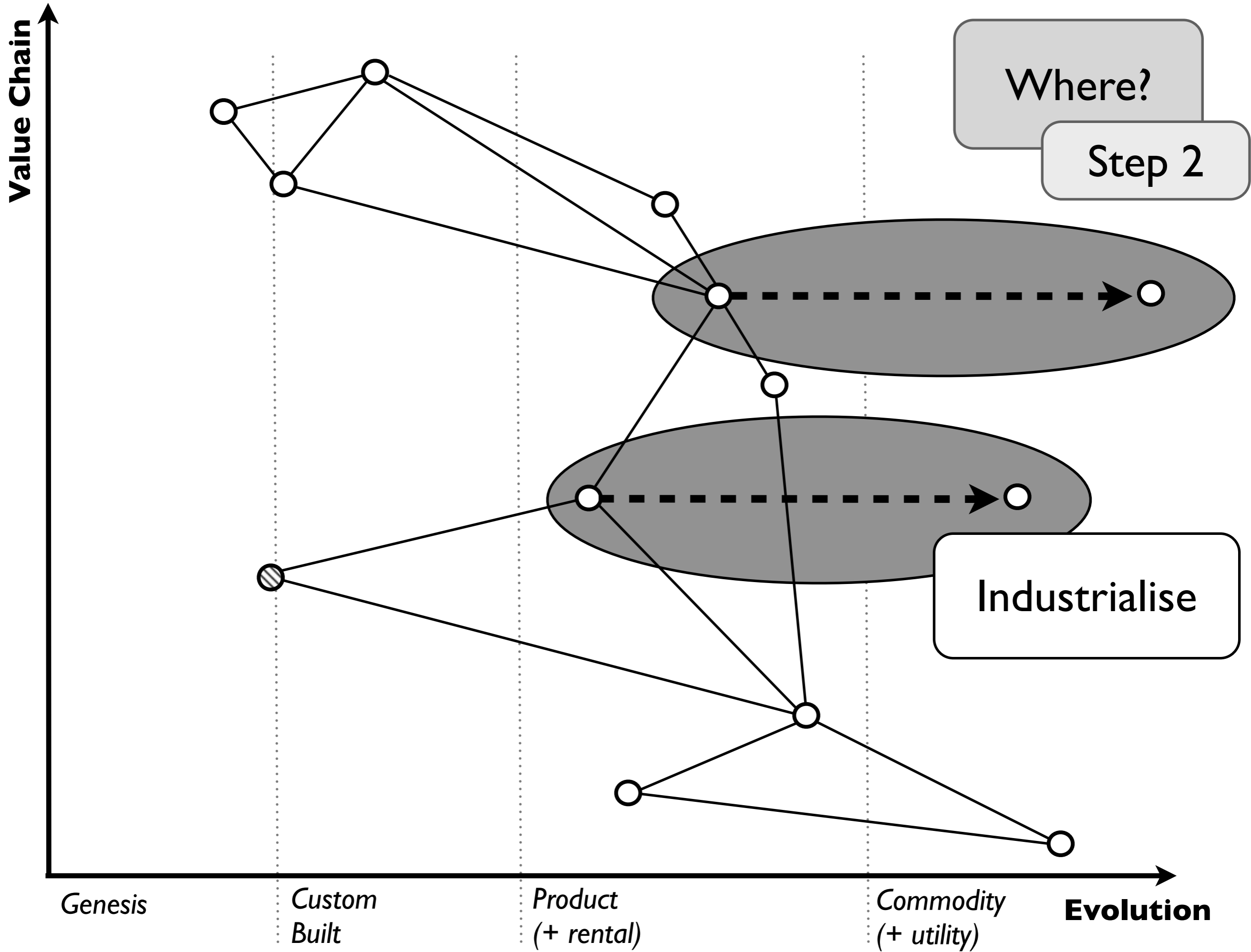


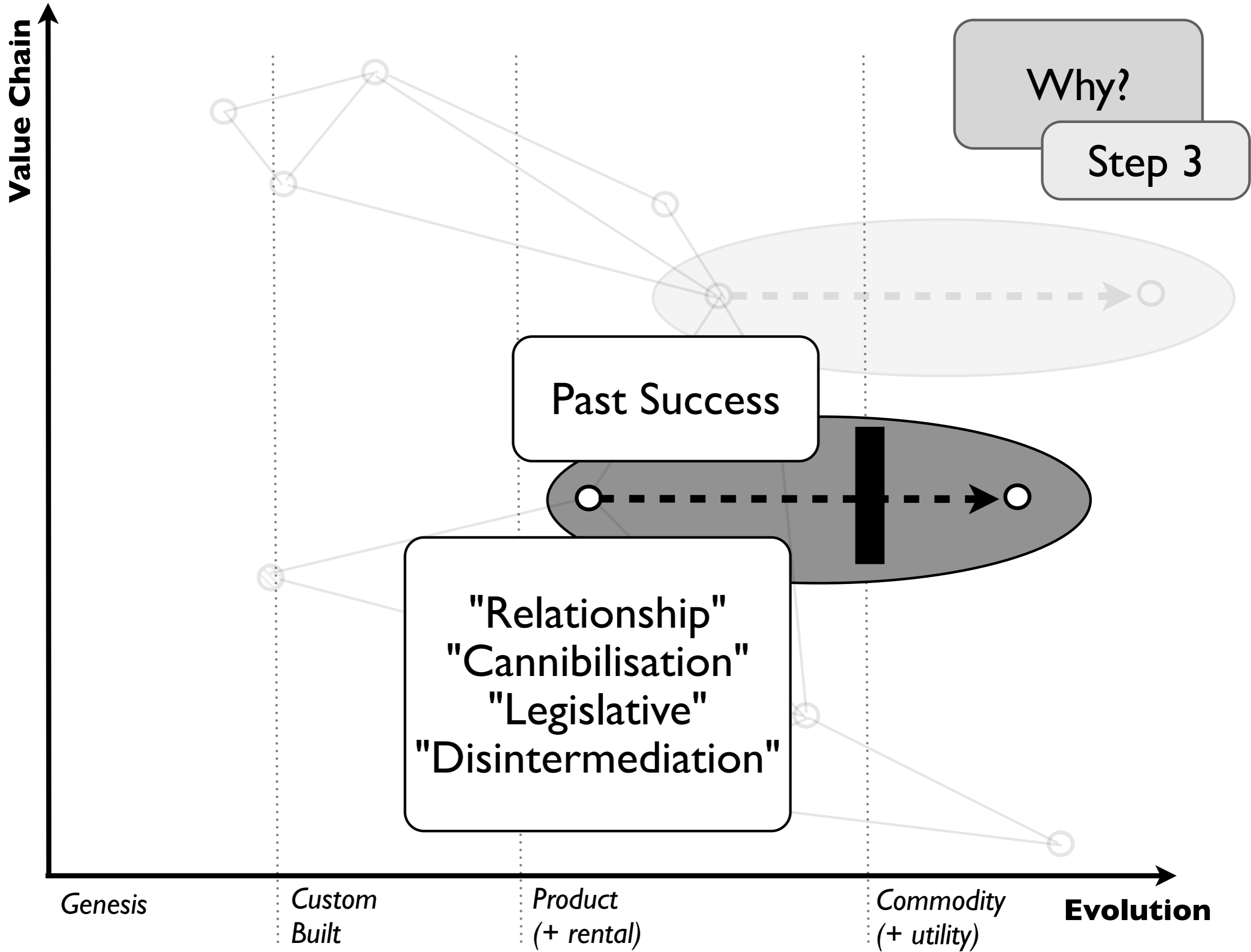
Chancers

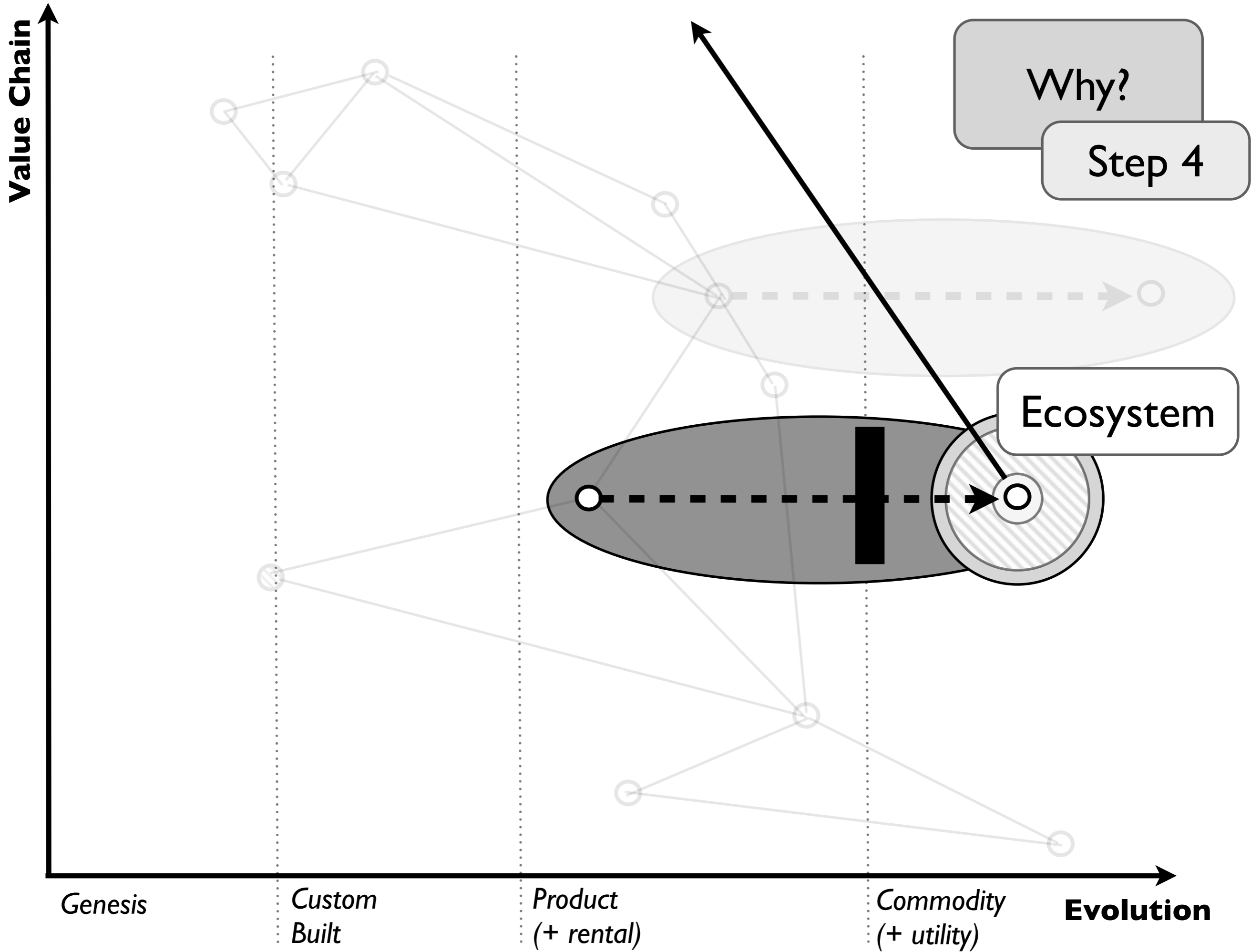
Players

If you ...









Strategic Play

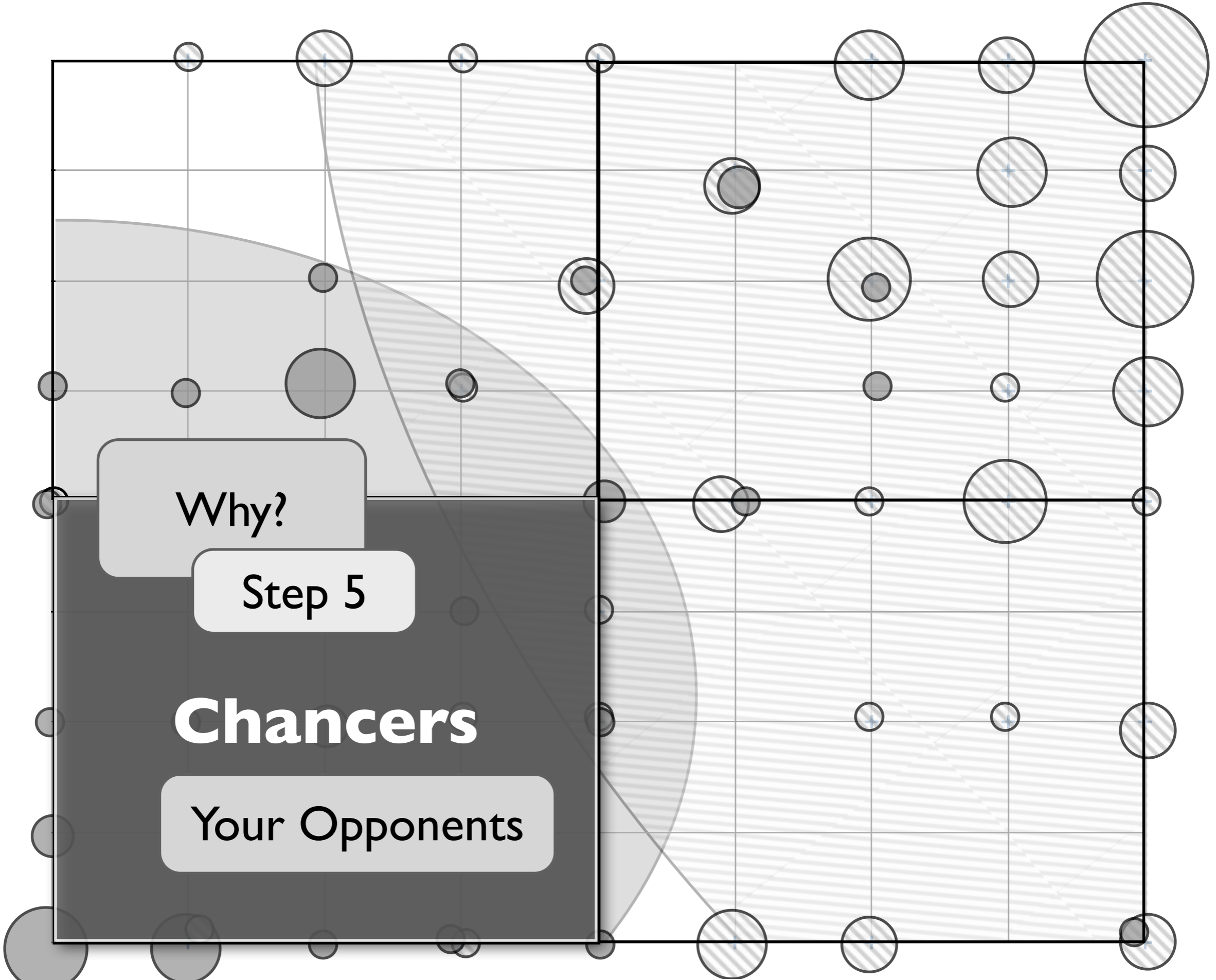
Why?

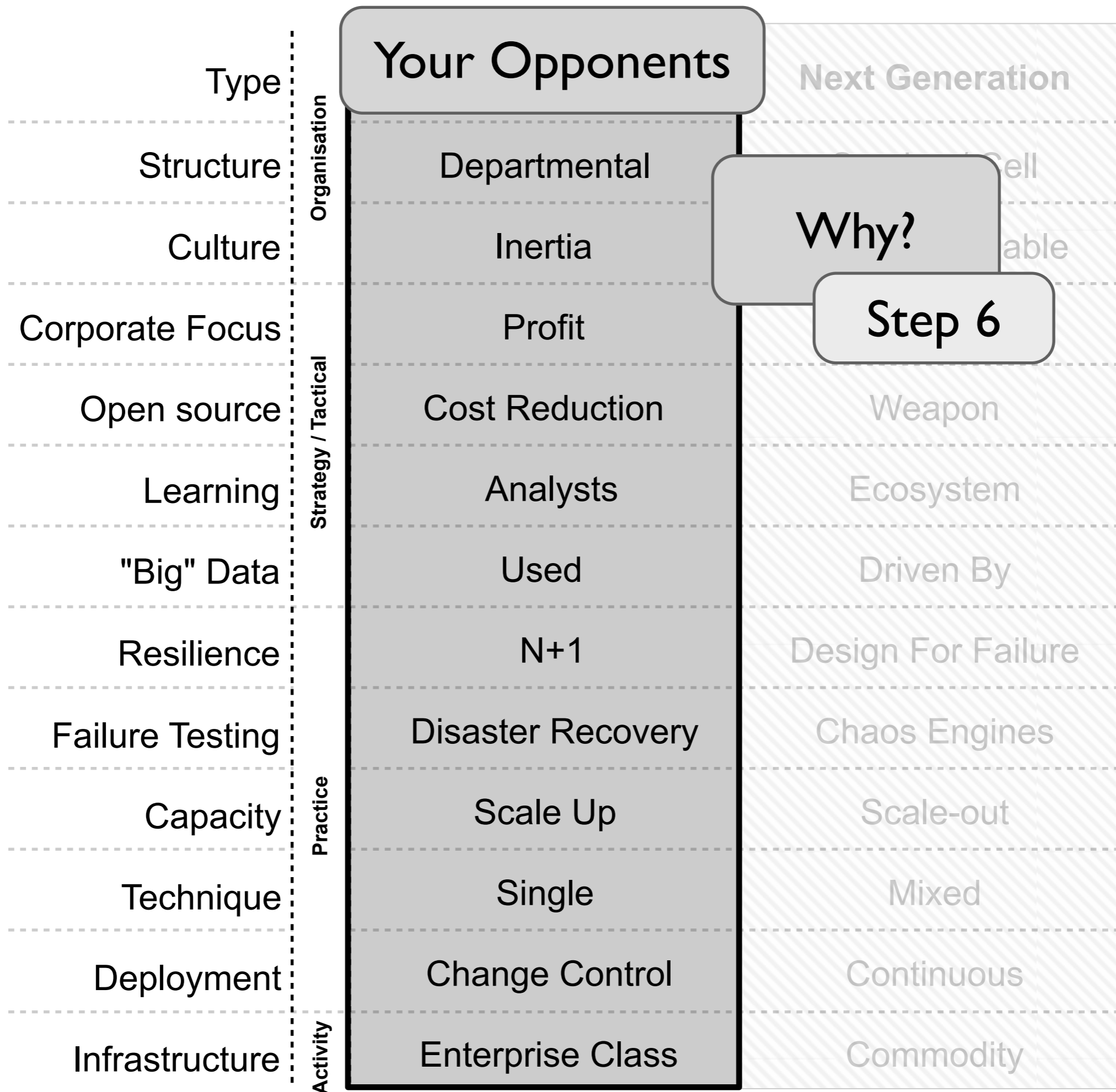
Step 5

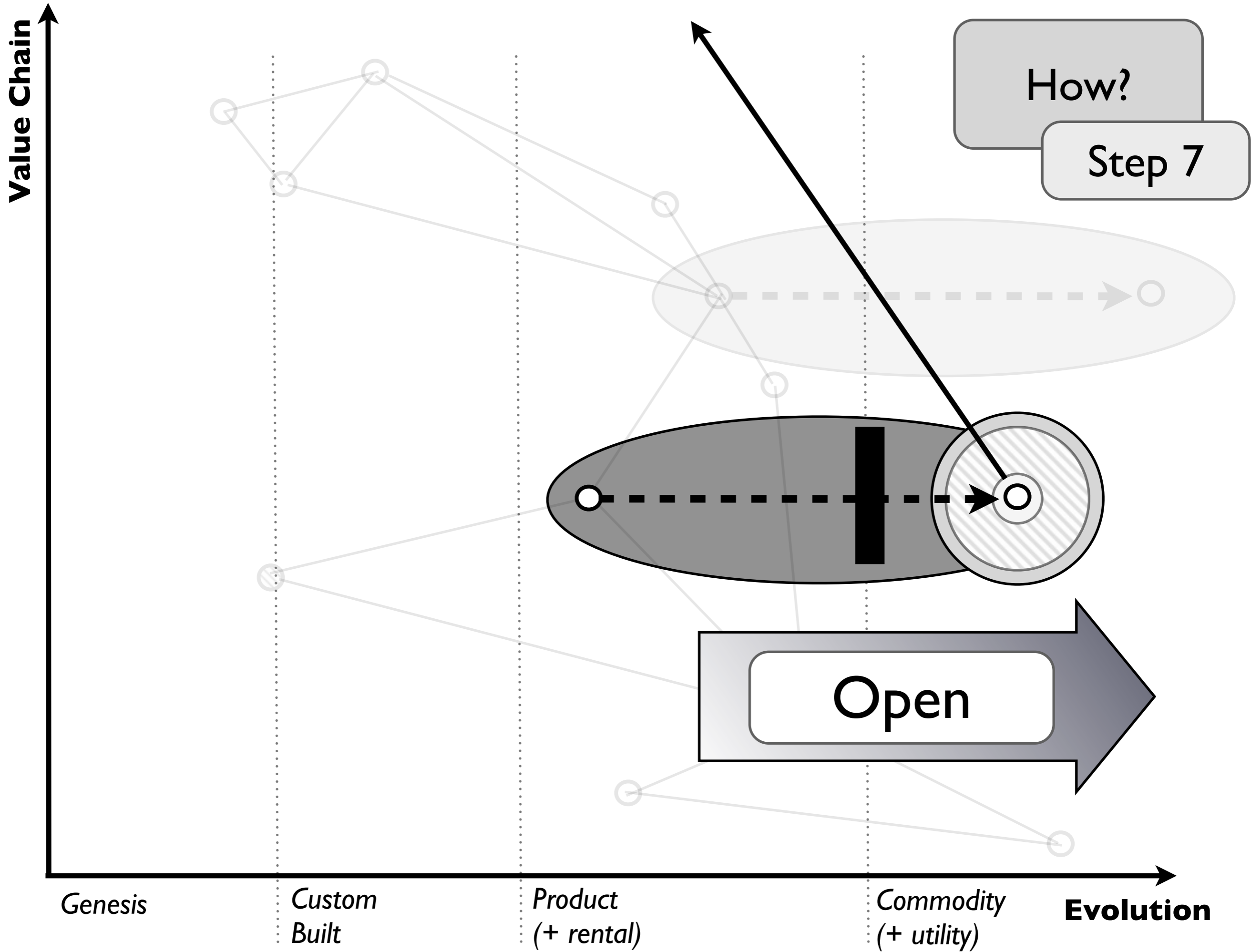
Chancers

Your Opponents

Uses Open to Compete







Where?

Why?

How?

Attack!

Step 8

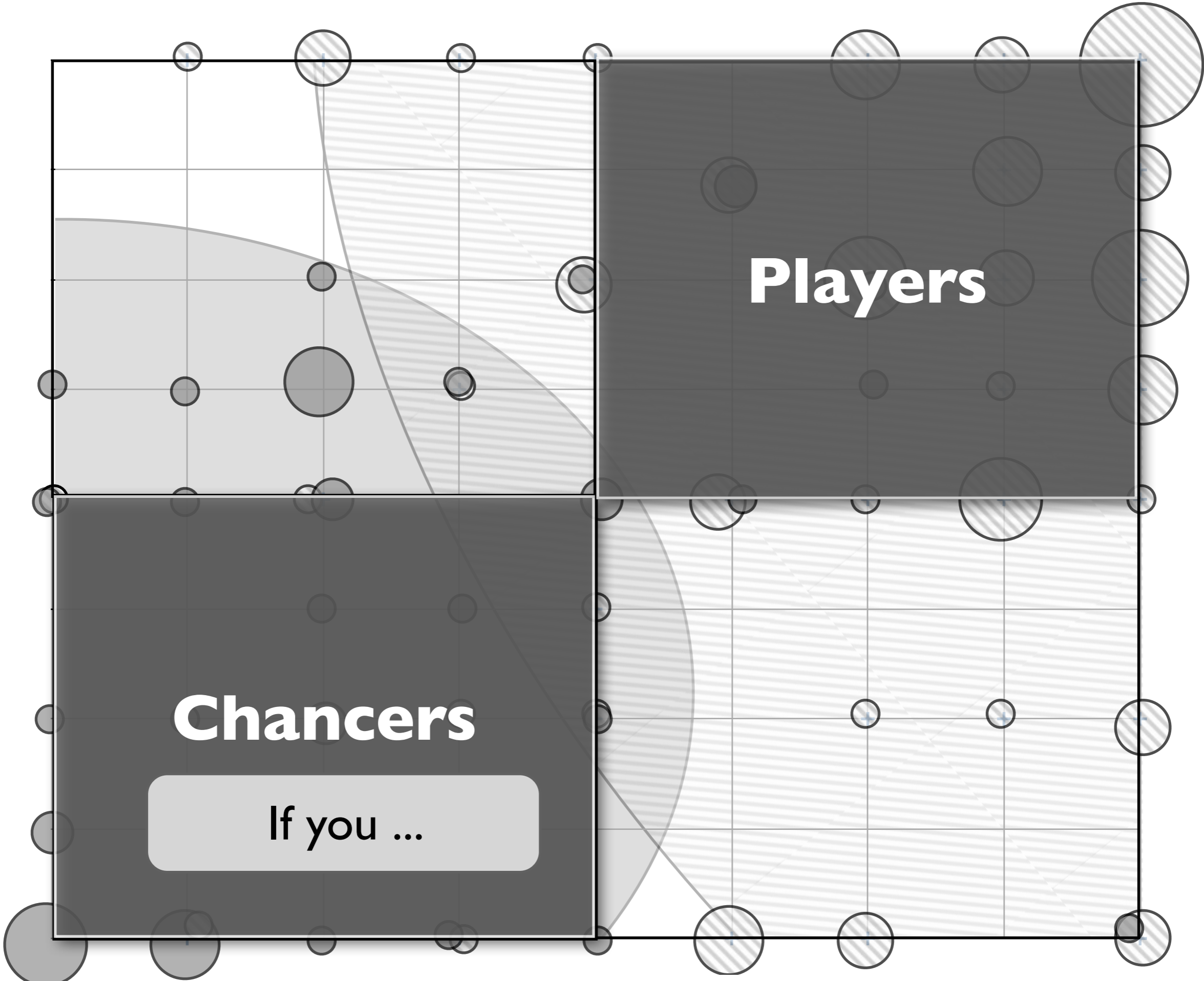
What?

When?

10-15 years to
disrupt an
encumbent industry

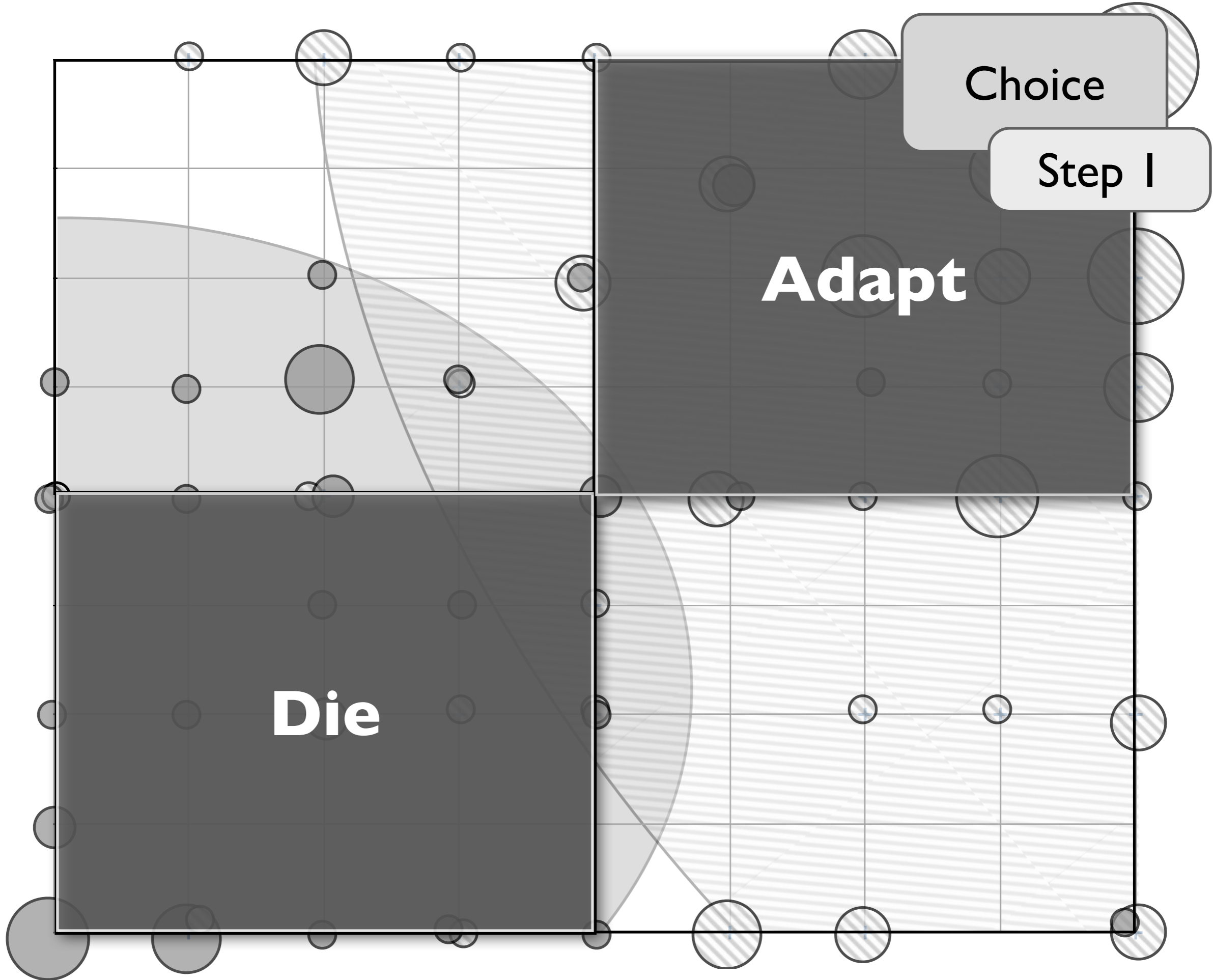
..... **Level of Strategic Play**

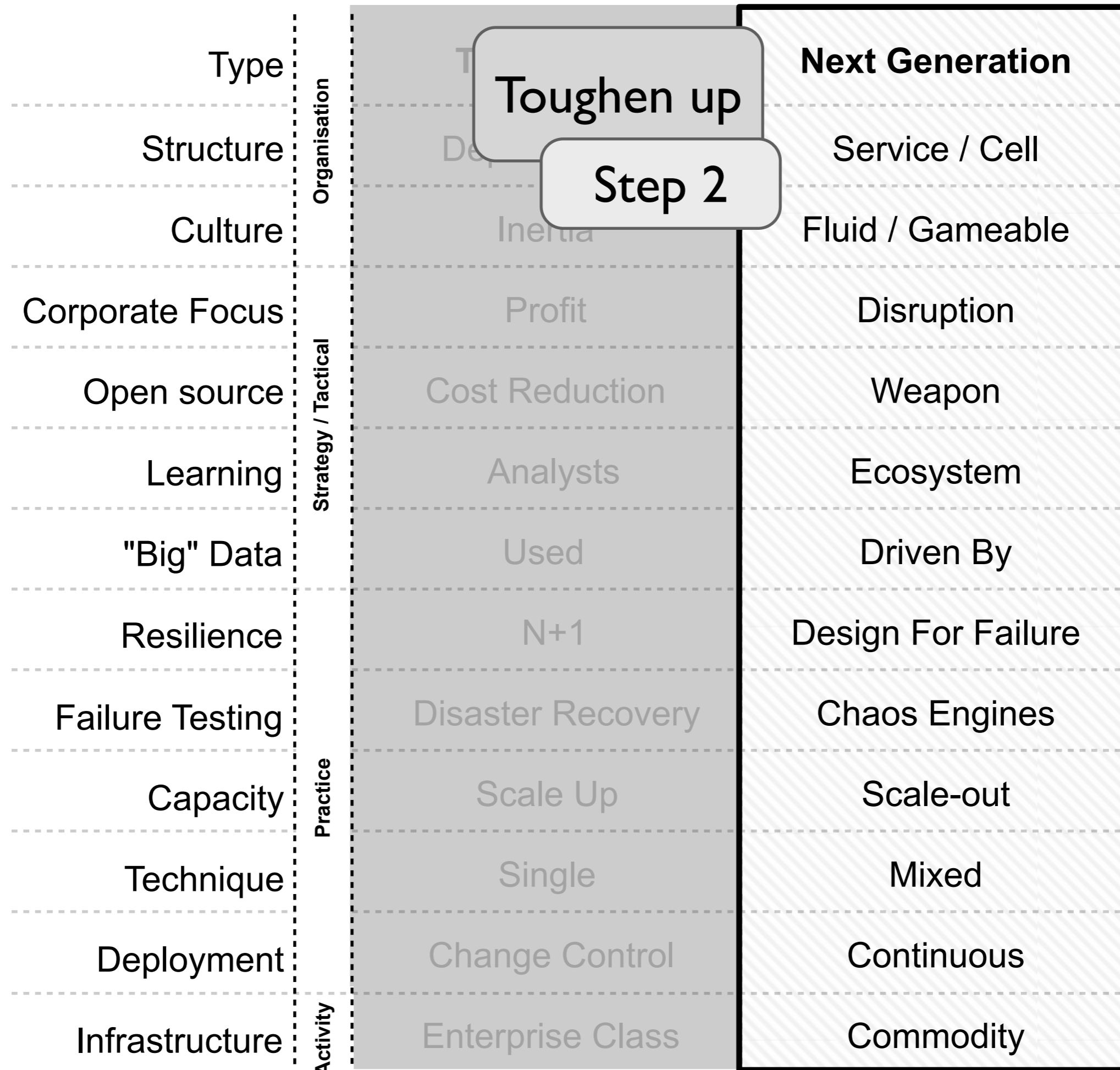
..... **Uses Open to Compete**



..... **Level of Strategic Play**

..... **Uses Open to Compete**





Toughen up

Step 2

Attack the
Why

Step 3

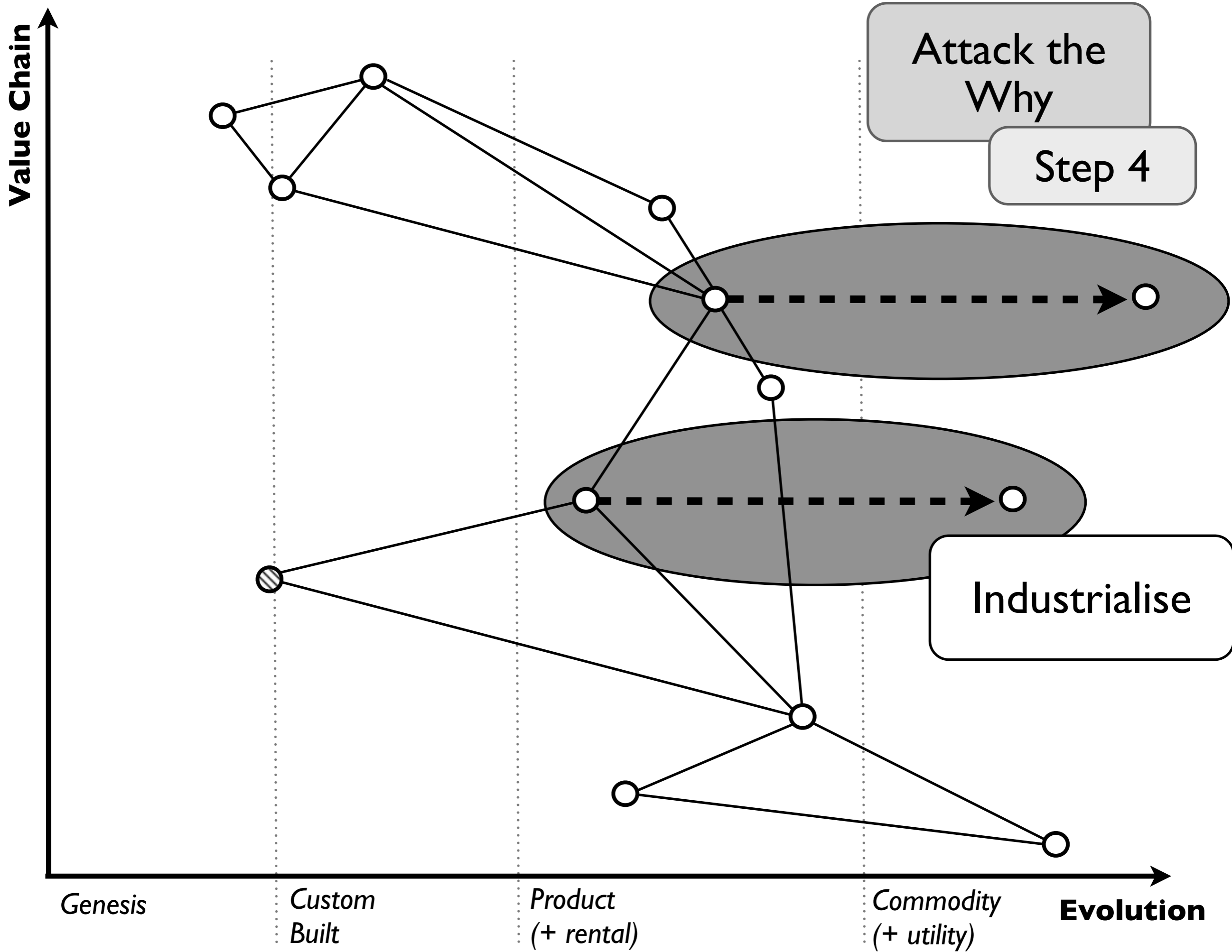
Where?

~~Why?~~

How?

What?

When?



Attack the Why

Step 4

Industrialise

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)

Evolution

You have been duly warned.

Many companies are disrupted not by unexpected market changes but entirely predictable market changes they could not see.

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