Digital Transformation
Reducing IT complexity to drive better outcomes

Carl De Groote
Sr. Director, US Public Sector Client Applications

cdegroot@cisco.com
https://www.linkedin.com/in/carldegroote1
"We are in a moment of disruption. I love nothing more than going to the movies. That's the way it has to be. I also know I'm the father of three kids and I haven't been at a theater on opening night [with them] in probably 12 years."

Cinemacon – April 12th

Sean Parker is pushing the Screening Room, a platform to stream movies at home the same day as their theatrical release. Studio heads and theater owners are terrified of losing yet more customers for just a sliver of streaming fees, but it beats piracy. That's why Parker got the backing of Steven Spielberg, Peter Jackson and J.J. Abrams.

Filmmaker J.J. Abrams (Star Wars, Star Trek, Lost)

Isabelle Roughol
International editor, LinkedIn  ●  "Curious by profession"
Digital transformation refers to the changes associated with the application of digital technology in all aspects of human society.

Simple  |  Open  |  Automated  |  Effective
Today we’ll discuss

- Market Landscape
- Openness & Innovation
- Platforms
- The Journey
- The Tools
- Getting Started
The new normal

Market Landscape
Disrupt or Be Disrupted

30% of the Market Share Leaders in Every Industry Will Be Disrupted

45% surveyed say digital disruption is NOT a board level discussion

Source: Global Center for Digital Business Transformation 2015
Digital Transformation Is Moving IT to the Boardroom

The world’s most valuable retailer has no inventory.

MyDisney Experience Bridging the virtual with the physical.

The world’s largest taxi company owns no vehicles.

The world’s largest accommodation provider owns no real estate.

Starbucks Apps Order Ahead Skip the Line
Digitization in 2 waves
Rise of new digital businesses

People Centric *Digitization*

A *journey led by culture and powered by IT*

Machine Centric *Digitization*
Aligning Objectives and Expectations

Secure, Scalable, Reliable Architectures

Agility & Speed

Ease of Use, Rapid Deployment

IT

App Developers

Business Units

User Experience
The Stack
Developing to Mission Requirements & Outcomes

Applications, Information, Services

Development Platforms – (APIs)
External Innovation, Development Sand boxes - Github | Devnet | </> Code

Intelligent Policy Driven Infrastructure (Scale Out)

Simple | Open | Automated | Effective
Openness & Innovation

Every problem has a solution…
Platforms
The rise of the outcome developer
All-In-One Device

Checkin under 3 minutes

Resort Access

Theme Park Access

Capture Memories

Manage Xperiences

Manage Your Experience

Make Purchases

Eat Anywhere Disney

Cut the Line – Optimize time

Design Better Outcomes

Cut the Line – Optimize time
Policy Enforcement
New Revenue Platforms
Post: 10 years later
305 likes in 7 minutes
+365%
What got us here won’t get us there?

The Journey
Creating New Priorities for Digital Organization

Transform Processes and Business Models
- Innovations
- Faster Time to Market

Empower Workforce Efficiency and Innovation
- Increased Productivity
- Better Retention

Personalize Customer/Citizen Experience
- Increased Loyalty
- Greater Insight

Mobility
- Mobile traffic will exceed wired traffic by 2017

IoT
- IoT devices will triple by 2020

Analytics
- 75% of companies planning to or investing in big data

Cloud
- 80% of organizations will primarily use SaaS by 2018
Connect to Drive Insights

The data developer

Collect
Who are you data producers?
Live data streams, sensors, instrumentation feeds

Analyze
Data developers make sense of the data – aggregates, pivots, & patterns.

Insights
Who are you data consumers?
Inform & influence. Make better decisions.
What do I need?

The Tools
Requirements for the Digital Organization

- **Insights and Experiences**: Drive Business Innovations
- **Automation and Assurance**: Speed, Simplicity, and Visibility
- **Security and Compliance**: Real-time and Dynamic Threat Defense

The Network Helps Enable Digital Business
The Cisco DNA Customer Journey Starts Now

Base Automation
Immediate value to existing network

Policy Services
Active control for critical use cases: Network, Collaboration

Advanced Security
Network as a Sensor and Enforcer

Complete Software Control
End-to-end policy-based automation

Digital Services
Support lines of business: analytics, IoT

Simple  Open  Automated  Effective
The Network Helps Enable New Experiences

- Workforce Experience:
  - Digital workforce
  - Personalized workspaces
  - Effective collaboration

- Customer Experience:
  - Omnichannel experience
  - Enhanced points of service
  - Personalized customer experiences

- Business Operations:
  - Business insights
  - Asset management
  - Facility management

- City Operations:
  - Citizen and visitor services
  - Safety and security
  - Ruggedized infrastructure

New Business Capabilities Built on the Network as a Platform
Cisco Digital Network Architecture

Cloud Service Management

- Policy | Orchestration

Open APIs | App & Data Developers Environment

Automation
- Abstraction and Policy Control from Core to Edge

Analytics
- Network Data, Contextual Insights

Virtualization
- Physical and Virtual Infrastructure | App Hosting

Multi-cloud Orchestration

Insights and Experiences

Automation and Assurance

Security and Compliance

True Dev-Ops
With no handoffs

Continuous Integration
Continuous Delivery

Cloud-enabled | Software-delivered
First 100 Days

Getting Started
Getting Started: Next 100 Days

1. Collaborate: Bring the key stakeholders together across the orgs. Start with the end in mind: Have a vision!
2. Catalog the outcomes your customers are trying to achieve
3. Take an inventory of your assets: What do you have? What do you need?
4. Evaluate existing product and service offering through feedback loops. Create Customer Journey Maps for your top 10 offerings. Who are you data producers and consumers?
5. Evaluate the use of intelligent technology & platforms in your enterprise to compete for customers and help them achieve their goals.
6. Launch an innovation challenge to solicit ideas across your company. Highlight opportunity to transform from products and services to outcomes. Choose 3 and Pilot!
1.7 million New cancer cases diagnosed in 2015

12 cybercrimes Per second Per Day

$272B Annual Fraud abuse: Medicare & Medicaid

2 million Genomes sequenced in next 2 years

500,000 War Fighters confronted by PTSD