

The Economics of Consumption IT

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What Do Customers Want?

Lower Costs

More
Competitive
Advantage

Higher Level
of Cyber
Security

Four Key Areas for Discussion Today



- Economics
- Flexibility
- Utility
- Security



Economics - I



- Today
 - Up-Front Capex
 - Capability Gap
 - Risk with Customer
 - On-Going Service and Maintenance Costs



Economics - II

- Tomorrow in the Cloud
 - Zero Up-Front Costs
 - Pay As You Go - Series of Micro-Transactions
 - Buy What You Want, When You Want It
 - Low Opex – Power, Rent, Insurance.....
 - Run, Maintained and Refreshed by Others
 - No Personnel Issues



Utility



- BT Compute Platform
- 99.99% SLA
- 24/7/365 Support
- Innovative Provisioning Portal



Flexibility



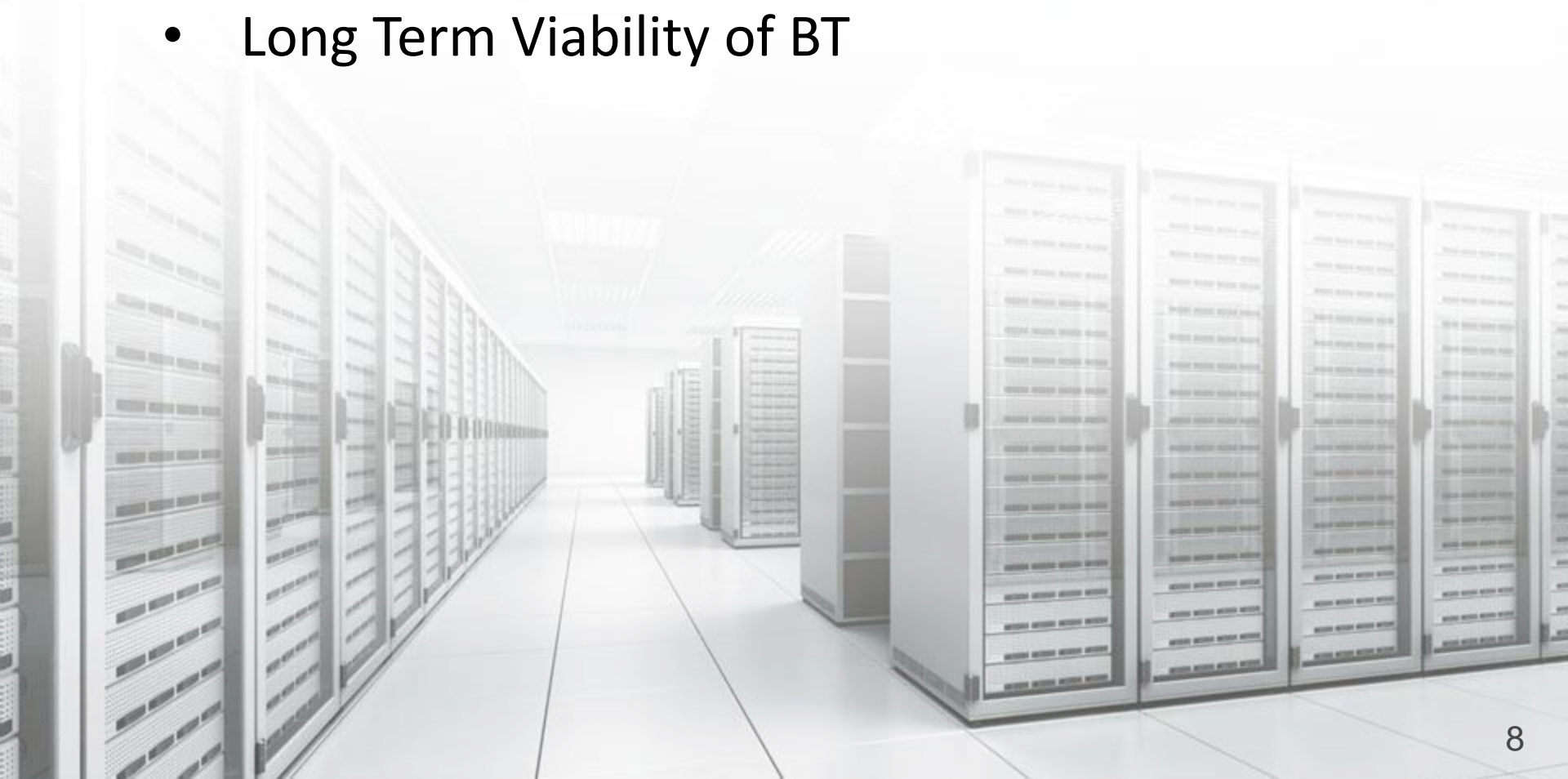
- No Need to Build for Maximum Capacity
- Only Use Required Functionality
- Rapid Provisioning
 - New Applications
 - New Sites
 - Sudden Requirements
- Rapid Tear-Down
- Seamless Scalability
- Deliver Business Outcomes



Security



- BT Operational Security Controls – ISO 27001
- 13 Global SoCs
- Annual Ethical Hacking Test
- Long Term Viability of BT



Summary



- Economy
- Utility
- Flexibility
- Security

“Lower Costs, Competitive Advantage, High Security”

Thank you

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