

Business and IT Convergence in the 2010s

for
Cisco Malaysia Summit 2010

1 July 2010

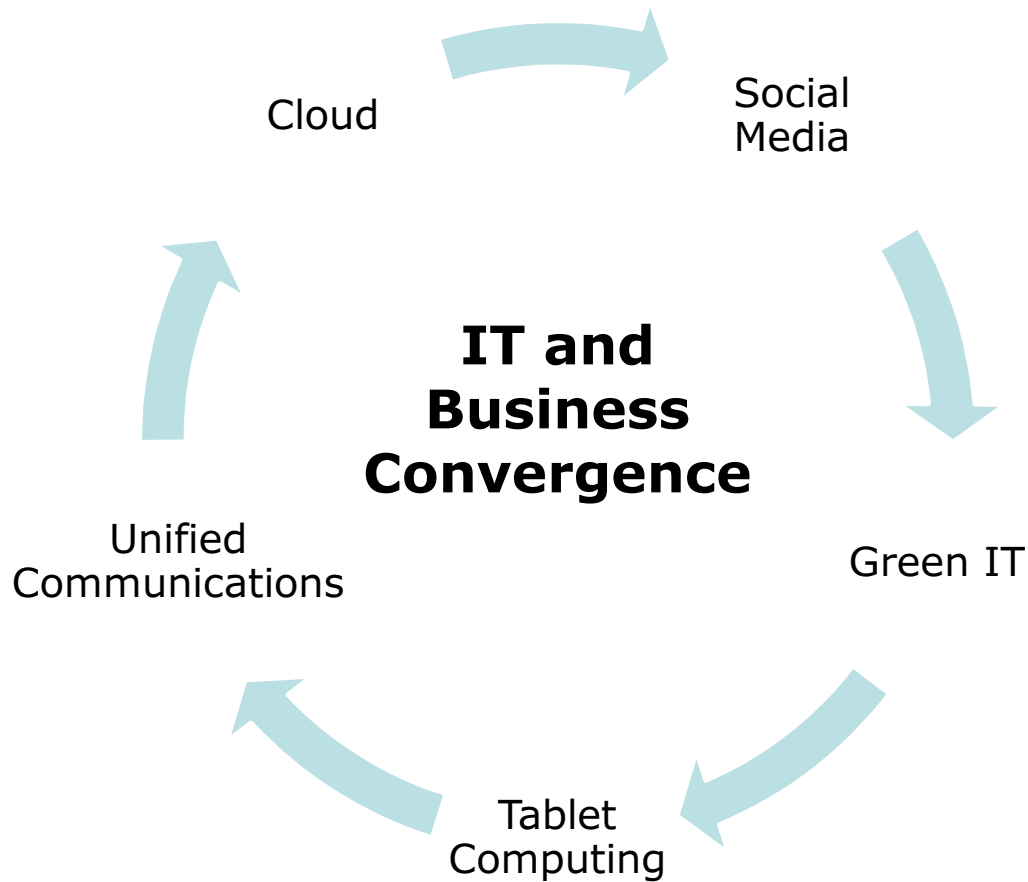
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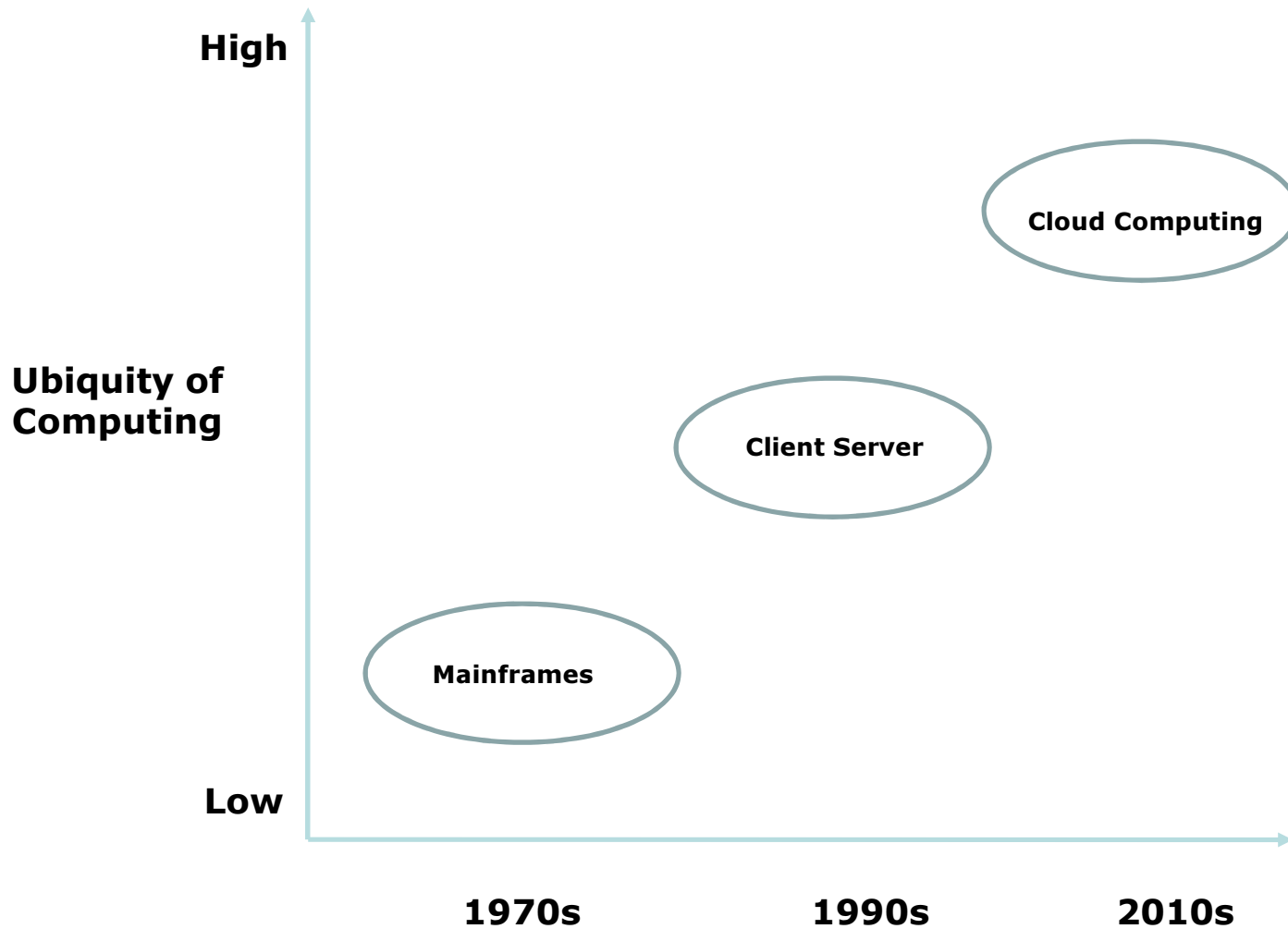
Agenda

- **Paradigm Shift to Cloud Computing**
- **The Emergence of Social Media for Business Purposes**
- **Growing Importance of Green IT**
- **Unified Communications**
- **Tablet Computing Replaces PCs**

New Trends are Interrelated and Leading to Greater Focus on Business Services and Less on IT

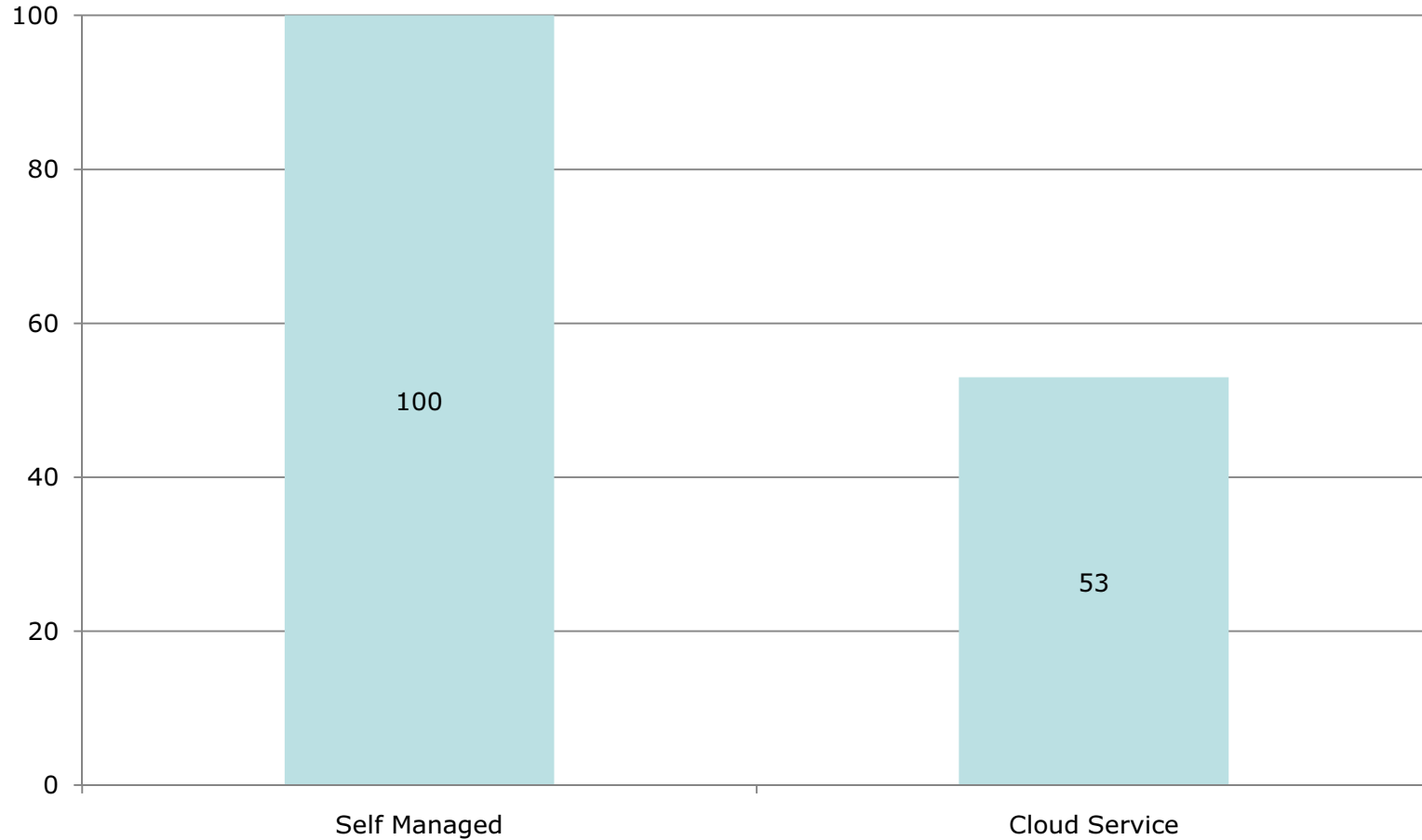


Paradigm Shift to Cloud Computing



Massive Savings with Cloud Computing

Percentage TCO Savings with Cloud Services



Cloud Attributes

- **Economies of Scale and Multi Tenancy**
- **Scalability and Elasticity**
- **Rapid Provisioning**
- **Lower TCO**
- **Less Support and Maintenance**
- **Portability**
- **Ease of Use**

Cloud Challenges

- **Perceived Security and Privacy Issues**
- **Flexibility and Ability to Customise**
- **Quality of Service**
- **Perceived Control**
- **Switching Data to and From the Cloud and Between Cloud Providers**
- **Integrating On-Premise Resources with Cloud Resources**

Is Social Media just another Fad?

Time to reach an audience of 50 million

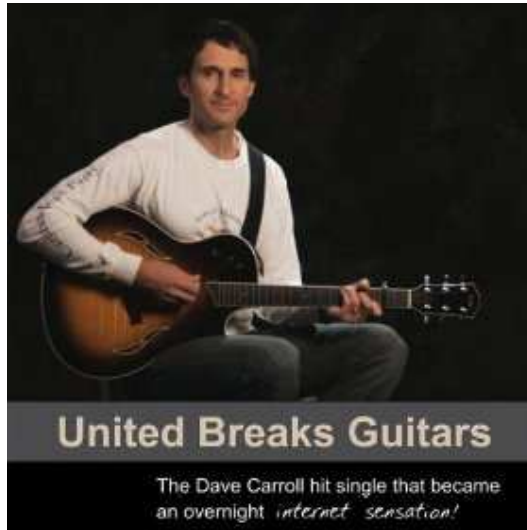
Radio : 38 years
TV : 13 years
Internet : 4 years
iPod : 3 years
Facebook : 2 years

400 Million+ Facebook users
(35 years+ fastest growing demographic)
2 Billion+ photos on Facebook per month
1 Billion+ tweets on Twitter
100 Million+ videos on YouTube
200 Million+ blogs
13 Million+ Wikipedia articles

Top 30 Countries with most Facebook users (as of June 2009)

Rank	Country	Number of Facebook users	12 month growth %
1	USA	69,378,980	149.5%
2	UK	18,711,160	67.5%
3	Turkey	12,382,320	257.4%
4	Canada	11,961,020	24.3%
5	France	10,781,480	338.1%
6	Italy	10,218,400	1980.7%
7	Indonesia	6,496,960	2997.3%
8	Australia	6,053,560	88.2%
9	Spain	5,773,200	729.6%
10	Colombia	5,760,300	138.8%
11	Argentina	4,906,220	1073.8%
12	Chile	4,830,680	129.4%
13	Mexico	3,644,400	249.5%
14	Venezuela	3,578,740	270.2%
15	India	3,236,140	354.8%
16	Germany	3,136,680	407.5%
17	Philippines	2,719,560	1572.1%
18	Belgium	2,372,460	346.2%
19	Sweden	2,287,240	100.3%
20	Hong Kong	2,087,580	149.1%
21	Malaysia	1,995,040	342.8%
22	Denmark	1,961,880	152.4%
23	Norway	1,853,840	58.4%
24	South Africa	1,720,820	96%
25	Greece	1,638,980	224.6%
26	Egypt	1,618,040	106.5%
27	Switzerland	1,491,940	280.1%
28	Israel	1,433,540	142.2%
29	Singapore	1,384,760	198%
30	Finland	1,097,600	109.9%

Why is Social Media Is Important?



More than 6 million views on YouTube

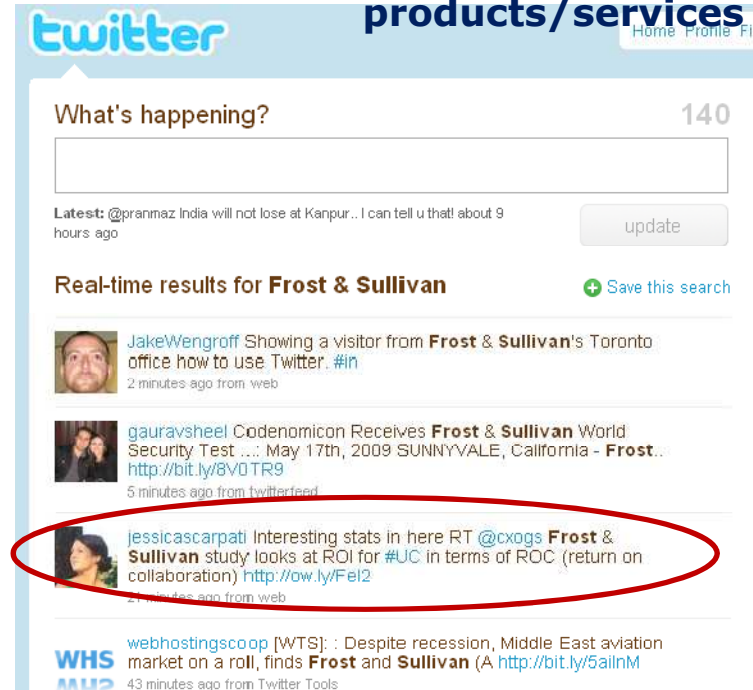
Customers are sharing experiences online

Social Media gives you the ability to listen to customers, even when they are not calling you

Social Media has the power to significantly impact your business, so ignoring this channel is no longer an option

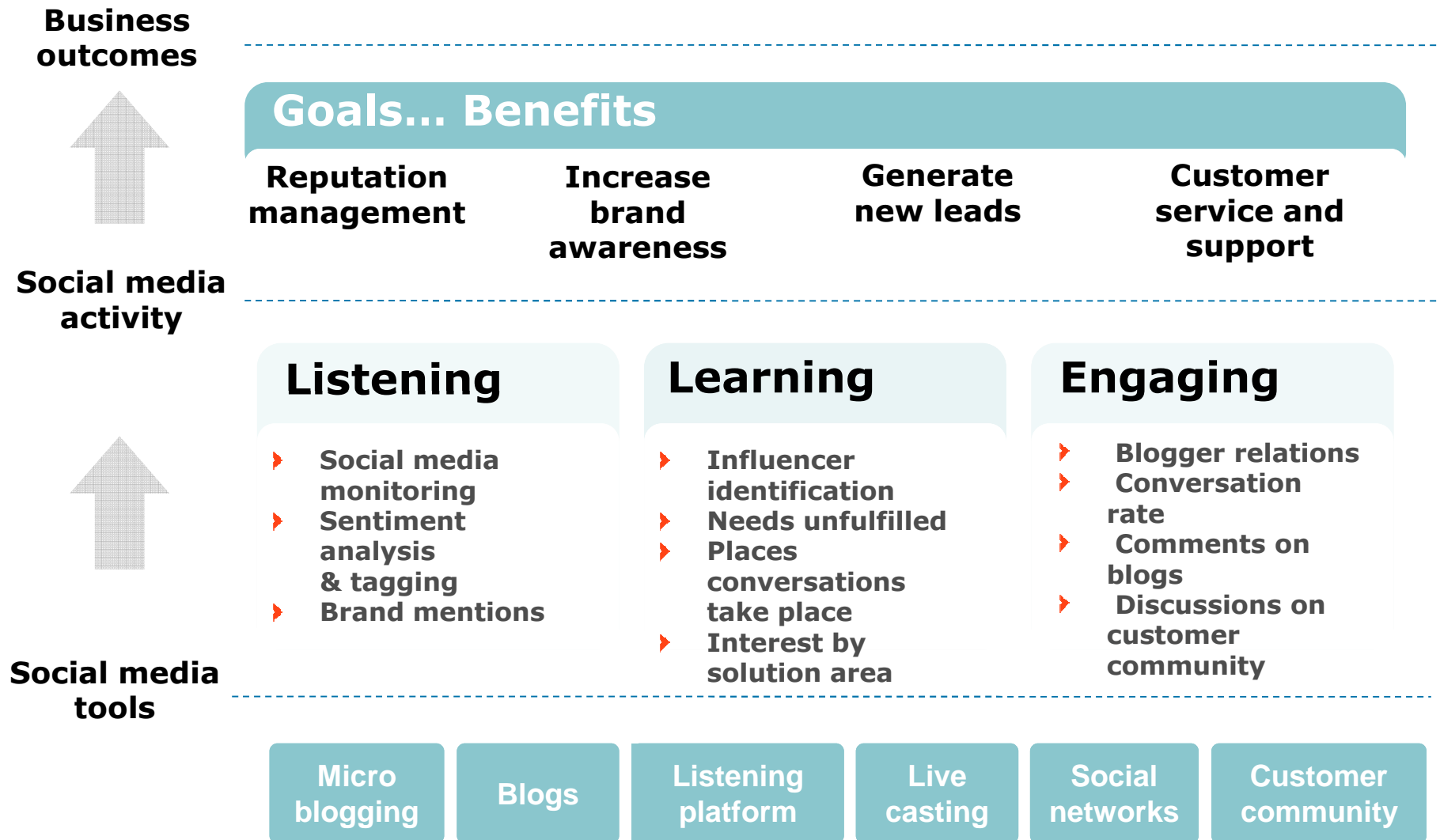


US\$ 3 million in sales by using twitter

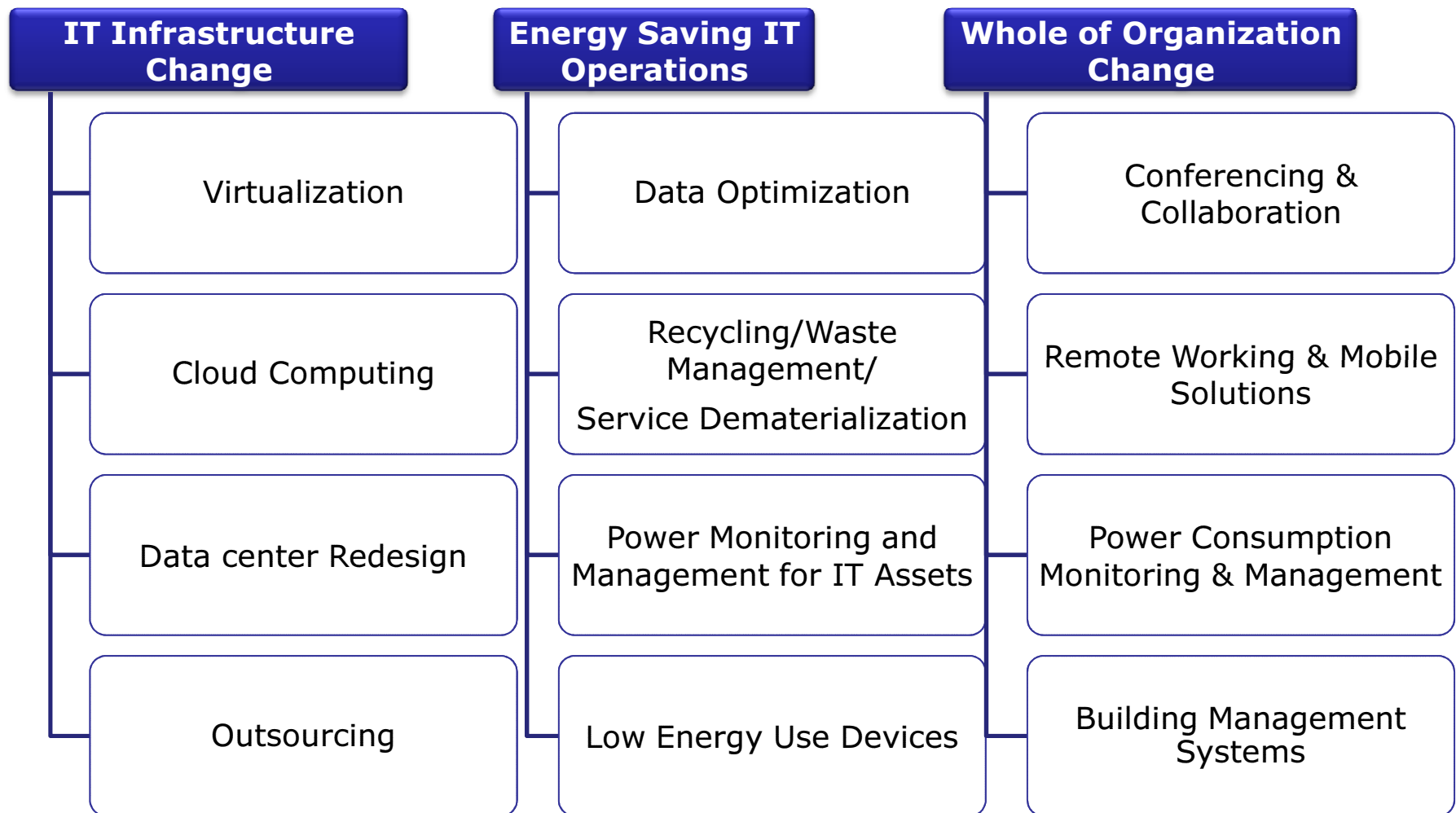


Customers are discussing your products/services

Social media is not a strategy, it should support a strategy



Sustainable IT Taxonomy



Case Study: National Australia Bank



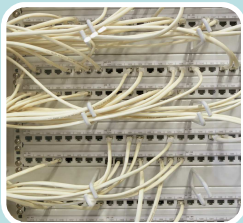
XP Desktop Project

- 12,700 new flat-screen monitors
- Faster sleep mode for 32,000 desktops



Video Conferencing Facilities

- Expansion of video conferencing
- Reduction in business travel



Server Virtualization Project

- Plans to consolidate 500 servers to 20

Energy Usage

- Branches, 40%
- Commercial Buildings, 37%
- Data Centres, 23%

Source: National Australia Bank

Sustainable IT Vendors

- **Most IT suppliers now have a much greater sustainability focus**
- **Virtualization and cloud players, in particular, claim to have strong 'green' offerings**
- **Power management and metering software companies can be expected to emerge and capitalise on smart grid opportunities**

Market forces – Driving IT managers to think about UC

Multiple market forces are coming together to produce a market ripe for change

Gen “Y-ers” and growth in video usage

User Driven IT and Web 2.0 adoption

Travel Reductions and the Green imperative

An increasingly mobile and dispersed workforce

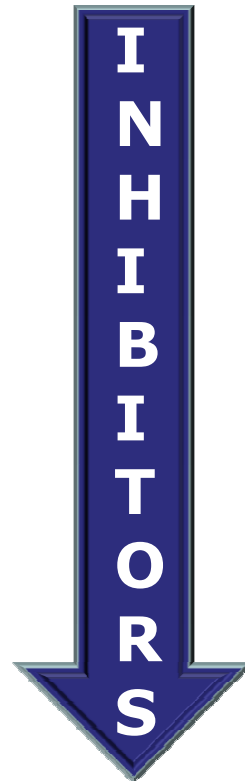
Globalisation of the Enterprise

IP networks and access

Inflection Point for Unified Communications is Here

UC – Drivers and Inhibitors

- + Increased virtual workforce
- + Mobile access across multiple devices and networks
- + Increased efficiency and productivity



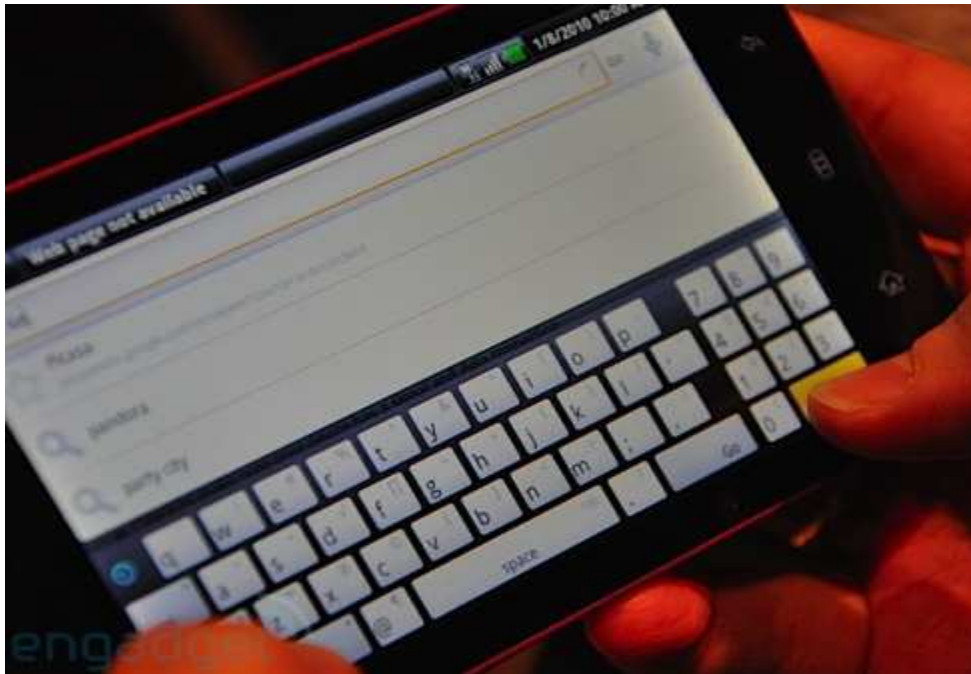
- Integration
- Interoperability with existing tech investments
- Cost of Solution
- Difficulty in Justifying the ROI

Recommendations:

1. Evaluate vendor UC roadmap thoroughly.
2. Start by meeting today's business needs (e.g. collaboration.)
3. Check out 'UC as a Service' options (e.g. Hosted UC)

Are the Days of the PC Numbered?

Tablets offer more and more functionality



Data stored in the cloud

Conclusion

- **Emerging technology trends are all interrelated**
- **Paradigm Shift to the Cloud**
- **Social Networking is being used for business – it is no longer a fad**
- **Green IT is becoming standard**
- **Tablet computing is challenging the dominance of PCs – more suitable for cloud computing**
- **IT and business are finally converging – focus will be on business services in the 2010s**

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Global Growth Consulting Company