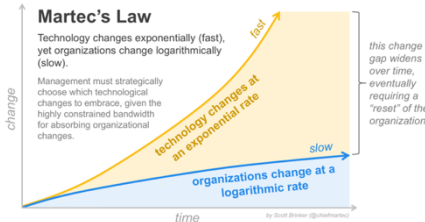


**Synnex nTegrate West 2018**  
**The Future of SI in the Face of I.T. Disruption**  
 Mark S A Smith | Mark.Smith@BijaCo.com  
**The World Changes Faster than You Can Imagine**



**We no longer go to work, we just work.**  
**Virtual Reality and Augmented Reality Change How We Use the World**  
**What Do These Have in Common?**  
 iPhone, iPad, Kindle, Uber, Airbnb, Android, Oculus, Spotify, Nest, Kickstarter, Square, Instagram, Snapchat, WhatsApp  
**I.T. is no longer driven by business, but by consumers, causing massive business disruption.**  
**What do They All Have in Common?**  
**Frictionless Customer Experience**  
**We transition from the Age of Ownership to the Age of Access changing forever how we sell and marketing.**  
**Big Companies Aren't Immune**

"Forty percent of the Fortune 500 won't exist in 10 years because they won't survive digital disruption." - Information Age

**The Disrupted Future of I.T.**

"80% of corporate data centers will be gone by 2025. The change will not be linear but exponential." - Mark Hurd

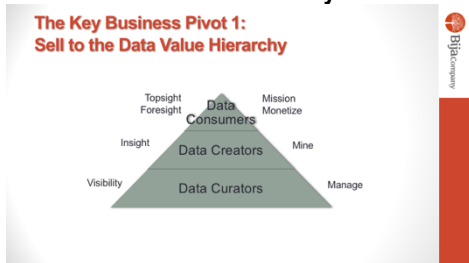
**How will you adapt and thrive in this data center disruption?**

**Reinvent You!**

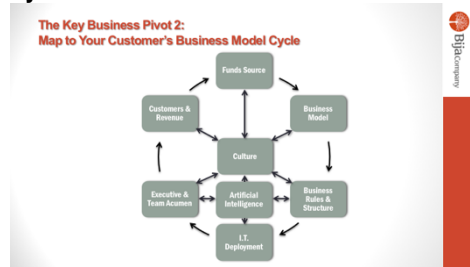
"In times of change, learners inherit the Earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists."

**The Key Business Pivot 1:**

**Sell to the Data Value Hierarchy**



**The Key Business Pivot 2:  
 Map to Your Customer's Business Model Cycle**



Wall Street wants subscription based business models  
 Stock price/earnings ratios for subscription 4 – 50 times transaction P/E

Customers want subscription  
 Pivot from CapEx to OpEx  
 Everything is going to subscription model  
 Truck tires, carpet, movie theatre projectors  
 "If it thinks, subscribe. If it doesn't, buy."

**Key Pivot 3:  
 Understand the 10 Key Technologies and the Opportunities...**

**1. Cybersecurity**

How does data get lost?  
 Hardware and system malfunction (40%)  
 Human error including device loss and theft (32%)  
 Software corruption (15%)  
 Viruses and malware (10%)  
 Natural disasters (3%).

**2. Augmented Reality**

Consumer: retail, entertainment, gaming, elder care, social media  
 Commercial: all complex decision-making situations – manufacturing, break/fix, physical security, medical, automotive, transportation  
 Government: defense, security, citizen services

**3: Big Data**

Consumer: sales and marketing, entertainment, retail, security  
 Commercial: anywhere flexibility and efficiency collide – financial services, fraud detection, transportation  
 Government: defense, security, city planning, transportation infrastructure

**4: Autonomous Robotics**

Consumer: home services, elder care, games, entertainment, transportation  
 Commercial: anywhere a human does repetitive labor – food services, packing/shipping, manufacturing  
 Government: defense, security, transportation

**5: Additive/Subtractive Manufacturing**

Consumer: food preparation, hobby, simple physical goods, medical, pharmaceutical  
 Commercial: construction, garments and apparel, publishing, local/regional manufacturing  
 Government: provisioning, repair depots

**6: Simulation**

Consumer: major purchases, life planning, travel and leisure, entertainment, virtual work environments  
 Commercial: mechanical & electrical design, virtual prototyping, troubleshooting, failure analysis  
 Government: defense, city planning, education & re-education

**7: System Integration**

Consumer: entertainment, food preparation, transportation, work environments  
 Commercial: data acumen, manufacturing systems, transportation  
 Government: defense, smart cities

**8: Cloud Computing**

Consumer: entertainment, communication, work environments  
 Commercial: data-driven deployment, edge-based computing, anything not big data  
 Government: all things computing

**9: Internet of Things**

Consumer: environmental, smart home, elder care, family security, personal health  
 Commercial: manufacturing, transportation, environmental, security  
 Government: defense, smart cities, transportation

**10: Blockchain**

Consumer: financial, contracts, deeds, entertainment, social media, security  
 Commercial: finance, product genealogy, warrantee, supply chain  
 Government: taxes, public records, defense, security

**What projects to choose?**

Three types of innovation  
 Market chaser (0 – 12 months)  
 Needs seeker (6 – 18 months)  
 Technology innovator (18 – 36 months).

**"Results are obtained by exploiting opportunities, not by solving problems."**

– Peter F. Drucker

**How to identify clear winners when selecting which projects to invest in**

Can I exploit an opportunity?  
 Does it reduce friction?  
 Can I radically simplify something or incredibly slash the cost of something?  
 Can I lead a growing market?  
 Does it meet the criteria for profit?  
 Scarce, Necessary, Desirable.

## **Pivoting to the New Reality of Systems**

### **Integration**

Sell to the data value hierarchy

Become an expert on customer outcomes

Know more about their future than anyone else

Help them beat their competition

Understand and implement their business rules  
in I.T.

Business rules curation has more value than data  
curation

Orchestrate, protect, add value to their data, no  
matter where it exists and no matter who  
owns the hardware

On-site, cloud, XaaS, mobile, IoT

Ask smart business questions

Business model acumen beats product knowledge.

### **What's Next**

What are the three best ideas from today's  
event?

What are you going to do first?

Let me know how it works and I'll invest 20  
minutes with you to tune it up –

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

If you liked today's program tell others and send  
me your comments.

### **Take Action**

Text to 797979

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