Cloud, crowd, & outsourcing will eat your lunch!

Embrace the inevitable & become an engine of transformation!

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About us:
Cornell Enterprise Cloud Strategists
This presentation is about the organization that reinvents itself ... 

... for the era of disruptive change due to cloud, crowd, and outsourcing
Understanding the future of Enterprise IT

- Multi Sourcing IT Service
- Accelerated Disruption
- Relationship with our Institutional Partners
- Reimagining the IT org
We can’t compete with cloud!
Crowdsourcing will reshape IT staffing!

Prediction: “in 15 years, predominant employment relationship for some IT work will be contract/freelance based”
Crowd pilot: TopCoder

Global talent pool (approaching 1M)

Competition Based

Hyper-specialization
Meta-Outsourcing

Worldwide spending for IT outsourcing (ITO) services from 2011 to 2013 (in billion U.S. dollars)

- 2011: 246.6 billion U.S. dollars
- 2012: 251.7 billion U.S. dollars
- 2013: 288 billion U.S. dollars
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Disruptive innovation is accelerating!
Foundations are being shaken everywhere!

Versus

As consumers we prize disruptive technology!!!
Enterprise IT disruption

Cloud vendors sell above IT, directly to business units

Cloud vendors sell below IT, directly to end users

ref. Tracy Schroeder
Disintermediation eliminates the middleman!
Understanding the future of Enterprise IT

- Multi Sourcing IT Service
- Accelerated Disruption
- Relationships are Changing
- Reimagining the IT org
How we (IT) view cloud

- Data Explosion
- Governance
- Skill Sets
- Organizational
- Compliance

- Insider & External Attacks
- Data Protection
- SVC Mgt
- Tech

- Management Systems
- Integr.

- Expanding Perimeter
- Data Portability
- Org
- Ops
How campus views cloud
How IT views its own role
How campus views IT’s role

“Cloud companies are cost effectively emancipating enterprises from the tyranny of IT, solving lots of problems with tools and process that are a pleasure to use”

-Oliver Marks
How IT engages campus

KEEP CALM AND TELL ME WHAT YOU WANT
How the cloud engages campus

“If I had asked people what they wanted, they would have said faster horses.”
-Henry Ford
Campus goes shopping

but the problems will still be OURS!
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Reinvent the IT Org

...bridge the gulf between what our current structure/staffing was built to do, and what is required of us in the era of Post Enterprise IT

...reinvent the role we play relative to the business use of IT
Become a **business** asset

1. Expert advisor for disruptive change
2. Navigator of procedural barriers
3. Innovation hunter
4. Time-to-market experts
5. Bridger of gaps
   - integration, architecture, security, migrations, etc
6. Value added reseller of cloud, staff aug, etc
7. Be or support an IT VMO
8. *Refocus training & lines on core mission*
Roles may change!

IT Consumers as Service Owner

Enterprise IT As Strategic Adviser

IT Vendor
Both models have a place

Enterprise IT as Service Owner

IT Consumers

Enterprise IT

IT Vendor

Enterprise IT as Trusted Advisor

IT Consumers

Enterprise IT Adviser

IT Vendor
Be careful in choosing roles

Consumer behavior if fickle.

Who gets left holding services in decline?
Don’t be a mere operational function, a follower in an era of disruption & commoditization

Be a change leader, a business asset, aligned with core mission

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