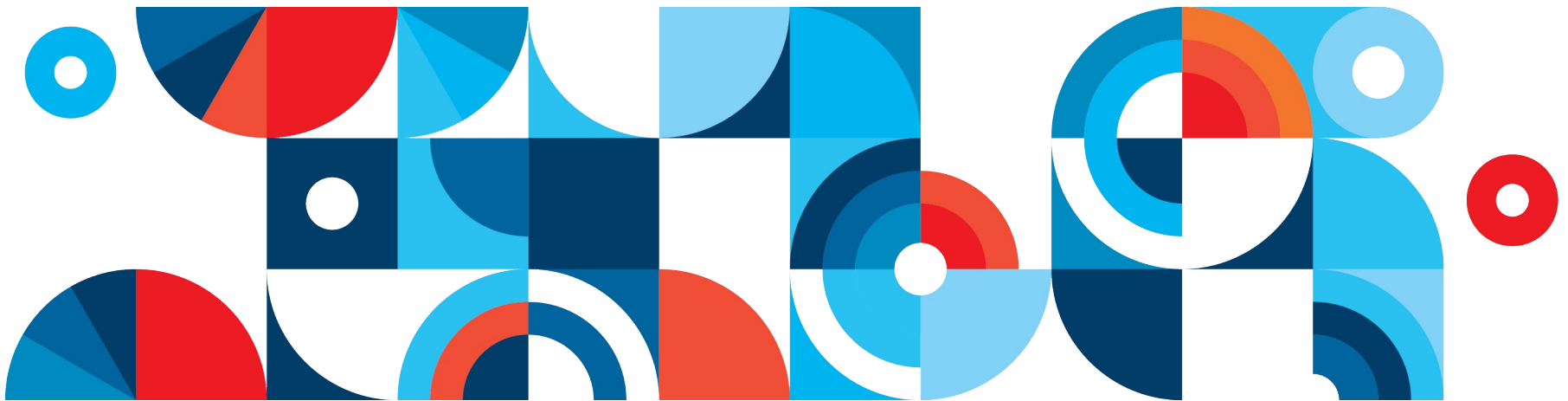**John Easton**
IBM Distinguished Engineer

20 March 2012

Examining the powerful transformational role cloud plays in business, IT & our daily lives
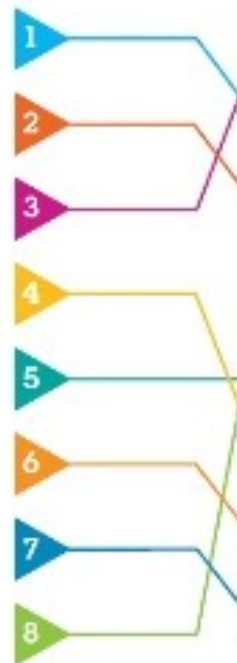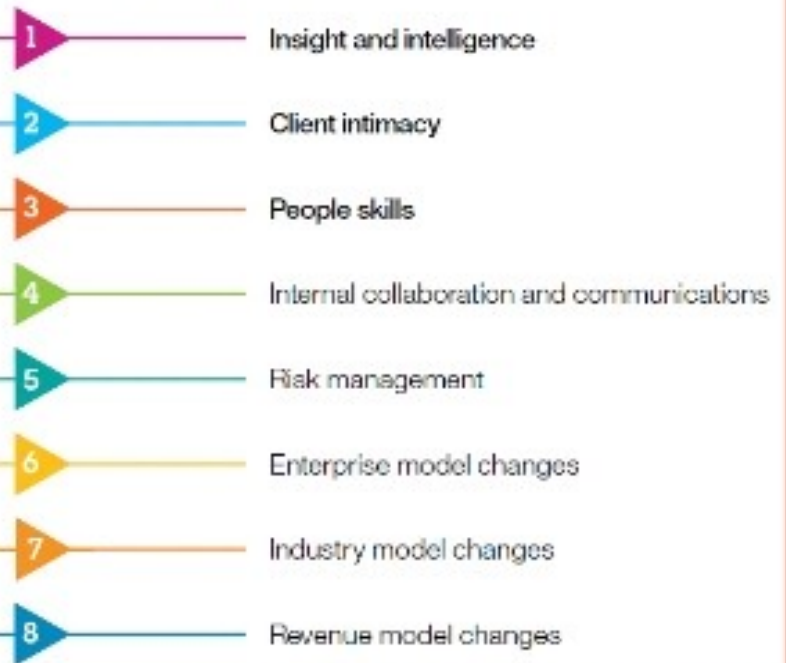
Customer-centricity is all important...

Social
Mobile
Self service
Work/life

Transform
Channels &
Commercials

CEO focus over the next 5 years	CIO focus over the next 3 to 5 years	
1	1	Insight and intelligence
2	2	Client intimacy
3	3	People skills
4	4	Internal collaboration and communications
5	5	Risk management
6	6	Enterprise model changes
7	7	Industry model changes
8	8	Revenue model changes

Source: The Essential CIO 2011, The Institute for Business Value

2

SmartCloud

IBM

"So tell me: what roles should I be recruiting for as we move our IT to the cloud?"

"Traditionally we'd have needed 40 people to run this infrastructure. Cloud takes this down to three."

"IT has to get closer to the business than ever before. They've always been at arm's length. I think the cloud is the catalyst to get them thinking like this."

Will the cloud replace your IT department?

Introducing the Component Business Model for the Business of IT

| STRATEGIC |
| TACTICAL |
| OPERATIONAL |

The CBM for the Business of IT "After Cloud"

		Plan & Manage					Build		Run
		IT Customer Relationship	IT Business Strategy	IT Business Administration	Business Resilience	Information	Service and Solution Development	Service and Solution Deployment	Service Delivery and Support
Strategic	**Direct**	C111 – Customer Business Intelligence	C211 – Business Technology and Governance Strategy	C311 – IT Business Model	C411 – Business Risk and Compliance Strategy	C511 – Information Strategy	C611 – Development Strategy	C711 – Deployment Strategy	C811 – Service Delivery Strategy
			C212 – Portfolio Management Strategy						
		C112 – Customer Transformation Needs Identification	C213 – Enterprise Architecture		C412 – Business Resilience Strategy				C812 – Service Support Strategy
			C214 – Service Management Strategy						
Tactical	**Control**	C121 – Market Planning and Communications	C221 IT Management System Control	C321 – Financial Control and Accounting	C421 – Business Risk and Compliance Control	C521 – Information Architecture	C621 – Service and Solution Lifecycle Planning	C721 – Service and Solution Implementation Planning	C821 – Service Delivery Control
		C122 – Customer Transformation Consulting and Guidance	C222 – Portfolio Value Management	C322 – Site and Facility Administration	C422 – Continuous Business Operations Planning				C822 – Infrastructure Resource Planning
				C323 – Human Resource Planning and Administration		C522 – Information Lifecycle Planning and Control	C622 – Service and Solution Architecture	C722 – Change Deployment Control	
		C123 – Service Demand and Performance Planning	C223 – Technology Innovation	C324 – Sourcing Relationships and Administration	C423 – Security, Privacy and Data Protection				C823 – Service Support Planning
Operational	**Execute**	C131 – Service and Solution Selling	C231 – Project Management	C331 – Procurement and Contracts	C431 – Business Compliance Analysis	C531 – Information Content	C631 – Service and Solution Creation and Testing	C731 – Technology Implementation	C831 – Service Delivery Operations
				C332 – Vendor Service Coordination	C432 – Business Resilience Operations				C832 – Infrastructure Resource Administration
		C132 – Service Performance Analysis	C232 – Knowledge Management	C333 – Customer Contracts and Pricing	C433 – User Identity and Access Processing		C632 – Service and Solution Maintenance and Testing	C732 – Service and Solution Rollout	C833 – Service Support Operations

SmartCloud

The majority of current job roles remain...
...albeit many with much reduced scope/importance

Fewer strategic roles are impacted...
...than tactical or operational ones

Build and Run are the main 'casualties'...
...as organisations source services from cloud providers

Planning and commercial skills are key...
...and become more so; linking the IT department more closely to the business

The fundamental challenge for most organisations revolves around standardised vs. bespoke services

But what about integration?

Relationships with partners and service providers in all guises will become increasingly important

Cloud and the transformation of business, IT and our daily lives

ibm.com/smartcloud