Nexus of Forces, 2014:
Unleashing the Power of Digitalization

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Looking Beyond

The Future

More than simply moving ahead. Different.
Key Issues

- The Nexus of Forces Scenario
- Challenges and Opportunities
- The Role of IT Leaders
First Things First – Basic Digital Concepts

Digitalization

Digital Business

Digital Leadership
First Things First – Basic Digital Concepts

Digitalization

Unprecedented combinations of new technologies, focusing the client experience and business transformation, generating revenue and value
First Things First – Basic Digital Concepts

Digital Business

The creation of new businesses based on digital assets
Digital Leadership

Development of a digital business vision, creation of a digital story and an attitude that will drive people, through the story, toward that vision

All leaders must be digital leaders
Key Issues

The Nexus of Forces Scenario

Challenges and Opportunities

The Role of IT Leaders
The Nexus of Forces: Leveraging Synergy and Delivering Digital Solutions

Extreme Networking

Pervasive Access

Global Class Delivery

"Big," Rich Context

Nexus

Social

Mobile

Cloud

Information
The Nexus of Forces – Social Tools Providing Infinite Dynamic Networking

- A collection of services and a representation of everybody's digital life.
- Social tools in the cloud is where users center their digital lives. They are in control.
- Social tools support from individual interaction to modern collaborative work patterns and can, in principle, go all the way up to "direct democracy."
The Nexus of Forces – Social Tools Impact in Emerging Markets

### Extreme Networking

<table>
<thead>
<tr>
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### Opportunity

Enterprises in SA will explore the emerging but rapidly increasing adoption of social tools to create new "approach the client" strategies.
The Nexus of Forces – Social Tools Impact in Emerging Markets

**Extreme Networking**

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Build a specific, business-oriented social strategy and integrate it with BI and collaboration.
The Nexus of Forces – Mobility Driving the Future User Experience

- New expectations for connectivity, flexibility, usability, appearance, intelligence and behavior are being gradually fulfilled.

- The experience flows to where you are and what you are doing in context.

- Mobile devices become "always-on" extensions of our senses and of our mental processes.
The Nexus of Forces – Mobility Impact in Emerging Markets

Opportunity

The penetration of "smart" mobile devices in a very young population in SA will include them as targets in enterprises' client relationship processes.

Challenge

Digital commerce platforms must be created for all social classes. Digital interaction must become the preferred delivery model for services.
The Nexus of Forces – Mobility Impact in Emerging Markets

**Opportunity**

The penetration of "smart" mobile devices in a very young population in SA will include them as targets in enterprises' client relationship processes.

**Challenge**

Digital commerce platforms must be created for all social classes. Digital interaction must become the preferred delivery model for services.

Work with business to enhance the client's digital experience and support new offerings.
The Nexus of Forces – Information
Leveraging the Nexus and the Web

- The new digital information domain (big data plus new analytics) grows by orders of magnitude in volume, velocity, variety — and value

- Application emphasizes automated judgement and intelligent business operations

- The new domain completely changes the rules of how to manage information — in both physical and logical senses

bits.blogs.nytimes.com
Enterprises must develop new business models (for example, relationship, service and competitive models) leveraging new information possibilities.

Opportunity

In a country with a “rainbow population” of over 50 million people spread over 1.2 million Km², new information practices will build business intelligence and drive progress.
The Nexus of Forces: Information – Impact in Emerging Markets

Develop a radically new digital information strategy, supported by radically new information management practices.

Opportunity

In a country with a “rainbow population” of over 50 million people spread over 1.2 million Km2, new information practices will build business intelligence and drive progress.

Challenge

Enterprises must develop new business models (for example, relationship, service and competitive models) leveraging new information possibilities.

"Big," Rich Context
The Nexus of Forces: Cloud Services — The Real Foundation for Nexus, and More

• Cloud service offers still have hurdles to overcome. Not all services are mature. In Brazil, telecommunication issues prevent wide dissemination.

• Nevertheless, services are available at all levels:
  - CBS (e-Builder, Ingram Micro)
  - BPaaS (ADP, Capgemini)
  - IS (Google, LinkedIn)
  - SaaS (salesforce.com, Office365)
  - PaaS (salesforce.com, Google)
  - IaaS (IBM, Amazon)

• Cloud changes the economics and the logic of IT acquisition, with strong business implications over organizations and enterprises in all industries.
The Nexus of Forces: Cloud Services — Impact in Emerging Markets

Challenge

Enterprises must become a set of dynamic and flexible business models, connected to a stable corporate core.

Opportunity

While there are still security and network concerns, cloud services will soon become the preferred way enterprises will acquire and use IT (especially the SMBs).
The Nexus of Forces: Cloud Services — Impact in Emerging Markets

Challenge

Enterprises must become a set of dynamic and flexible business models, connected to a stable corporate core.

Opportunity

Develop a strategy and road map to move from traditional architecture to a cloud-enabling architecture.

While there are still security and network concerns, cloud services will soon become the preferred way enterprises will acquire and use IT (especially the SMBs).
2014: When the Nexus of Forces Meets the Internet of Things

Sensors
Processors
Actuators

Objects
Places
People
Systems

=
2014: When the Nexus of Forces Meets the Internet of Things

An amazing synergy!

In 2020:
- Over 50 billion things connected.
- 200 billion intermittent things connected.
Key Issues

The Nexus of Forces Scenario

Challenges and Opportunities

The Role of IT Leaders:

• Starting Point
• Monday Morning
• Next 90 Days
• Next 12 Months
The digital revolution is recent, and there are no clear winners yet.
It defines a new starting gate and resets the scores to zero.
South African organizations have a renewed opportunity in this new era.
Digital leaders must help CEOs seize this opportunity.

And the moment is now!
Assess the impact of the Nexus of Forces, the Internet of Things and intense digitalization over your business, its intensity and timing. That will be the key parameter for your digital strategy.
Set up the conditions to provide the business with two modes of operating: "Enterprise-strength IT" (optimization, efficiency and quality) and "agile IT" (innovation, flexibility and speed).
Recommended Gartner Research

- **Emerging Market Analysis: IT, South Africa, 2013 and Beyond**
  Luis Anavitarte and others (G00248216)

- **South Africa as an Offshore Services Location: Demonstrating Its Prowess as a Call Center Option in EMEA**
  Ian Marriott, Susanne Matson (G00255332)

- **2014 CIO Agenda: An Africa Perspective**
  Mbula Schoen and others (G00262260)

- **Transform Your Business with the Nexus of Forces**
  Chis Howard and others (G00262353)

For more information, stop by Gartner Research Zone.

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