

Get into the cloud

without leaving the ground

The changing digital world of web, mobile, social and cloud technologies has changed people's expectations of how they engage with each other and how work gets done – particularly how content-oriented processes have changed: how it's shared, stored, managed, and 'put to work' across the enterprise (and across an extended enterprise comprising partners, suppliers, customers too).

But how can you get on-board without leaving your on-premise investments behind?



64% OF CIOs SAY THAT PUBLIC CLOUD IS NOW CORE TO THEIR STRATEGY

Source: MWD Advisors CIO Survey, 2017



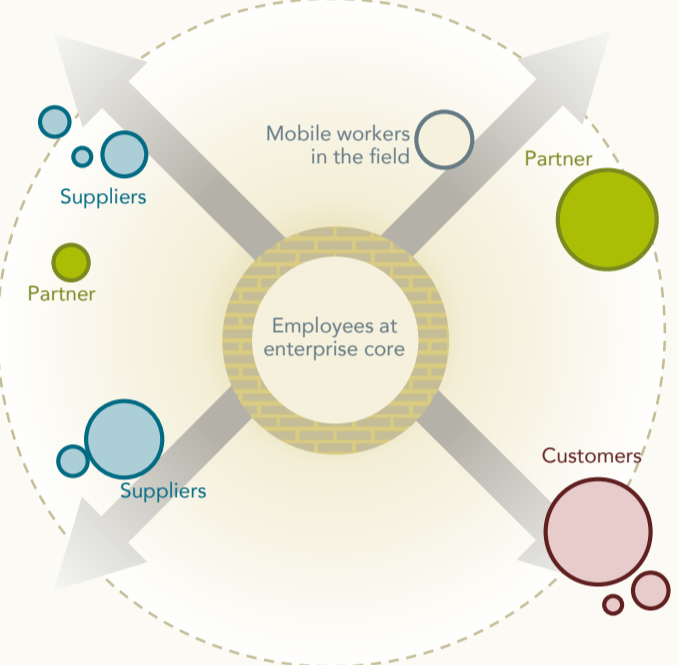
A **hybrid platform** enables you to keep getting value from existing investments, whilst leveraging the benefits of moving the cloud.

Who collaborates on the content... when, where & how?

In an effective digital enterprise, the way that people interact and get work done embraces digital technology platforms, processes, and governance policies; and people from across (and outside) the business all swarm seamlessly around a multi-channel digital flow of content and data. All these new ways of working, and expectations of high quality experience, create new frontiers for collaboration and the co-ordination of work and resources.

BOUNDARY-LESS

COLLABORATION ACROSS THE EXTENDED ENTERPRISE



NEW FRONTIERS FOR COLLABORATION ARE EXTENDED AND SEMI-PERMEABLE

WIDENING THE COLLABORATION ZONE



IN A 'CONSUMER IT'-SAVVY WAY BUT ON ENTERPRISE IT's TERMS

A changing role for IT

Whereas before the focus was more on coordination and maintaining business-as-usual; now, where much of the heavy-lifting can be done for you by cloud service providers, there's the opportunity for IT to apply its expertise to add value in the most effective application of these new capabilities right across the business.

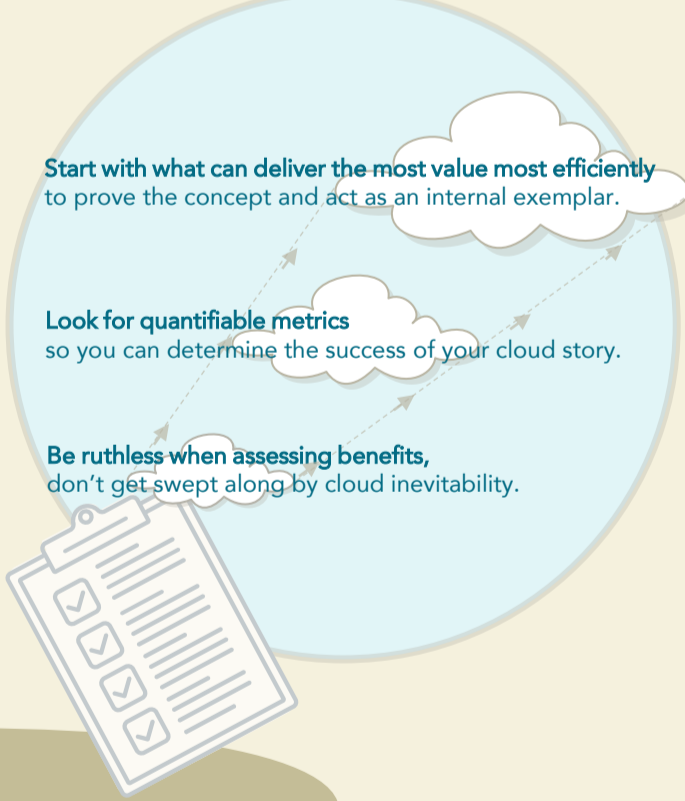
FROM COST CENTER TO CENTER OF INNOVATION



81% OF CIOs EXPECT TO BE PROVIDING PRODUCT / SERVICE INNOVATION CAPABILITIES BY 2020

Source: MWD Advisors CIO Survey, 2017

DEMONSTRATE SUCCESS BUILD THE CASE TO DO MORE



Overcome the main challenges

You need to go beyond mere sync-and-share to transform the way you engage. But watch for where shadow IT has got there first. The ease with which consumer-focused, cloud-based content collaboration services can be brought in and adopted has meant that business users may think they have it covered – but of course, their file-sharing workaround doesn't benefit from the enterprise view, doesn't necessarily integrate with all the other applications they use... and, importantly, presents a significant data security risk as the content isn't under enterprise management.



To get the most value from your content it needs to be surrounded by a rich collaboration capability, integrated within process workflows that take in on-premise, as well as cloud-based applications.



Shadow IT's cloud-based file-sharing workarounds don't benefit from the enterprise view, don't necessarily integrate with other applications, and (importantly) present a significant data security risk as the content isn't under enterprise management.