Pivotal
2017 Q1 IT Matters Forum
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BUS LANE

Pivotal
Why Digital Disruptors Are Successful
(And How You Can Become One)
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BUS
LANE

1990
Discover

An agile, rapid iteration, test-driven approach to software development

Pivotal Labs

2000
Implement

New methodologies to influence software development culture of Silicon Valley's most influential internet companies

Google

ebay

2013
Accelerate

The transformation of the world's largest companies with modern software development methods and cloud platform

Rob Mee

Paul Maritz

Scott Yara

Bill Cook

2016
Transform

The world's largest companies into cloud native software companies

The Home Depot

Allstate

Humana

Ford

dish

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DIGITAL DISRUPTION IS CHANGING THE WAY BUSINESS IS DONE

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SOFTWARE IS CHANGING BUSINESS MODELS

Every Industry Is Being Disrupted by Business Innovation Delivered Through Software

The world's largest taxi company owns **zero vehicles**

The world's most valuable retail company has **zero inventory**

The world's most popular media company creates **zero content**

The world's largest accommodation provider owns **zero real estate**

Source: Tom Goodwin, SVP Havas Media

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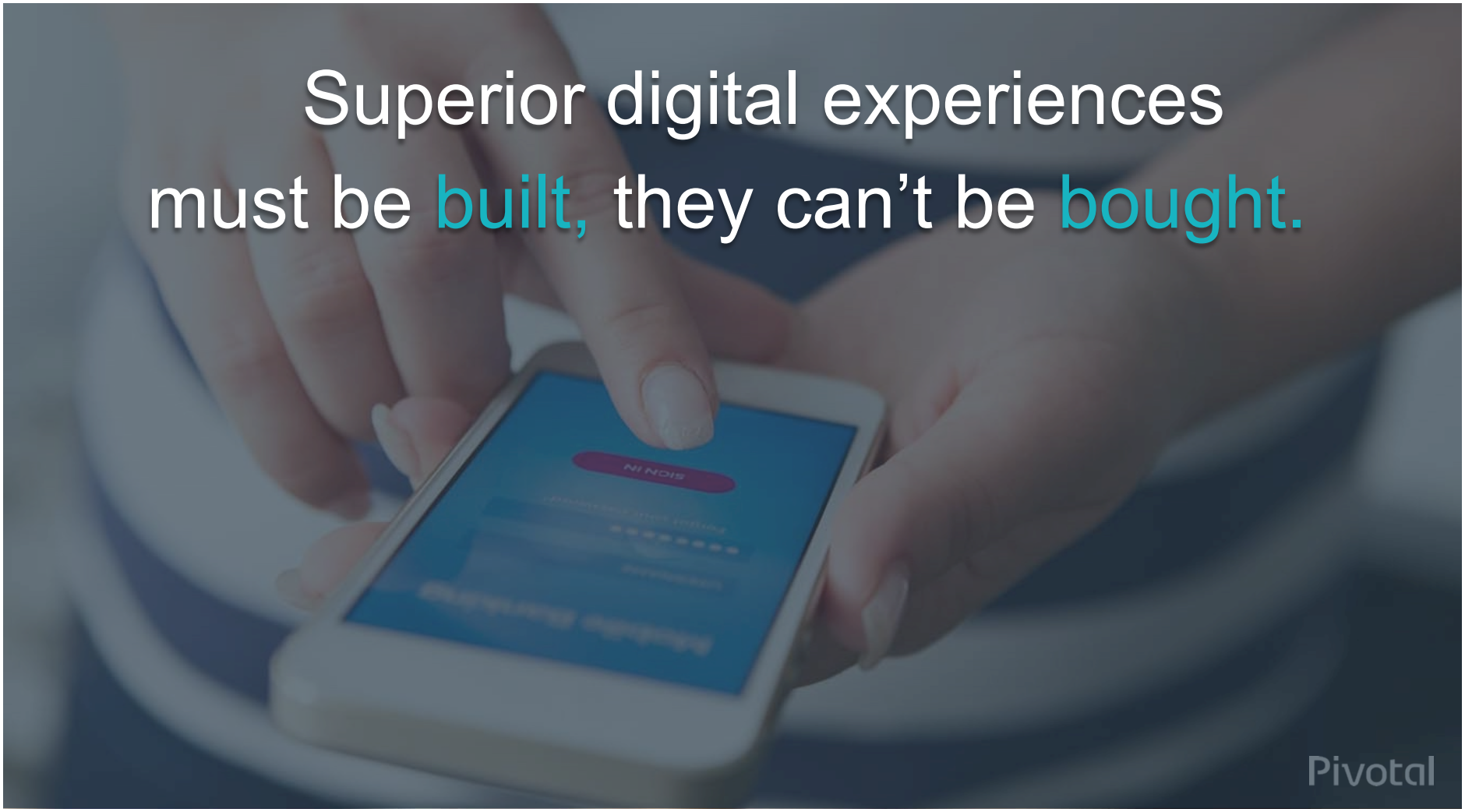
Superior digital experiences
must be built, they can't be bought.
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In a world of digital interactions, organizations will deliver business innovation through software:
Every business will be a software business
75%
of application development supporting digital business will be built not bought by 2020

The drivers of transformation are fear and hope
Fear of Disruption
Hope of Transformation
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Fear of being disrupted
“Silicon Valley is coming...”
Jamie Dimon
CEO, JPMorgan Chase
Source: JPMorgan Chase Annual Shareholder Letter (2015)
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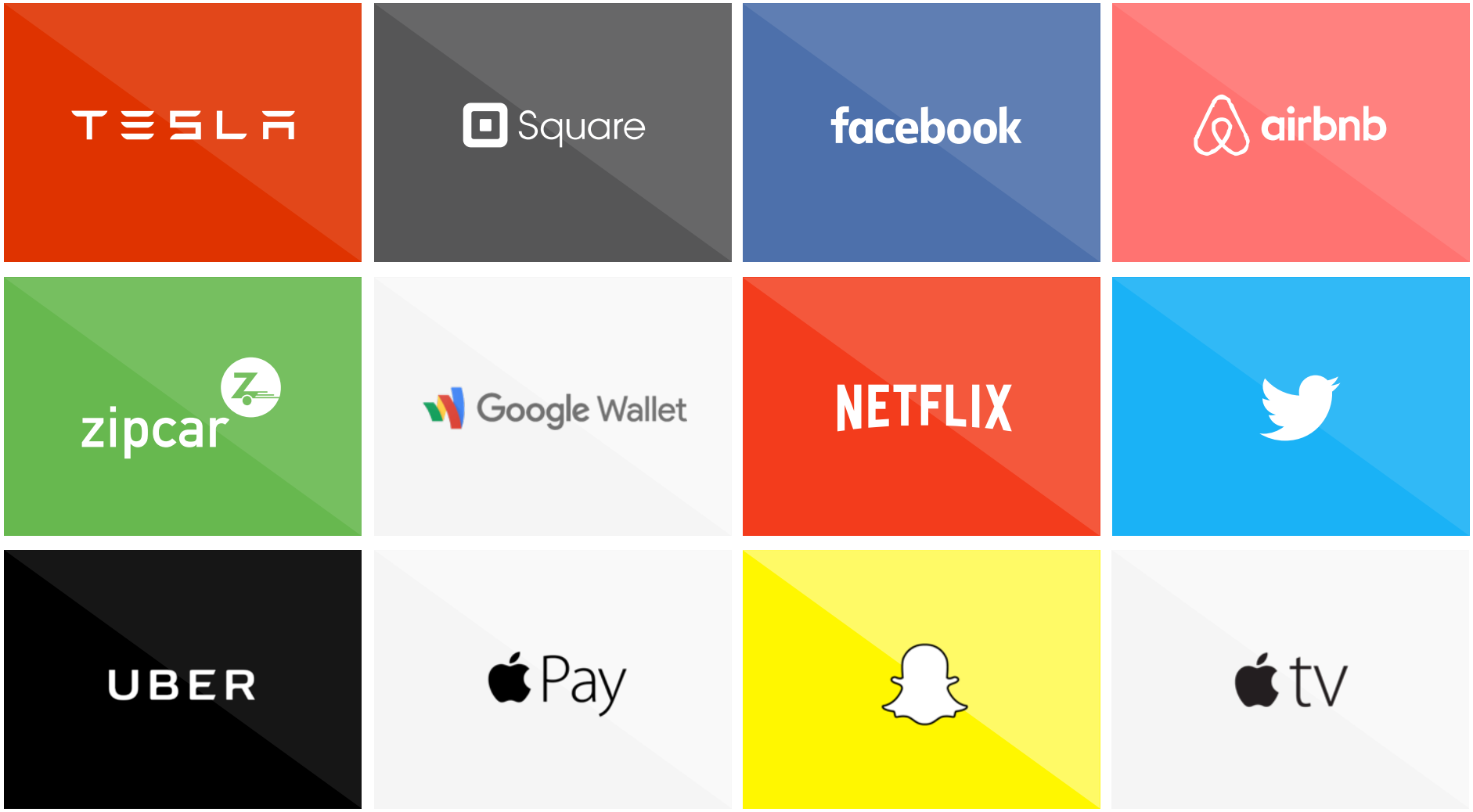
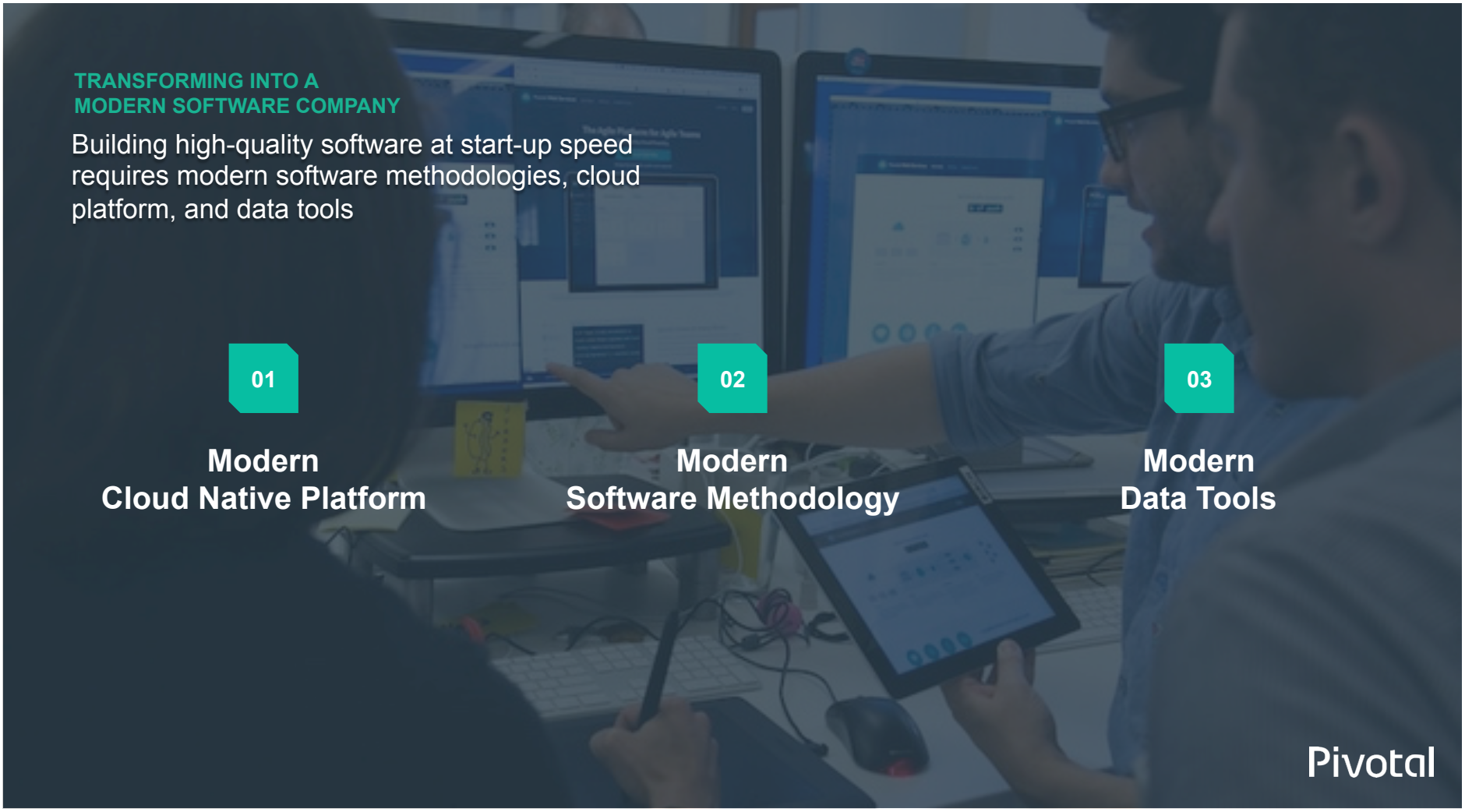

TESLA
Square
facebook
airbnb
zipcar
Google Wallet
NETFLIX
UBER
Pay
tv

Lightening fast and agile
These software companies are capable of releasing new features:
In minutes
Multiple times a day
Across multiple clouds
Around the world
UBER
Pivotal


TRANSFORMING INTO A
MODERN SOFTWARE COMPANY
Building high-quality software at start-up speed requires modern software methodologies, cloud platform, and data tools
01
Modern
Cloud Native Platform
02
Modern
Software Methodology
03
Modern
Data Tools
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Hope of transformation

“If you went to bed last night as an industrial company, you’re going to wake up a software and analytics company.”

Jeff Immelt
CEO, General Electric

Source: User Summit (2014)

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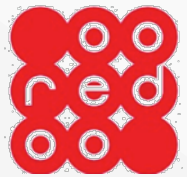
Ford

aramex


ooredoo

Allianz

GE

JPMorgan Chase & Co.

Allstate

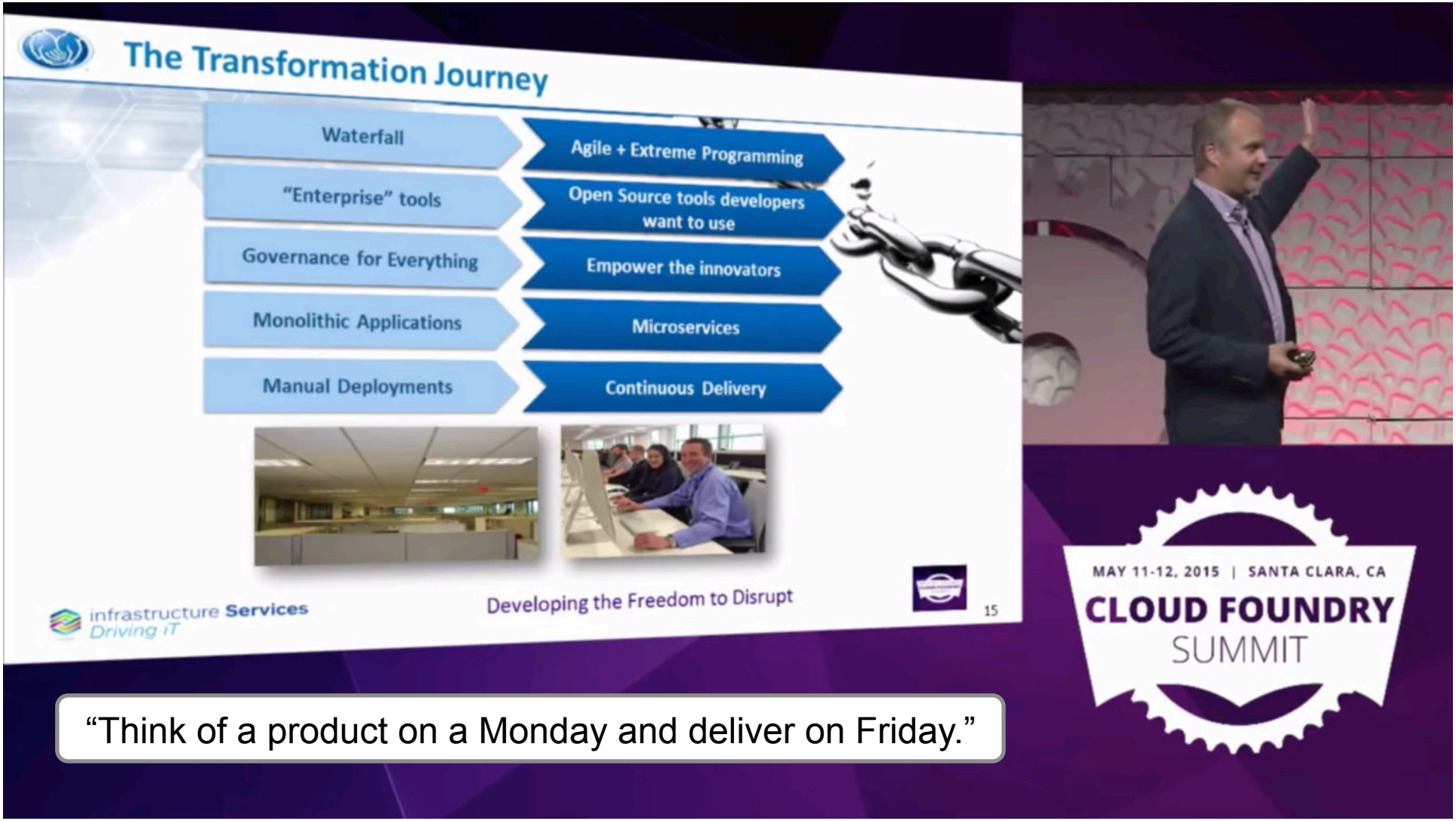
HSBC

Fidelity
INVESTMENTS

Mercedes-Benz

orange™

VW

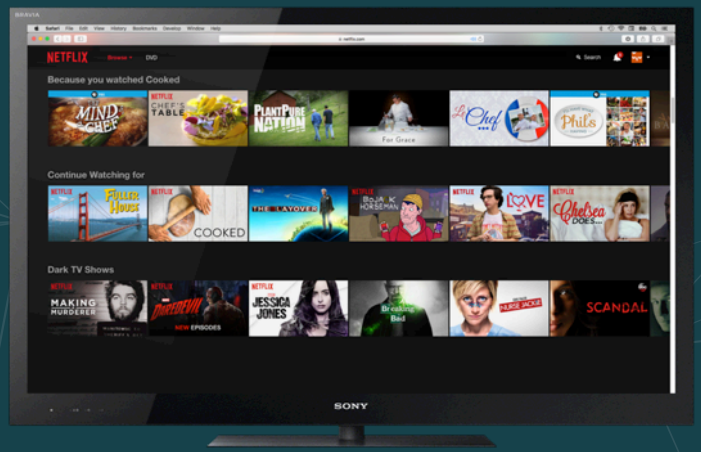


"Think of a product on a Monday and deliver on Friday."

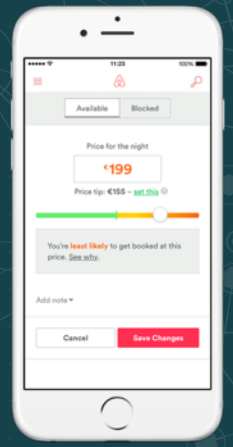
Modern Data Tools

Data manifests as features in an app

"The importance of accuracy and efficiency…will continue to rise as we expand and improve products like uberPOOL and beyond."



"Over 75% of what people watch come from our recommendations"



"We've found that when a host selects a price that's within 5% of their tip, they're nearly 4 times more likely to get booked"

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How are they accomplishing this?
Open Source Database Innovation
Extreme scale & performance advantages, built for the cloud
(Data) Microservices
Loosely coupled services architecture, bounded by context
Cloud-Native Platforms
Enabling continuous delivery & automated operations
Machine Learning
Use of predictive analytics to build smart apps
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BECOMING A DATA-DRIVEN COMPANY…

IS NOT Just about deploying Hadoop

OR How many Data Scientists you have

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IT'S ALL ABOUT HOW YOU OPERATIONALISE YOUR INSIGHTS

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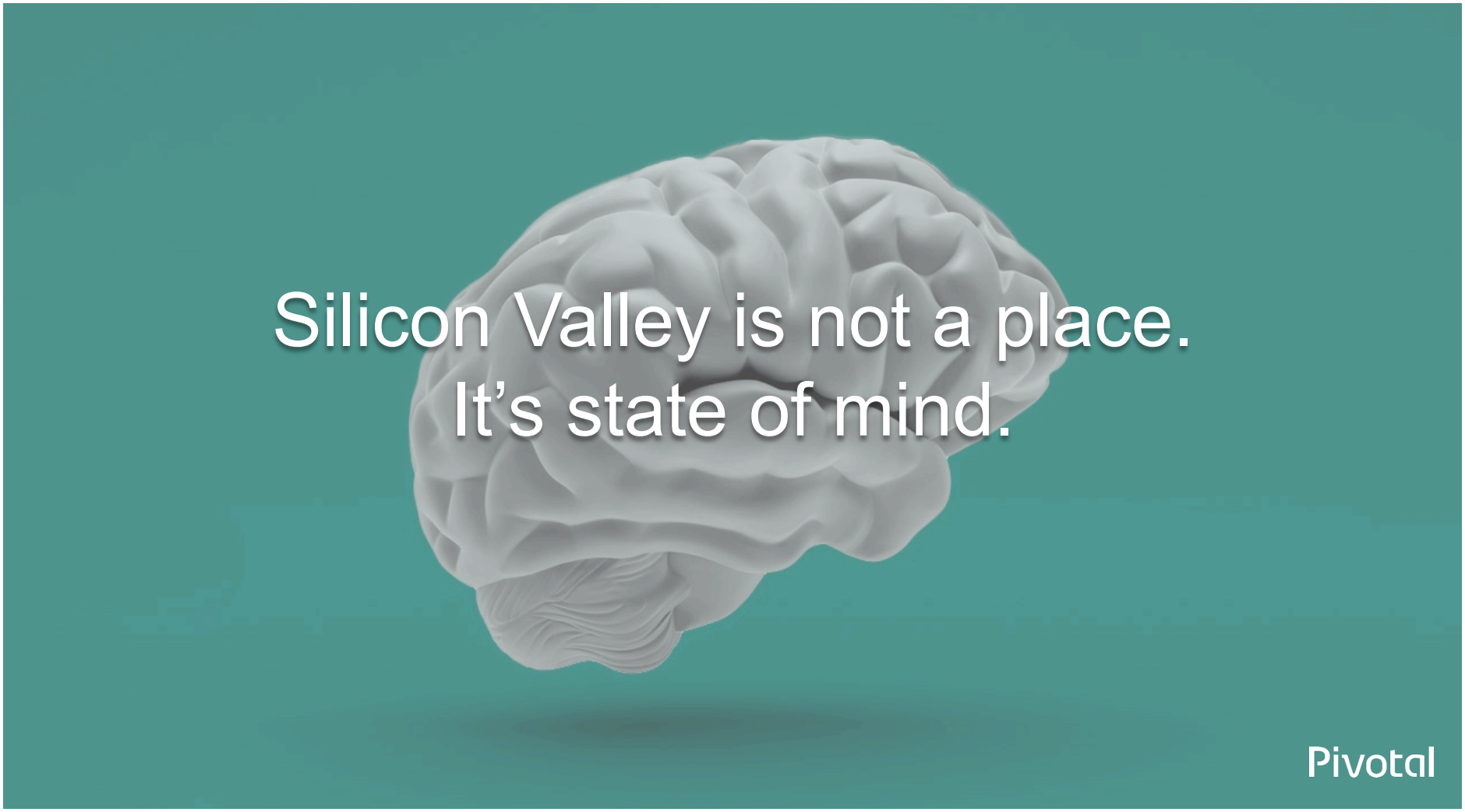
Catch people or things in the act of doing something and affect the outcome


Silicon Valley is not a place.
It's state of mind.
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Pivotal can help you become a disruptor
Find out more
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