

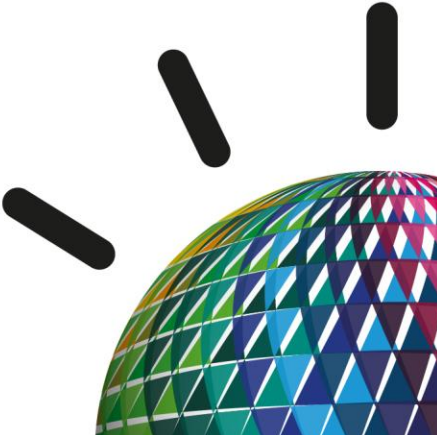


UK Impact 2012

Change the Game

Impressions from Impact Las Vegas

Gary Barnett



Agenda

- Introduction
 - Hello
 - Notes from Vegas
- Key Themes
 - The future of infrastructure
 - Social Business
 - Mobility
- The Journey
 - Where are we starting from
 - How to start
- Call to action

Hello



Vegas



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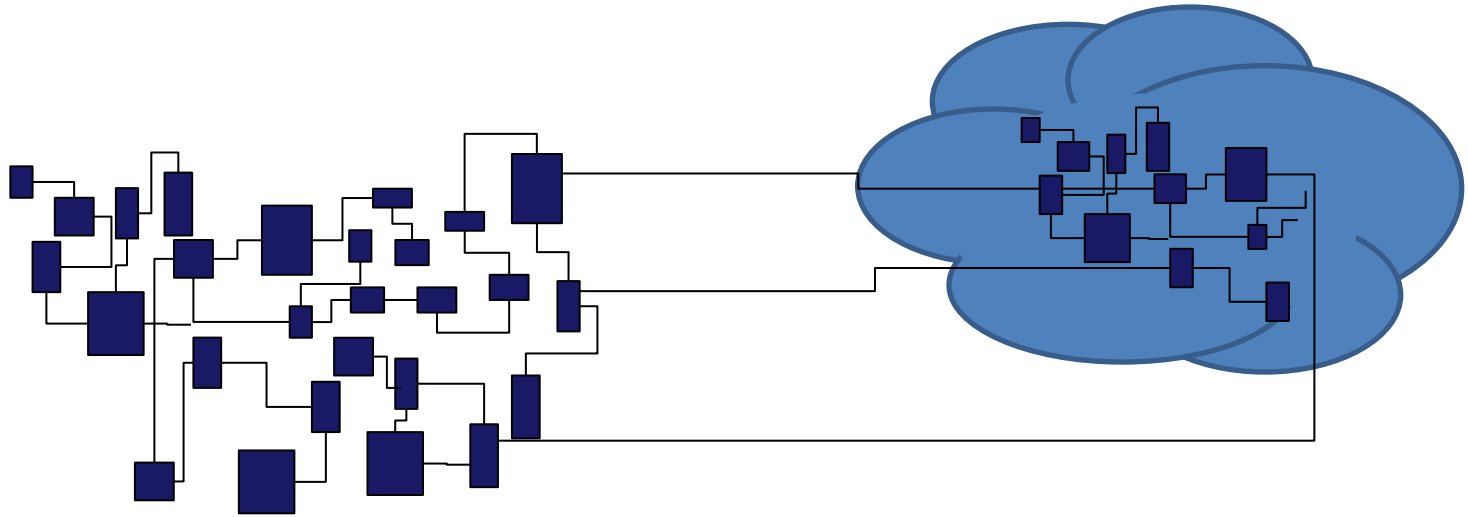


Infrastructure, Mobility, Social business

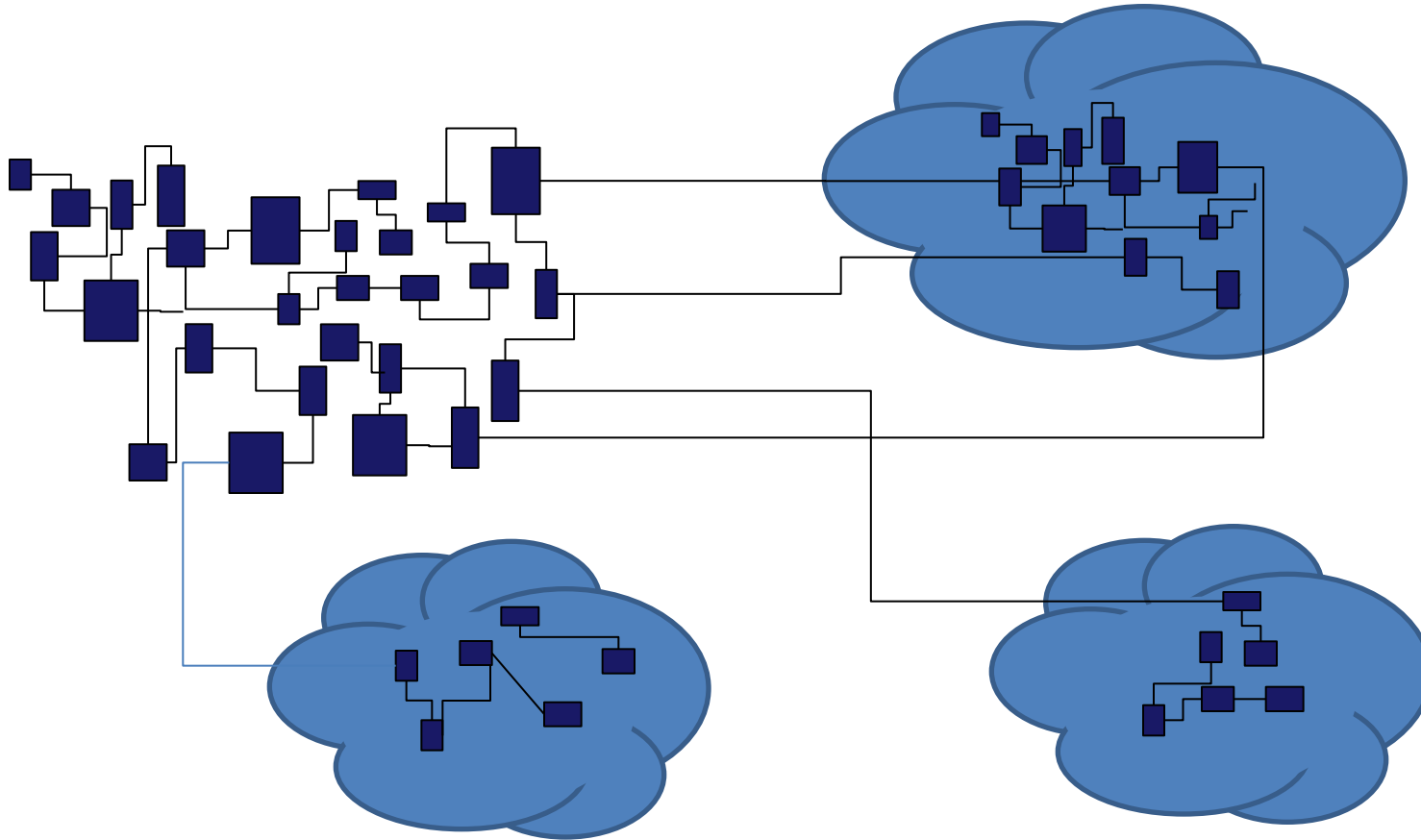
The Future of infrastructure



But don't worry Cloud is going to solve all of our problems...



But don't worry Cloud is going to solve all of our problems...



This changes a lot of stuff

- The way we design applications
 - Architecture becomes even more crucial
- The way we develop applications
 - Governance (more later)
- The way we deploy and manage our applications
 - How do you monitor a mashed up application?

Mobility



Mobility – My personal nightmare



This changes a lot of stuff

- User experience
 - What things on what devices
- A return to true three tiered development
 - API design becomes key
- Managing process and transactions
 - Flowing the experience from one channel/device to another



Social Business and the social media silver bullet



If your business doesn't care about its customers, staff and partners no amount of technology is going to help

This changes a lot of stuff too...

- Customer engagement has to be multi-channel
 - And you need to do the right things on the right channels
- Social Businesses aren't just about customers
 - Staff and Partners are pretty important too
- Social Media isn't about "Marketing"
 - It's about customer relationship management



The Journey

We're entering an era of
astonishing change.....

..... Are we fit enough to take on
the challenge?

My favourite analogy (with apologies if you've seen it before)



What does it take to climb Everest?



What does it take to climb Everest?



What does it take to climb Everest?



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What does it take to climb Everest?



How to start

- Fitness check
 - Do you have the right processes, skills, and technology in place
- Governance
 - Room to experiment, with very clear boundaries
- Place “People” at the heart of every decision you make
 - Customers
 - Staff
 - Partners

Call to Action

Three Things

- Review your approach to governance
 - Eating your greens
- Think holistically about your infrastructure
 - Choose technology that is “social”
- Develop your team
 - So every part of the business is engaged in the journey



Thank-you

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