



# Thinking Differently: Everything as a Service

Joe Crawford

Executive Director

Verizon





- Communication Provider Evolution
- Evolution to Everything as a Service
- Carrier's Role in the Cloud
- Changing Customer
   Conversations



## Quantum Leap Improvement





#### **Transforming**

 Driven by a new style of computing



**Accessing Information** 

**Sharing Content** 

Communicating

- Move from packaged applications to browser based
- A seamless consistent experience across all devices

### Consumerization of IT

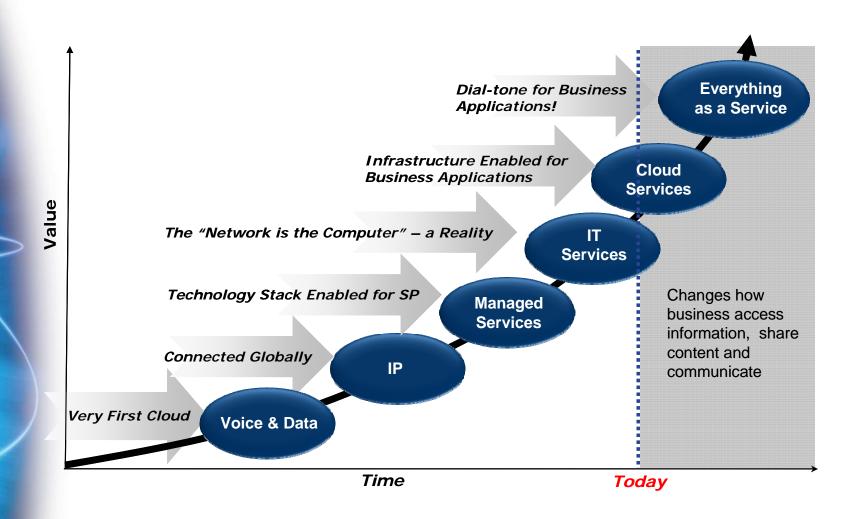




- Users are Experiencing a Shift in How They Consume Information
  - Many Say Consumerization WillBe The Most Significant TrendAffecting IT During Next 10 Years
- New Enterprise Applications will Follow a Similar Consumption Model
  - –App Stores
- Open and Rapid Development will Fuel Growth
  - -Simple to Customize

### **Evolution of the Network Carrier**

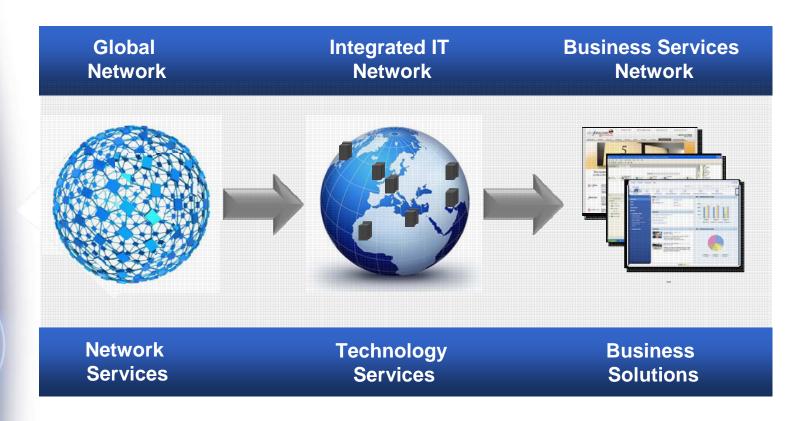






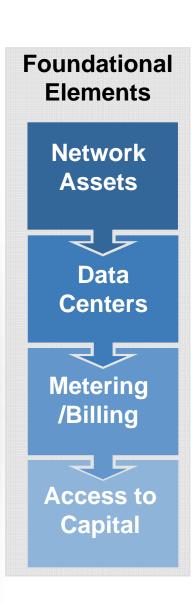


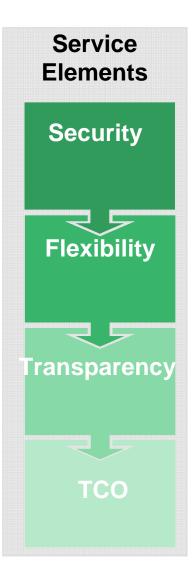
### **Everything is a Network Resource**











- Security is a leading adoption inhibitor
- Enterprises are looking for flexibility
- Customer tools to provide self provisioning and transparency of information
- Professional Services to help with a comprehensive strategy for adoption and migration

# Governme

## Service Provider Viewpoint



Communities





Scalable Platform Connecting the Business World

#### Assets

- Global network
- Data Center Footprint and CO's
- Security
- Metered Billing Services
- Platforms
- Contextual Information: Location and Presence

#### Core Strengths

- Customer Service and Operations
- Automation
- Global Deployment
- Access to Capital

#### Relationships

- Customer Base
- Supplier/Partner Chain

# Range of Networked IT Services FORUM







- Standardized
- On premise or hosted dedicated
- Dedicated Resources
- CapEx Model

#### Traditional IT

- Customized
- On premise
- Dedicated Resources
- CapEx Model



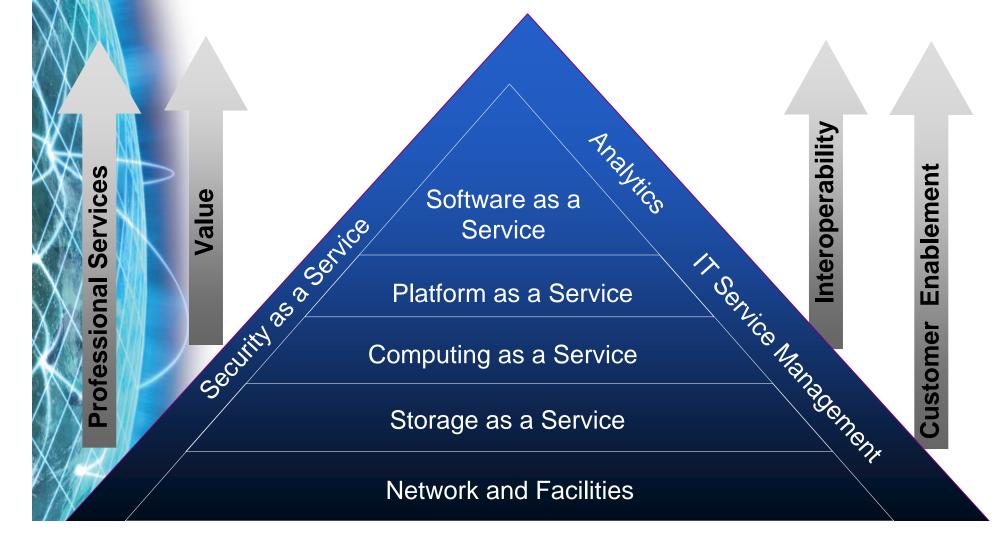
#### **Business Public Cloud**

- Standardized
- Off premise
- Shared Resources
- OpEx Model

Traditional model continues but under pressure from new efficient models

### Everything as a Service Value Stack

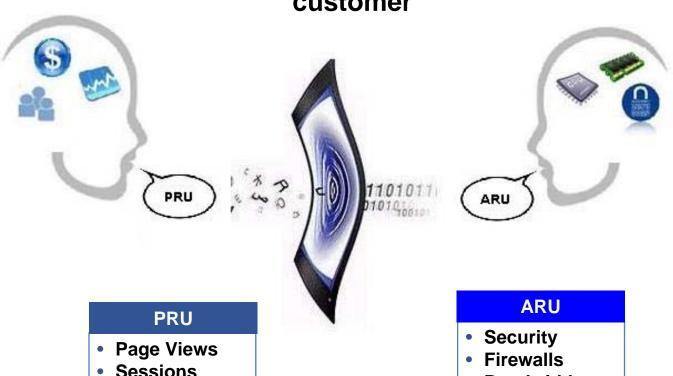








#### Defining a business metric that is meaningful to the customer



- Sessions
- Users
- Visitors
- Demand

- Bandwidth
- Applications
- Capacity
- Infrastructure



# Key Factors for Success Shared Ambitions Made Real

Strict Project Planning Appropriate Technologies • Core Skills in Key Areas Global Capability • Proven Experience Leading not bleeding • Comprehensive • A solution: not products **Professional Services** Transparency **Expertise** True Capability Governance **Clear Aligned Goals Visible Project Milestones One Business Case** Clear **Tools to Measure and Report** One Win-Win **SLA's as Business Outcomes** Vision Commitment Clear Cost Model - PRU





### **Thank You!**

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Verizon