IQ boardroom
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MINUTES

28 May 2019

CIO
IT in the boardroom

PARTICIPATING MEMBERS

Name	Job title	Company
Anna Holmdahl	Data Management	Credit Suisse Spa
Francesco Marsan	IS&T Director	Sony Music Italy
Francesco Sorgato	IS MANAGER	GERI HDP SRL
Gianluca Ruggiero	IT Director	Fintyre
Gianni Bientinesi	VP IT	Credit Suisse Italy S.p.A
Giona Calzone	CIO	Rizoma S.r.l.
Luca Cipriani	CIO, Business Cloud Manager	Arduino
Luciano Guglielmi	Group CIO	Mondadori
Matteo Canale	Global IT Manager	Baralan
Sergio Schiavone	ICT Manager	PVH Italia SRL

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Bo Duim	Global Director Business Development
Mimmo Zappi	Country Host Milan

SPEAKER

Federico Guerrini	EMEA Technical Lead, Azure Networking & Security at Microsoft

ICT MEDIA

Rob Beijleveld	Overall Host	Moderator

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MINUTES IQB MILAN – 28 MAY 2019

The moderator opened the meeting and welcomed everybody to the second IQ Boardroom in Milan, followed by a warm welcome from Mimmo Zappi, Country leader Colt Technologies.

Colt's aim for the IQ Boardroom is to understand the business of the attendees and understand what their day-to-day concerns are, as well as their role strategically.

The moderator explained the purpose of the IQ Boardroom concept.
The objective is to create groups that share similar challenges and problems, and to discuss these at a high level. The main purpose of the IQ Boardroom is to share information from different industries and in potential different countries.

He then introduced Bo Duim from Colt, who gave a short introduction about his responsibility and told the attendees how Colt is able to support the transition to the cloud.

- As an IT executive you are constantly managing your project life cycle, where the choices you make are ultimately driven by your business objectives
- Today, companies are looking to on cloud migration to drive their digital transformation strategies and achieve business goals.
  - Gartner predicts that the worldwide public cloud services market will grow with 17.3 percent in 2019 to total $206.2 billion, up from $175.8 billion in 2018.
- This trend inevitably impacts the network lifecycle and affects the way you define capacity requirements over time.

The Challenge
- In the past when running legacy applications such as SAP, HR, or voice, IT would plan for an expected incremental increase in capacity over a period of three years.
- However, when attempting to meet the new expectations of today's highly consumerised customers using a cloud strategy, planning for capacity in predictable, incremental steps no longer works.
- The unpredictable demands from different departments within your organisation requiring a surge in bandwidth capacity makes it difficult to have the visibility you need to plan effectively.
- Unexpected surges in bandwidth requirement can put demands on your network outside of your planned capacity, risk latency and downtime and potentially a loss of millions of euros.
- Ultimately, IT is seen as slowing down the business.

How can this be overcome?
- The solution is to match the intelligence offered by cloud-based environments with an equally intelligent network offering, instead of a static requirement that acts as an inhibitor.
- The ability to flex your capacity to meet requirements that are unpredictable, unknown, and rising exponentially is crucial.
- To do this you need control of your infrastructure to deliver secure agile connectivity that's purpose-designed for cloud services.

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What does this mean for you?

- By taking this approach, you can be the driver of critical business objectives, remove cost and risk from your organisation, and simplify operations to do more with less.
- Ultimately you can be seen as an innovator within your organisation, helping the business mitigate risk and realise the benefits of digital transformation.

The moderator thanked Bo for the introduction and gave the floor to Federico Guerrini, EMEA Technical Lead Azure Networking & Security Microsoft , who fulfilled the role of expert speaker. He shared the fact that many companies come to him without valid motives for cloud migration. If you want to move to the cloud you need to have a valid reason such as cost reduction, process optimisation or profit optimisation. Migration to the cloud is not always cheaper or better and therefore you need to rethink the objective of why you want to move to the cloud. He also explained that most of the HR and finance applications are already cloud-based and most people don't even know they are in the cloud. The moderator thanked Federico for his contribution.

After that the discussion started. The diverse group of members made for an interesting discussion. Not everyone agreed with Federico's assertion on the importance of cost reduction. Cloud has to offer a better solution compared to on-premise, or the data stored in the cloud should be better accessible. They prefer to keep their own data centres to make sure their data is accessible at high speeds so they can make the right decisions in the factory, which is business critical.

However, other members are big fans of using the cloud and host big amounts of data in the cloud that is easily accessible. For instance, they host data lakes in the cloud that are used to do analyses. For others, a big benefit was the amount of applications that are available on the portal of their cloud service provider. You do not need people to build the application for you. You can easy select and install the application you want.

The discussion then circled back to how Colt can support enterprises with their access to the cloud. One of the members asked about the on-demand capabilities and wondered if he could easily scale his network up and down. Bo Duim (Colt) explained how the on-demand network works and that it is difficult to offer on-demand capabilities if there is more than one infrastructure network vendor.

Then the discussion turned toward orchestration. All members agreed that this is a big issue, especially in multi-cloud frameworks and certainly when there are multiple SI's involved. Network vendors do not work together and if an issue appears, they all point to each other.

It seems that nearly 80 percent of transformations — from on-premise to (private) cloud — have a starting point with the running ERP rationalisation/centralisation programs and cloud migration is mainly driven by workflow. It also seems that public cloud often plays a different part in decision making. This has more to do with so-called service-centric and market-centric transformations.

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Figure 2: Innovation focus and digital adoption
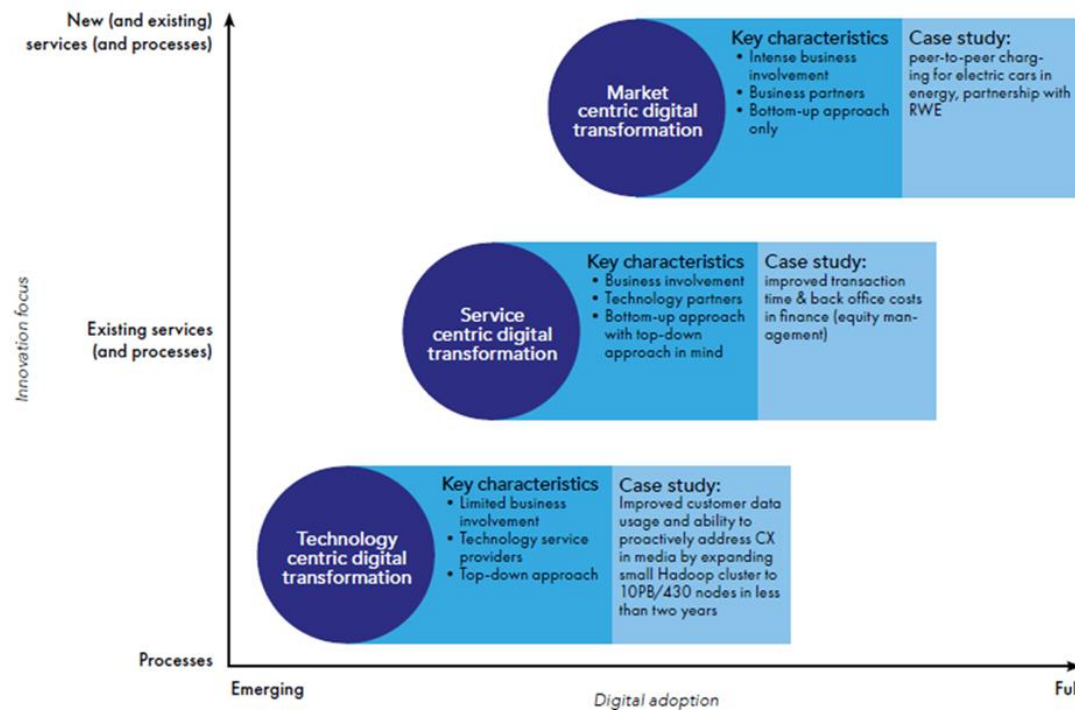
Source: HPDO Whitepaper Challenges and journeys *(see www.hpdo.nl)*

The digital transformation journey varies from on-premise to (private) cloud to incorporate public cloud, to adding SaaS applications, to adding so-called technology platforms (such as IoT), to growing into platform economies.
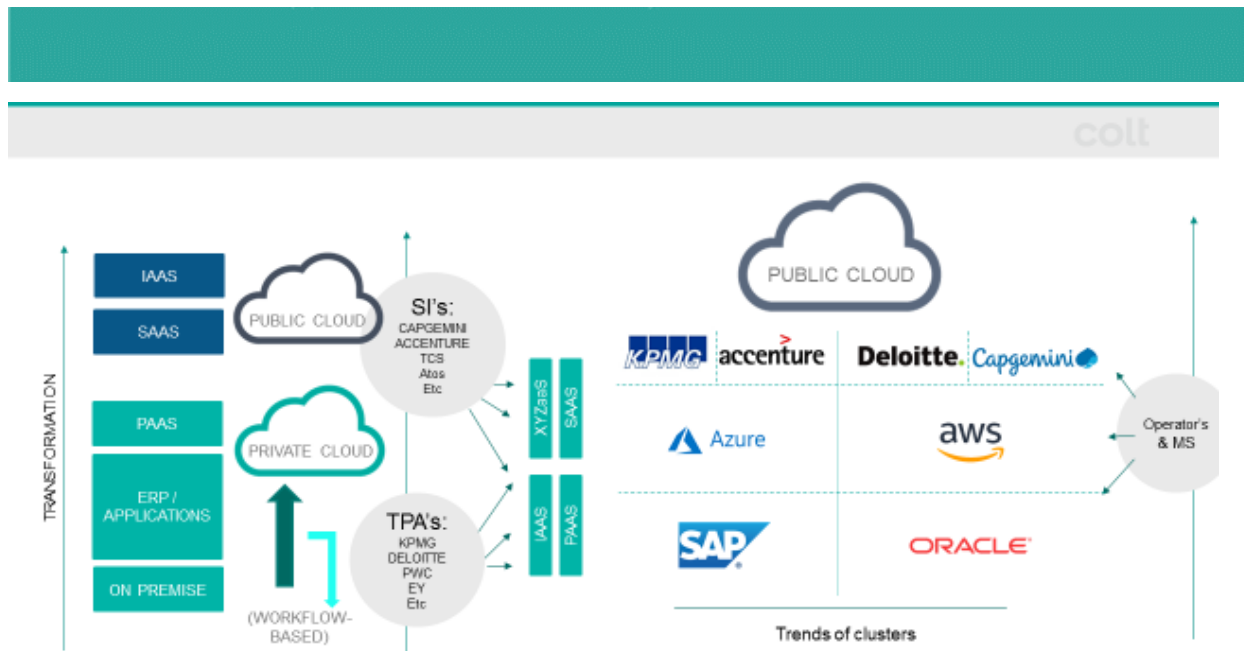
Source: numerous IQB sessions (and CloudBoardroom sessions) throughout Europe.

The moderator took the action to circle back with the members in the upcoming months to define the theme and speaker for the next session (late fall/winter).

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