knowledge17

WORK at LIGHTSPEED

Gaining a Competitive Edge with a Service Centric Enterprise

Michael Kollar
SVP, Chief Digital Officer
Atos

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servicenow

Agenda

- Speaker Introduction
- Atos – Some background
- Market Trends Shaping Our Strategy
- Becoming a Platform Provider
- Customer Examples
- Q&A

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Speaker Introduction



Name: Michael Kollar

Title: SVP, Chief Digital Officer

Function: Vision, Strategy, and Engineering

Company: Atos

Experience: 30 years in the technology industry

Expertise: Service Management, Infrastructure, Applications, Architecture, Big Data, Data Centers, Cloud

Achievements: Survived several startups, Survived several acquisitions, Survived Y2K, Migration to ServiceNow as the primary delivery platform for Atos and our customers

Current Projects: Private & Public Cloud, Hybrid Service Management, Automation, and Cloudification of applications

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My Objectives

Objective

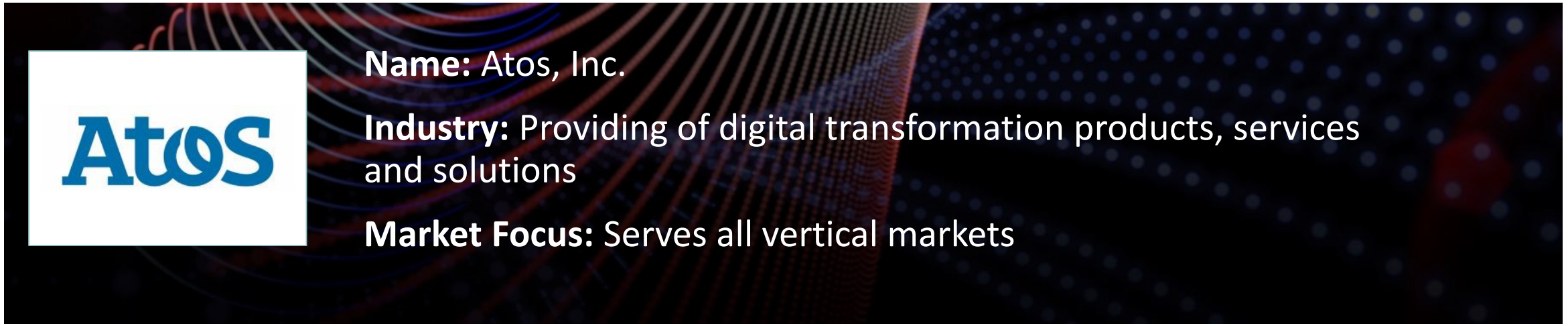
- Describe why ServiceNow is the centerpiece of Atos' service management strategy to enable customers to create business as a service platforms that allow them to be more responsive, innovative and competitive

What you will learn

- Key trends that are shaping business as a service
- The evolution of service management
- Service management orchestration of IT ecosystems
- Lessons learned from our service management journey

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My Company



Name: Atos, Inc.

Industry: Providing of digital transformation products, services and solutions

Market Focus: Serves all vertical markets

Company's Primary Solution Areas:

- Big Data Analytics
- Cybersecurity
- Digital Workplace
- Hybrid Cloud
- Infrastructure and Data Management
- Business and Platform Solutions

Company-wide Initiatives

- Atos Digital Transformation Factory
  - SAP HANA
  - Codex
  - Canopy Hybrid Cloud Orchestration
  - Digital Workplace

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We Are in the Business of Digital Transformation

In this fast-changing world, driven increasingly by data, Atos brings together people, business and technology to create the firms of the future.

We are the Worldwide Information Technology Partner for the Olympic & Paralympic Games.

We operate under the main brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.

$13 billion
annual circa revenue

Top 5
IT Service Provider US

72 countries
around the world

100,000
business technologists

5,000
patents

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Worldwide IT partner of the Olympic and Paralympic Games

Equivalent to a business of 200,000 employees, addressing 4 billion customers, operating 24/7, in a new territory, every 2 years

Customer experience

- 4 billion worldwide viewers
- 30,000 media
- 37 competition venues with complete IT infrastructure
- 14,700+ athletes

Operational experience

- 70,000 volunteers with online portal
- 80 different systems and applications
- 200,000 testing hours
- 250 servers

Trust and compliance

- 255+M security attempts identified
- 0 IT security impact

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Atos serves clients in four core markets globally

Manufacturing, Retail and Services	Public Sector, Healthcare and Transport	Financial Services	Telecom, Media and Utilities

Trusted partner for your Digital Journey



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Trusted partner for your Digital Journey

So what's happening?



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What's motivating our customer to change their business?

Massive proliferation of data and digital commerce channels. This is creating more dynamic, highly competitive markets that reward innovation and new ways of doing business digitally.

Big Data

90%
of the data created in the last two years alone.

Cloud

62%
of the total workloads will be in the cloud by 2016.

Mobile

1.5 Billion
smart devices sold in 2015 alone.

API Economy

Global m-commerce sales were
$120 Billion
in 2015 and forecast to rise to an estimated $1 trillion by 2017.

Social

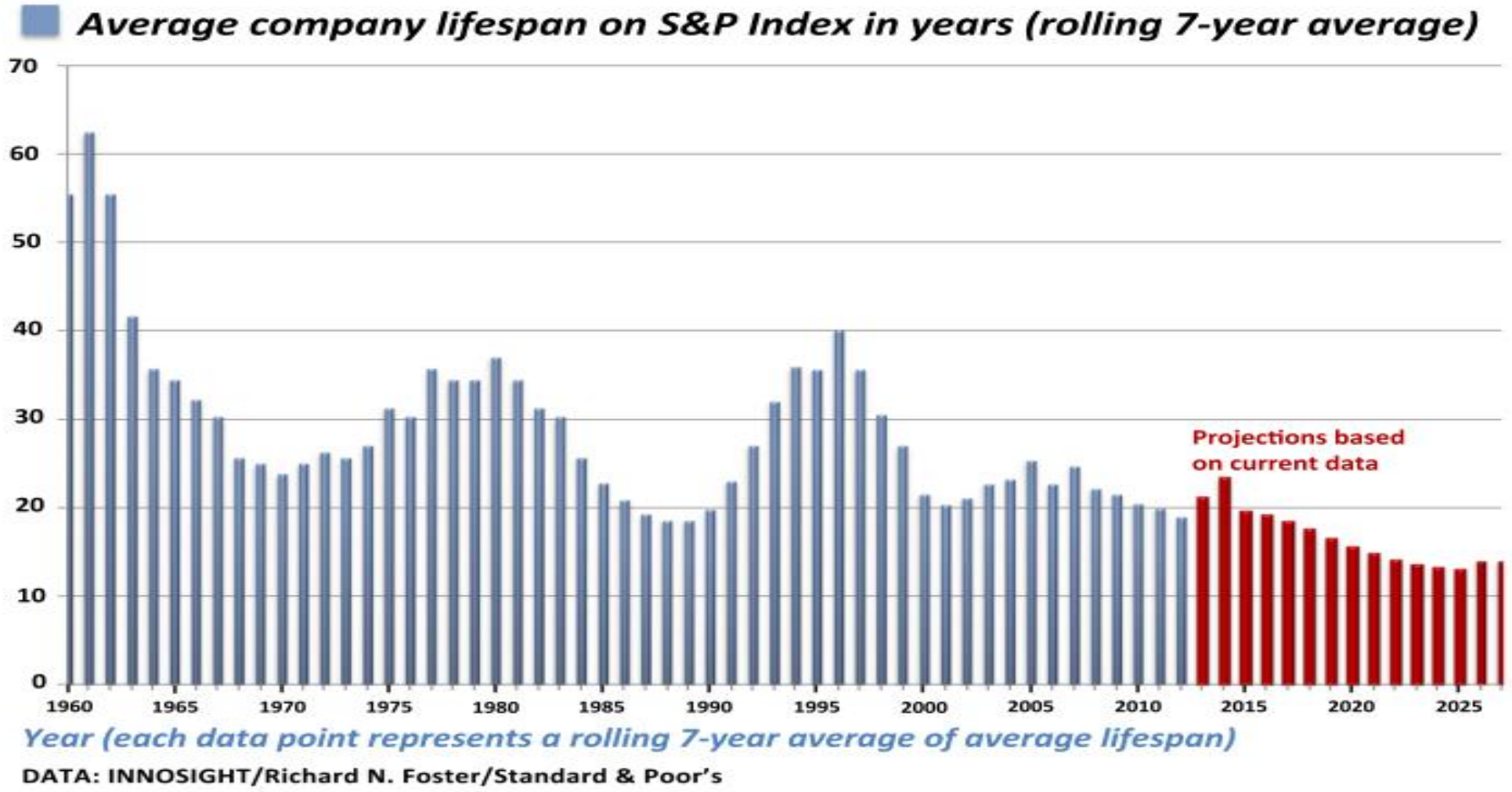
81%
of customers depend on social sites for purchasing advice.

Internet of Things

50 Billion
devices connected to the internet by 2020.

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75% of S&P 500 firms will be replaced by 2027



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New Business Models

UBER





TESLA





NETFLIX

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How do you plan to deal with these challenges?

CEO

Digitize to compete

Improve business productivity

Create agile IT that aligns to strategy

CIO

Create a scalable infrastructure to drive growth

Maintain a platform for both innovation and security

Sustain flexibility and performance

CFO

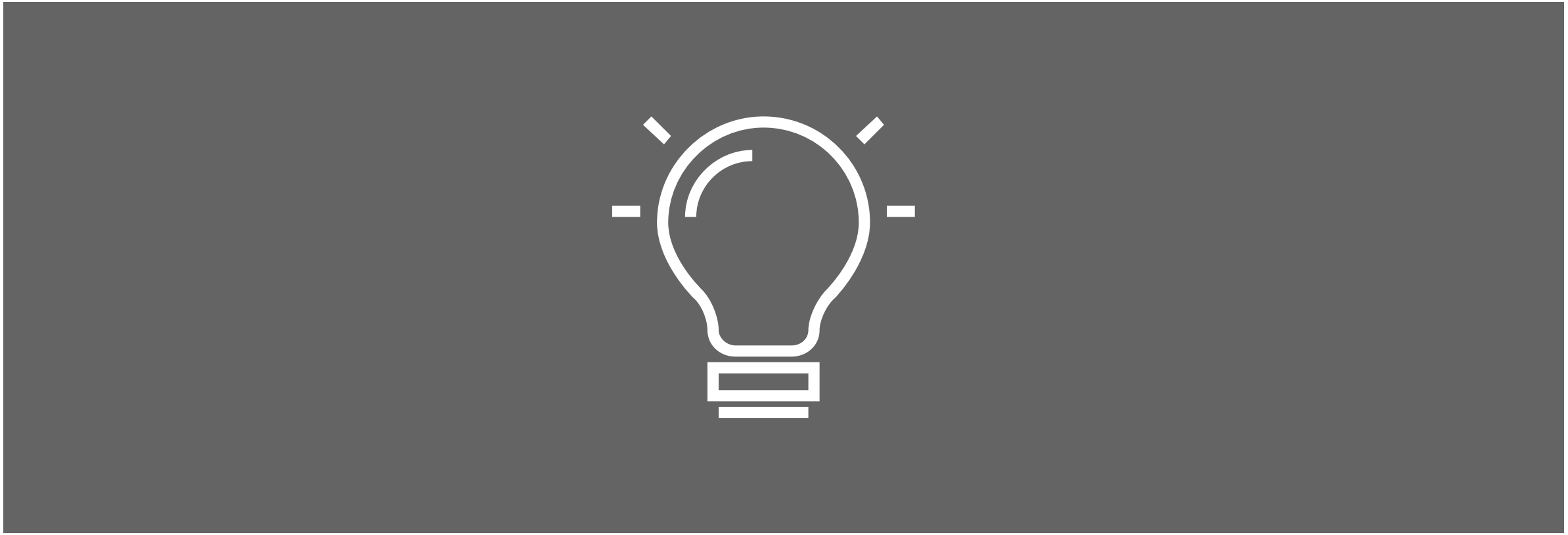
Reduce CapEx, optimize OpEx

Increase IT profitability

Improve cost management

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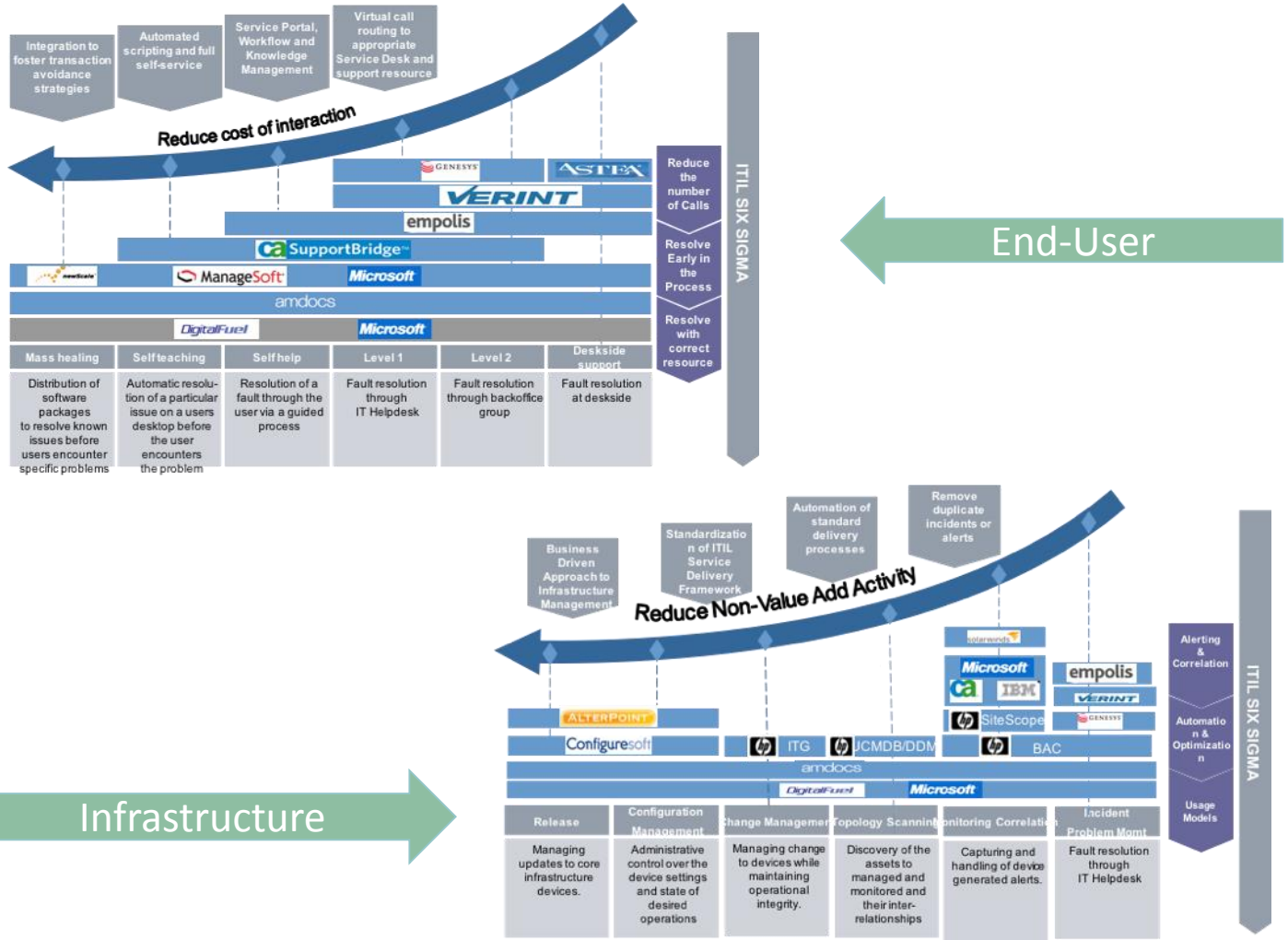
Enabling New Business Models
The Evolution of Service Management



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Service Management 1st Generation – It's all about the event!

- Two different sets of tools / tooling (194 vendors)
- Infrastructure Perspective
- Server / Storage / Network Centric
- Tool and Event Centric
- Custom Coded
- Hardwired processes
- Individual Focused Resolution vs. Leveraged Resolution
- Reporting vs Analytics
- Inaccurate view of environment (Data!)
- Emphasis on Monitoring



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It’s all about defining a strategy to manage it with!

Delivery Strategy

Process Orchestration

- Process expertise to impact end-to-end cycle times and costs
- Simplify visibility into service delivery complexity
- Common use cases based on standard entitlement, routing and automation algorithms

Automation

- Minimize or eliminate manual intervention in the resolution process
- Workflow linked to target delivery systems to optimize delivery execution
- Modular architecture to allow for flexible technology introduction

Workforce Optimization

- Provide workload transparency by resource pool
- Fulfill the service obligation with the right resource at the right time
- Build leveraged resource pools through dynamic reallocation

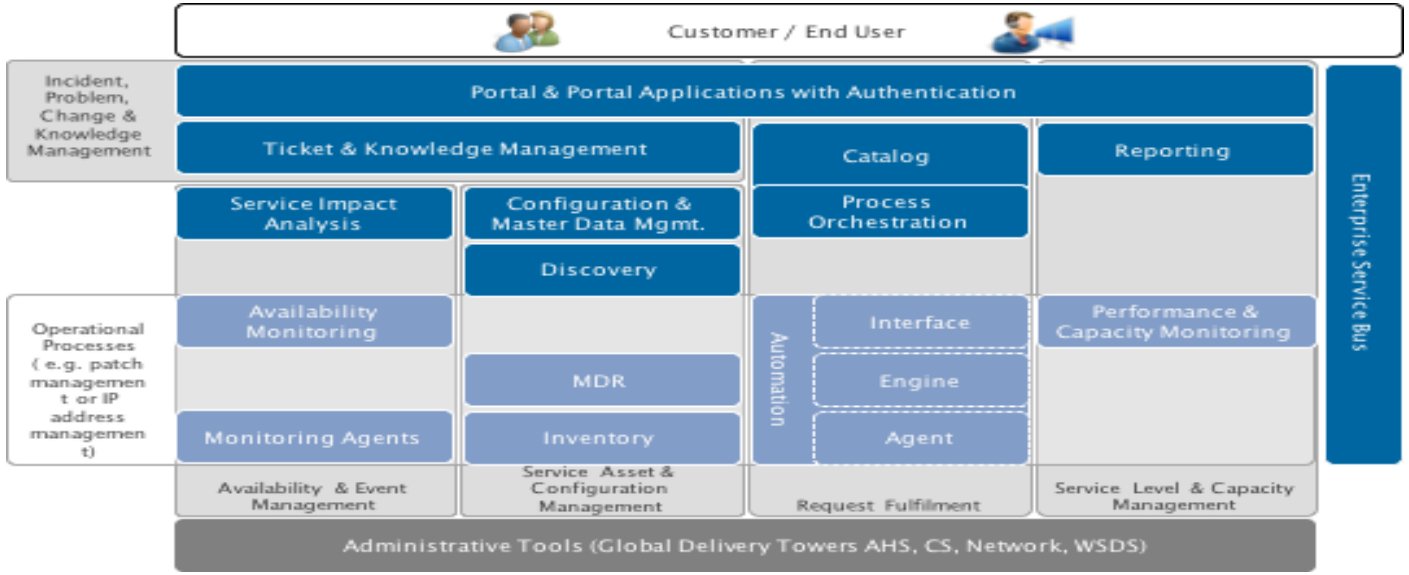
Analytics

- Service Catalog
- Workflow
- Templates & Rules
- Policy Management
- Automation & Integration
- Intelligent Call Routing
- Workforce Management
- Knowledge Management

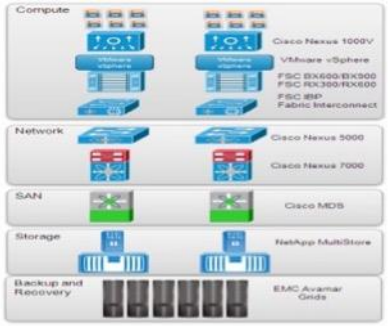
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Service Management 2nd Generation – It's all about Provisioning!

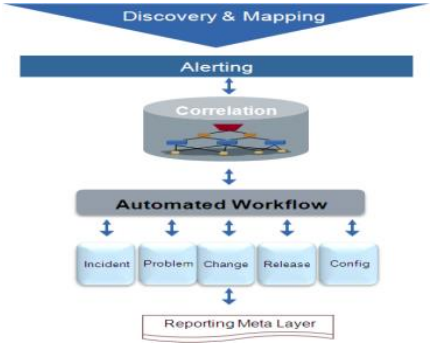
- Defined a Strategy!
- Rationalized Tooling
- Infrastructure and Application Perspective
- Pattern Centric
- Problem and Incident Centric
- Customized Data Model
- Combination of ITIL and Custom Processes
- Implementation of Service Framework
- Integration of Private Cloud Services
- Integrated Reporting
- Emphasis on Provisioning



Compute Fabric



Information Management



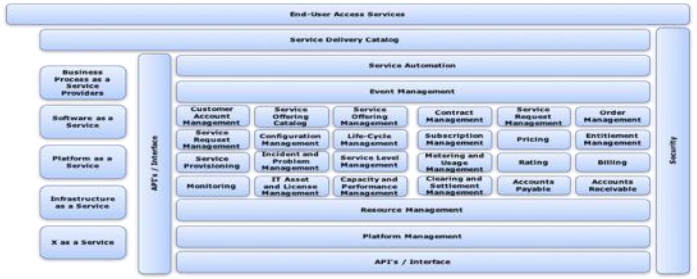
Automation & Orchestration

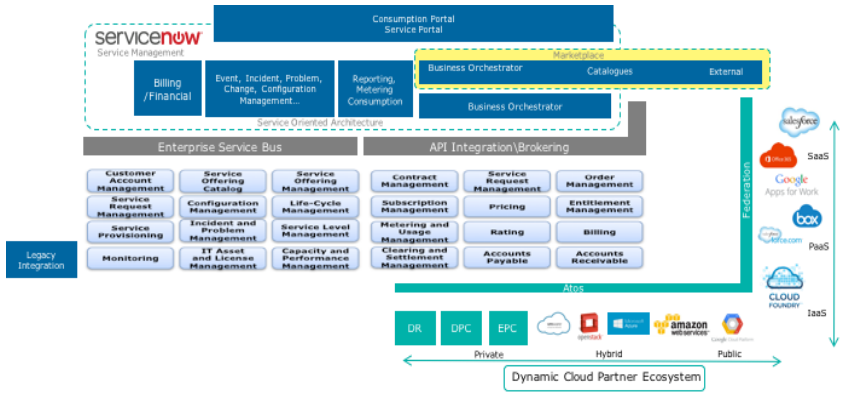


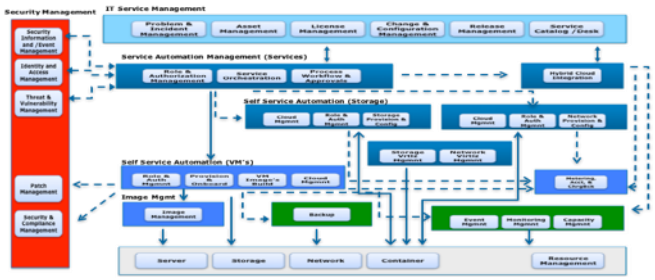
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Service Management 3rd Generation – It's all about the Service!

- Iterated the strategy
- End-to-End Services Perspective
- Fabric Centric
- Standardized Data Model
- Standardized Processes ITIL v3
- Extension of Service Framework (Meta-Model)
- OSS and BSS Layers
- Implementation of API layer
- Integration of Public Cloud Services
- Analytics vs. Reporting
- Bi-Modal / DevOps / Two-Speed
- Emphasis on Hybrid Service Management







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Creating connective tissue that industrializes IT and allows for the creation of smart services.

Core characteristics of an IT service enterprise

Connected

- ***Cloud*** oriented, federated, ***real-time*** & interactive, ***data-rich*** user experiences & business processes
- Sticky" application experience ***regardless of device***
- "Powered by an ***on-demand global cloud platform*** leveraging cloud and virtual infrastructure

Adaptive

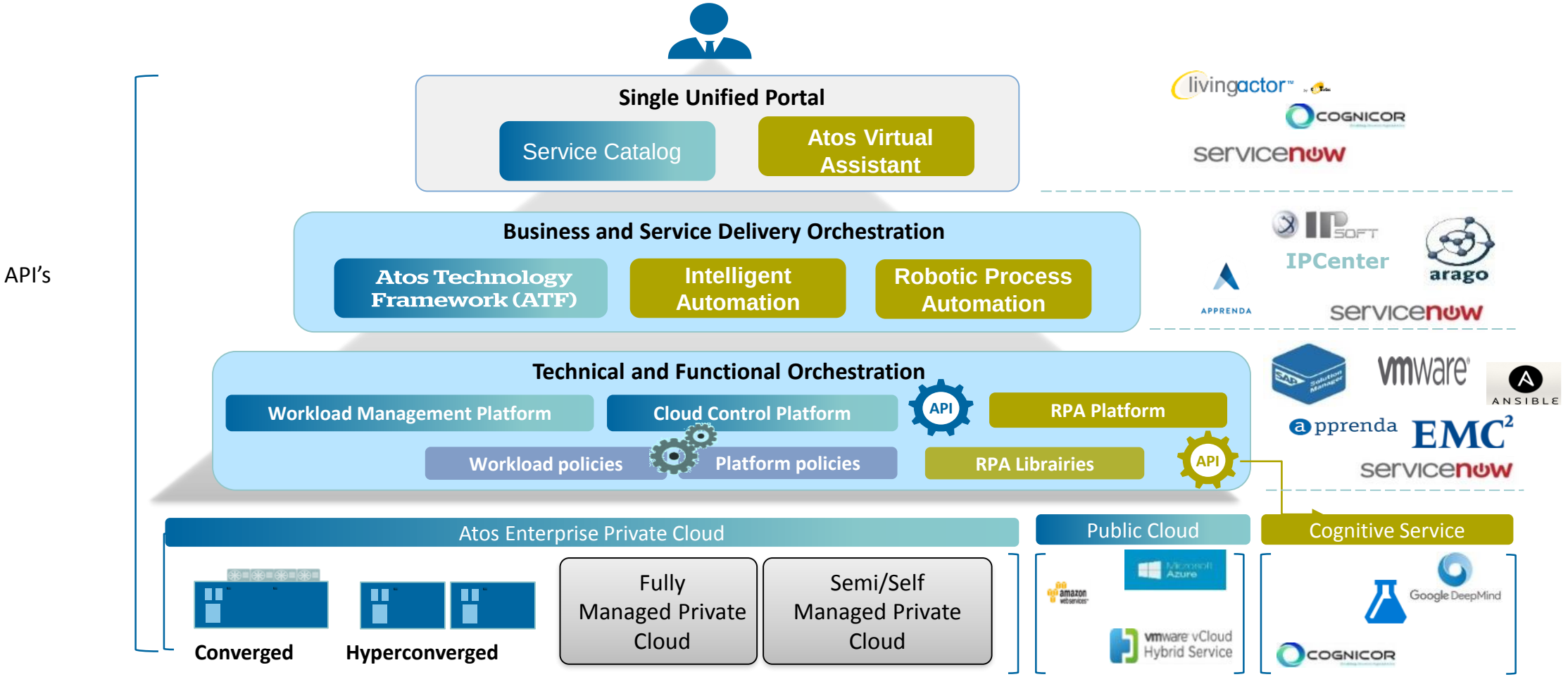
- ***Elasticity driven by business cycles*** and customer requirements
- Integrated application development framework that enables ***bi-modal / two speed IT***

Collaborative

- ***Integration of mobile and social*** networking and other applications and user data sources to provide a complete experience
- ***Integrate existing and newly developed*** cloud based ***applications*** and ***services***

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The End Game: A self-service management platform enabling and orchestrating the as a service economy!



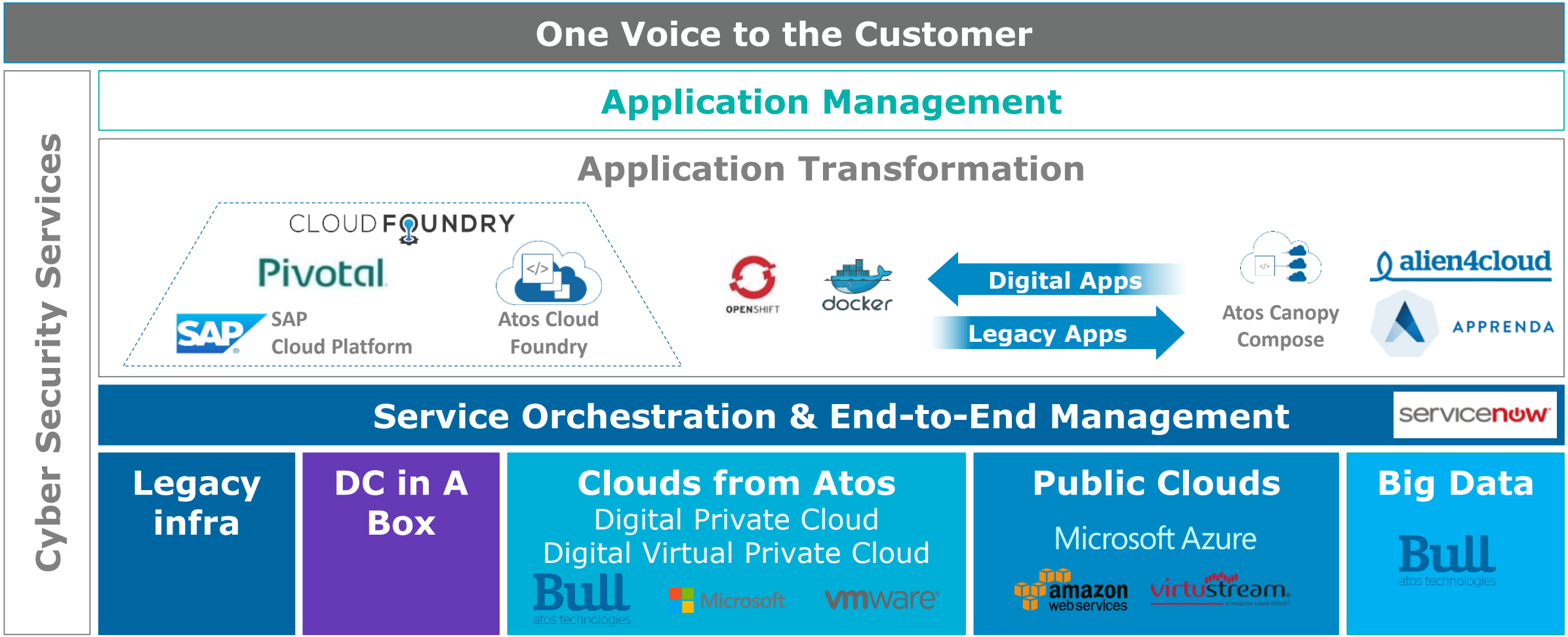
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Ecosystems that power
service-centric enterprises



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Leveraging **orchestration** to implement a hybrid cloud ecosystem to gain greater agility and cost controls

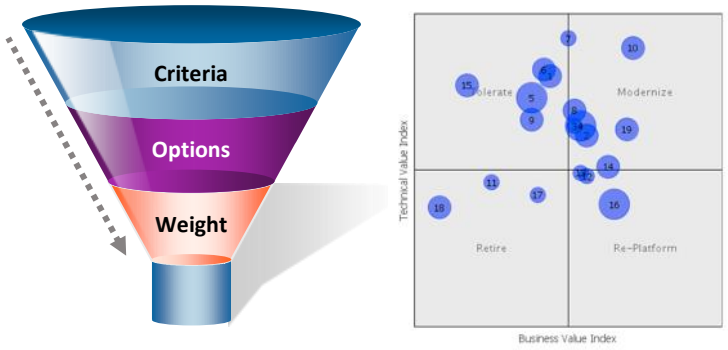


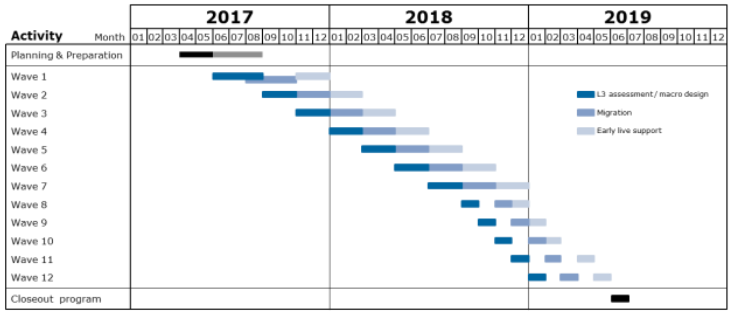
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Building ecosystem scale as you modernize and rationalize application environment

Decision Factory

- Complex
- Value
- Strategic
- Regulatory





Cloud Factory

- Relocate (Migrate)
- Remediate (Migrate)
- Standardize
- Modernize
- Develop
- Retire / Retain

Hybrid Cloud Platforms

Private ..... Public

salesforce

amazon web services

SAP

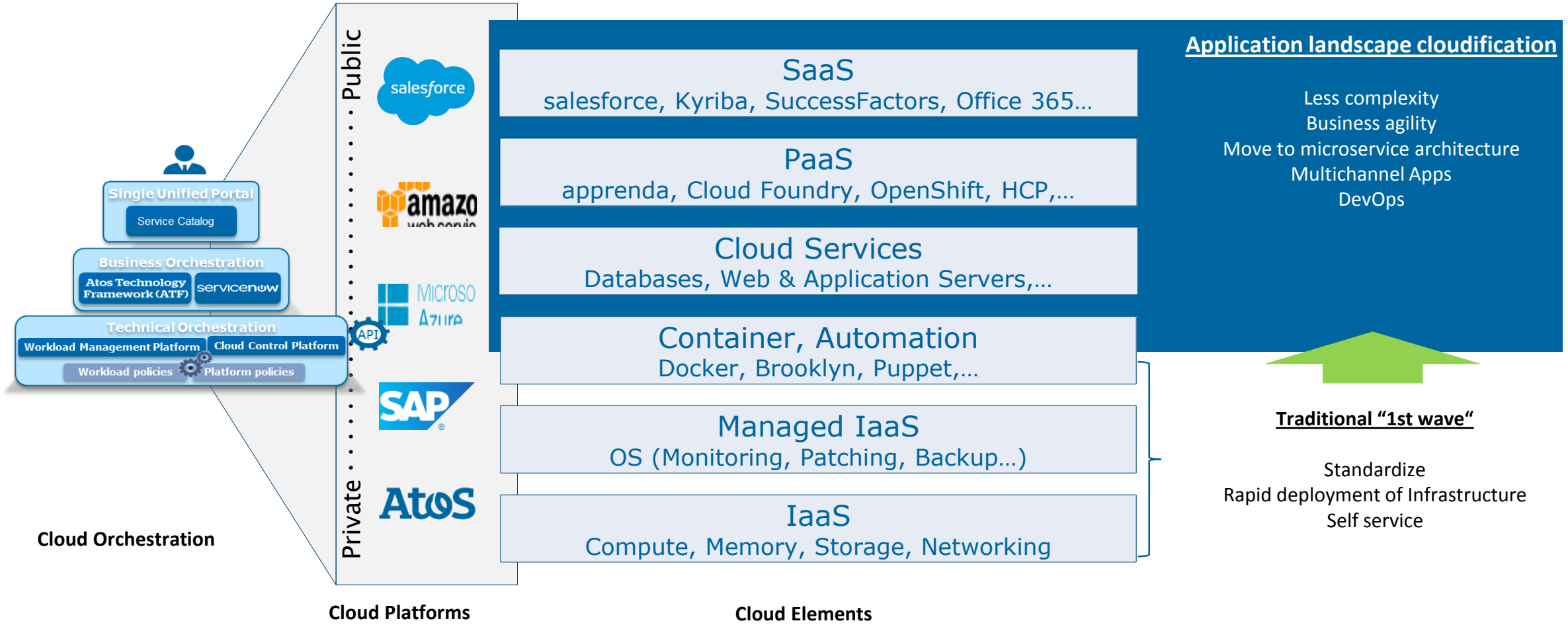
Microsoft Azure

Atos

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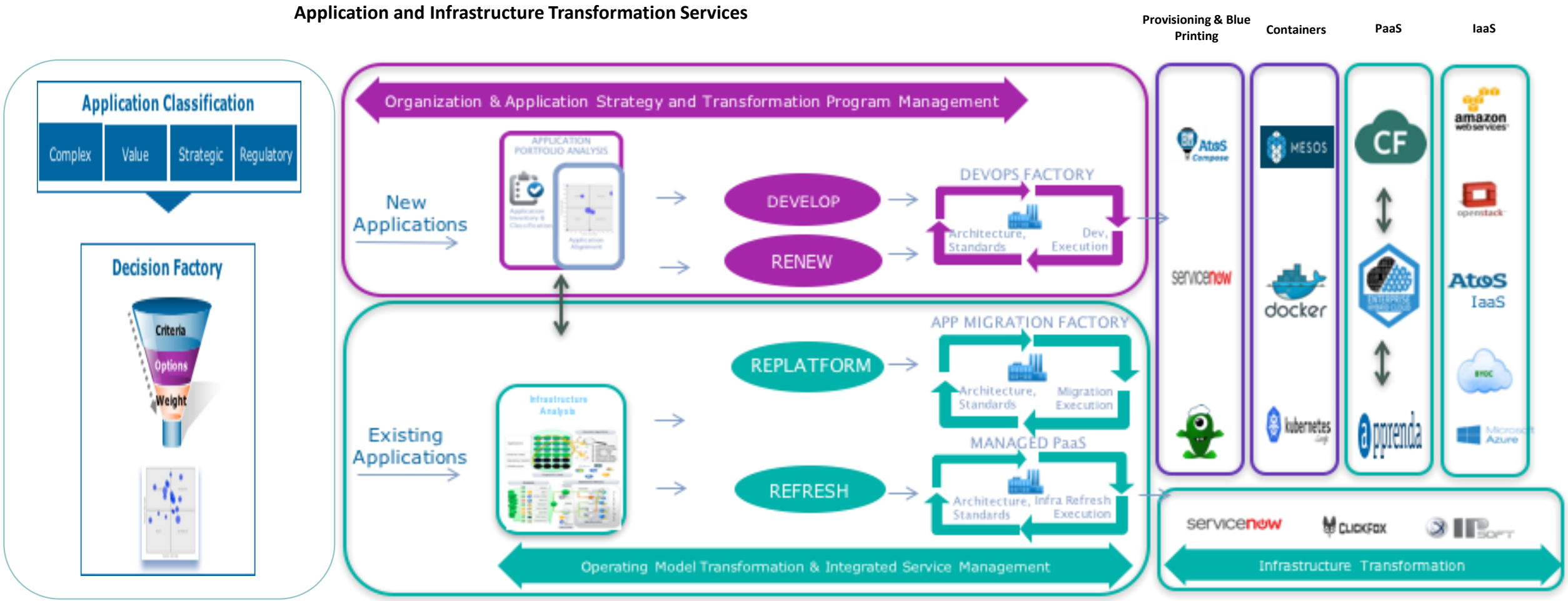
Creating operating **intelligence** for application transformation

Embedding business agility and value



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The result: An industrialized approach to transform applications and infrastructure services.



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Service Oriented Enterprises at scale require automation

This is table-stakes!

Orchestration → **Autonomics** → **Cognitive**



Orchestrated Automation

Orchestrated Activities
- User Initiated / Service Request Centric
- Basic Services - Provisioning Centric
- Pattern Based
- Hyper Scripted
- Infrastructure centric

Robotic Process Automation

Dynamic Run Book
- Reactive "System" Initiated Incident / Event Centric
- Intermediate Services and Basic Operations
- Basic Workflow – Pre-Defined
- Standardized Service automation across applications and Infrastructure
- Contextual Processing programmatically achieved



Intelligent Automation

Dynamic Reactive
- Pro-Active "Self" Initiated Incident / Event / Process
- Complex Services and Advanced Operations
- Contextual Processing and Decision to Action
- Inference based on analytics / knowledge of operational environment
- Operating by rules and sensors



Cognitive Automation

Cognitive
- Natural Language Processing interfaces
- Self-Learning through knowledge of environment and historical operations leveraging analytics
- Cognitive Computing implemented to recommend / implement additional paths of automation



True Artificial Intelligence

Self Consciousness
- Self-Improvement through experiential generation of additional knowledge
- Contextual understanding through the use of software neural node structures
- Generation of additional knowledge to resolve Incidents / Events

Infrastructure, Application, and Security

Structured → **Unstructured Patterned** → **Unstructured No Pattern**

Levels of Automation

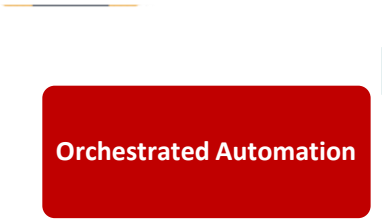
10% → **20-35%** → **40-60%** → **65-70%** → **??%**

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Ecosystem for Automation for the Service Oriented Enterprise

A complex eco-system to address different automation scenarios and outcomes

Orchestration | **Autonomics** | **Cognitive**



Orchestrated Automation

Orchestrated Activities



Robotic Process Automation

Dynamic Run Book



Intelligent Automation

Dynamic Reactive



Cognitive Automation



True Artificial Intelligence

SAP Solution Manager | amazon web services | Microsoft Azure | Google Cloud Platform | vmware | EMC²

IPSOFT | IPCenter | arago | IPSOFT | arago | ANSIBLE | livingactor | COGNICOR | COGNICOR

servicenow **Service Management** servicenow

Infrastructure, Application, and Security

Structured → **Unstructured - Patterned** → **Unstructured - No Patterns**

Levels of Automation

10% → **20-35%** → **40-60%** → **65-70%** → **80%+**

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Atos Intellectual Property
Automating Service Delivery

Hybrid Cloud Automation

- **Automation of Service Provider Operations for Infrastructure**
- **AWS Services**
  - Compute: EC2, ElasticBeanStalk, LAMBDA, Elastic Load-Balancers (ELB)
  - Storage: S3, CloudFront, EBS, ElasticFileSystem
  - DataBase: RDS, DynamoDB, ElasticCache
  - Networking: VPC, DirectConnect, ELB, Route53
  - Migration: DataService for SQL and Oracle
- **Azure Services**
  - Compute: Azure, Azure Container, AzureLB
  - Storage: AzureStorage, StorSimple
  - Database: DBaaS
  - ServiceFabric
- **Google Services* (Q3 2017 Full Availability)**
  - Compute: ComputeEngine, AppEngine, ContainerEngine
  - Storage: CloudStorage, CloudBigTable, CloudDataStore, CloudSQL
  - Network: CloudVirtualNetwork, CloudLoadBalancing, CloudCDN, CloudInterConnect, CloudDNS
  - BigData / Industry Analytics

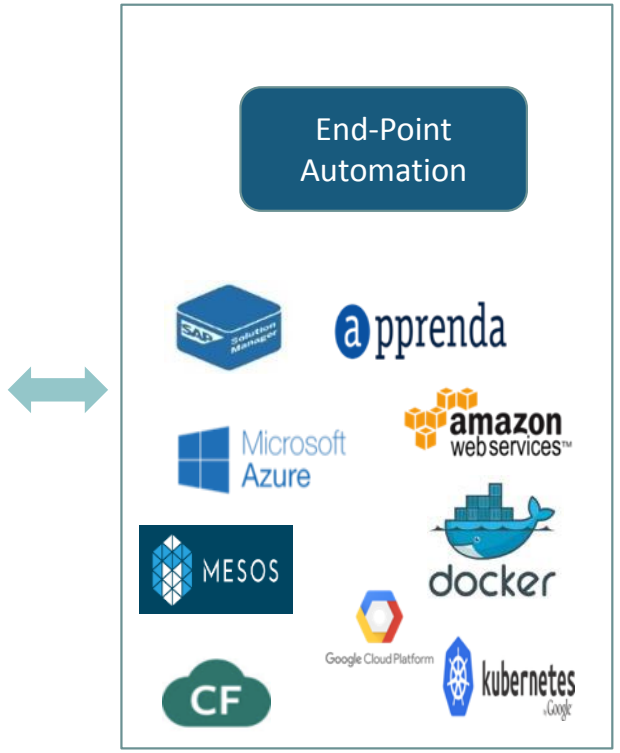
BigData

DevOps

Platform as a Service

Application Operations





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Service management provisioning: Demo



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Managing a service-centric journey – regardless of your maturity level

Achieved using a single, frictionless environment that uses a sliding scale to meet your digital transformational requirements

	As-is (CMO)	Interim Mode (IMO)	Transformed (FMO)
Digital Imperatives	**Orchestrate, manage and automate**	**Automate the provisioning and management of services through the Atos Hybrid Cloud. Monitor and configure your environment using an integrated service framework to scale and extend.**	
Infrastructure	On-premise legacy environments	New portfolio of services, including private and public cloud and DevOps capabilities	Migration of workloads to private and public clouds; new architecture and frameworks to support dynamic provision and brokering of services
Applications	Mission-critical applications	Integration/migration/coexistence of legacy applications with new environments	Use new applications frameworks, delivery achieved in two models (type 1 / type 2 – bimodal), digital native
Security	Classic zone-based, IP-centric	Software-defined security, integration of public/private security models	Meta-driven, service-oriented, policy-based across all services

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Case Studies



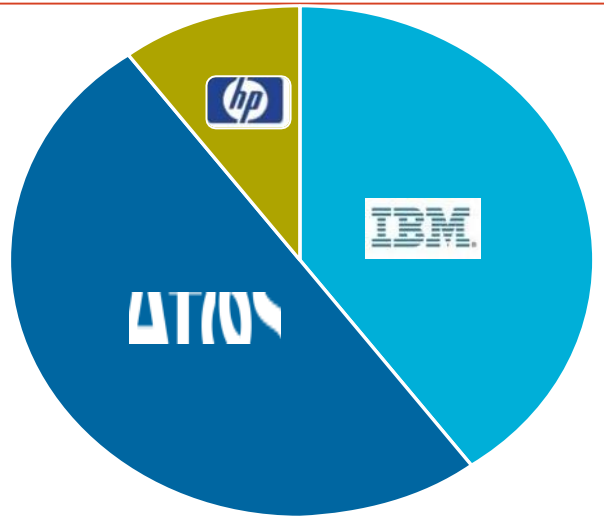
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Customer Case Study - Cloud First

From traditional to hybrid model: agile – cost effective – pay per use

Increased performance for more than **5.500 workloads & 2.500 databases** by utilizing **fully managed** and **demand driven** IT services.

From …

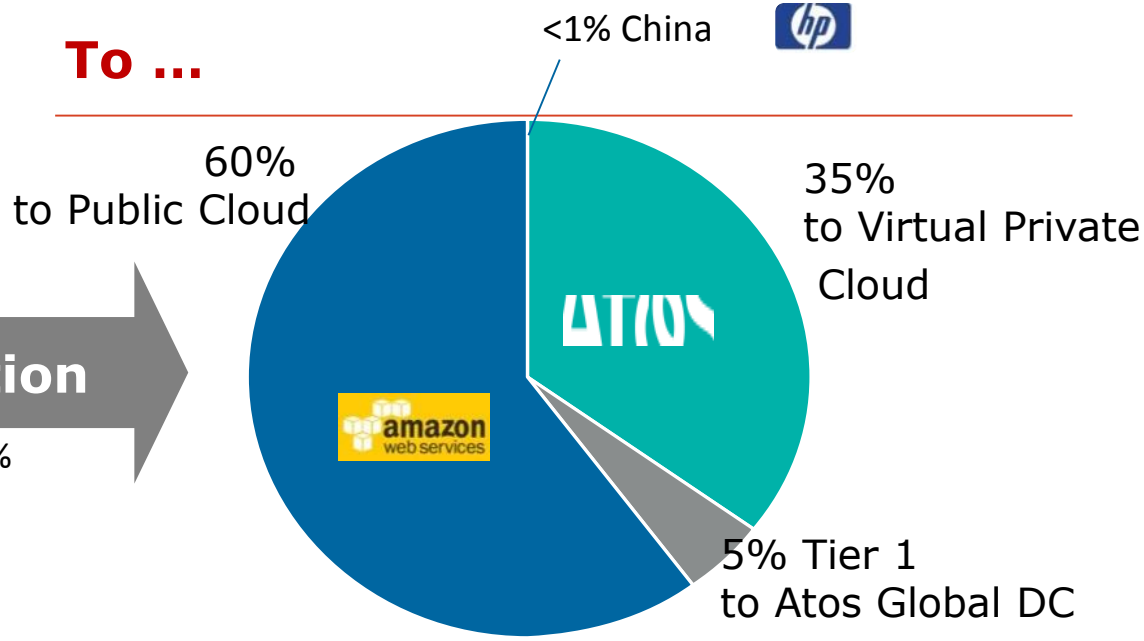


Global DCO environment

Transformation

- Infra Decommission: 30%
- Data Archive: 65%

To …



Global DCO environment

The transformed DCO environment leads to reduced cost – increased flexibility – refreshed infrastructure

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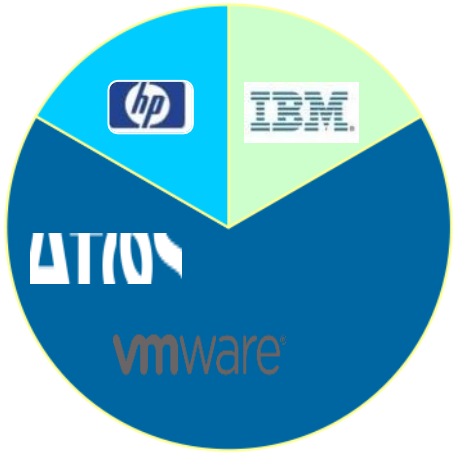
Public sector organization

From traditional infrastructures to a fully orchestrated hybrid cloud

Expanded portfolio of services to deliver **application and infrastructure** to all state and local agencies by utilizing a fully managed **orchestrated hybrid cloud.**

From ....

100%
On-premise



Mix of Infra
and Services

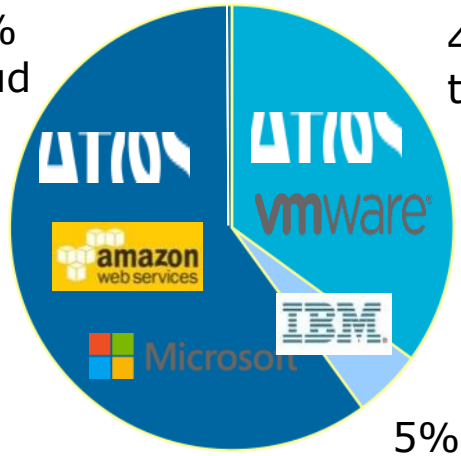
Existing Infrastructure Landscape

Transformation

- On-premise: 40%
- Hybrid Cloud: 60%
- CAPEX => OPEX
- Infrastructure

To ...

55%
to Public Cloud



40%
to Virtual Private Cloud

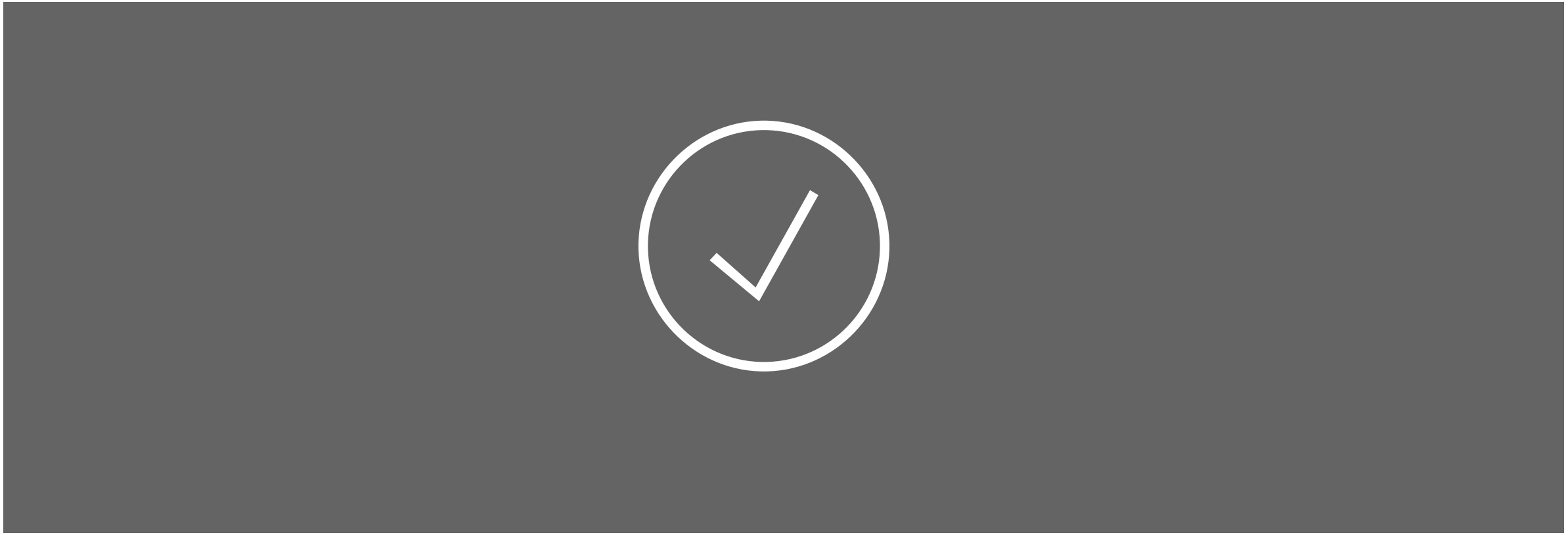
5% to Mainframe

Future Infrastructure Landscape

From 100% dedicated on premise infrastructure, to a fully orchestrated hybrid cloud to deliver end-to-end services, differentiated by agency that reduce cost – increase flexibility – meet government security requirements.

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Lessons Learned



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What we learned!

- This is really hard!
- Need to have a strategy…And evolve it!
- Need to have a service framework.
- Need to have an End-to-End View.
- Need to have an API layer!...No really!
- Non-traditional thinking required!
- Requires been there, done that, got the t-shirt across the domains!
- Can’t be done in isolation!
- It’s part evolution and revolution!
- It’s a work in progress!
- This is really, really hard!



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Top Takeaways

1

We have been at it for 18+ months!

We still aren't finished!

It's a Journey!

2

It's hard!

Legacy Mindset!

Don't under estimate the organizational impact!

3

It's not about IT!

It's not about applications, and infrastructure!

Its about Business Outcomes!

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Thank You

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Q & A

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