



Bimodal IT

Erfolgreich in zwei Welten unterwegs:
Herausforderungen und Lösungsansätze

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June 29, 2007



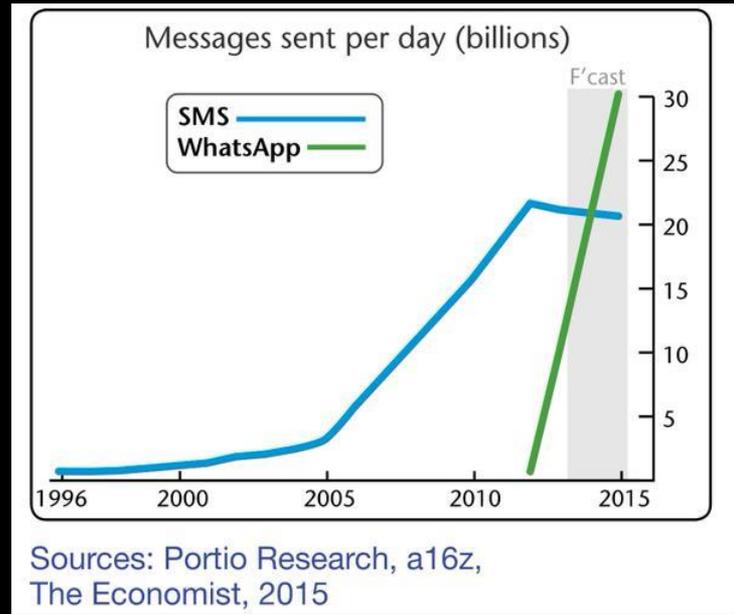
July 10, 2008



THE DIGITAL BUSINESS STRATEGY



1.2 Billion User





AIRBNB A NETFLIX

ANALOGUE

THE IT WORLD

WORLD

IS TRANSFORMING

AND BECOMES

DIGITAL

“

SINCE 2000, 52% OF THE
NAMES ON THE FORTUNE
500 LIST ARE GONE

”



BILLIONS OF USERS

3rd PLATFORM

Mobile Cloud Big Data Social
Mobile Devices



MILLIONS OF APPS



HUNDREDS OF MILLIONS OF USERS

2nd PLATFORM

LAN/Internet Client/Server
PC



TENS OF THOUSANDS OF APPS



MILLIONS OF USERS

1ST PLATFORM

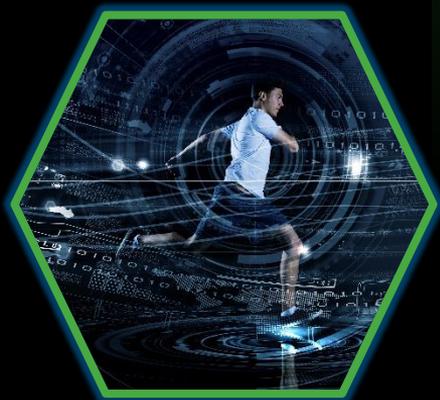
Mainframe, Mini Computer
Terminals



THOUSANDS OF APPS

APPLICATION ATTRIBUTES OF THE 3RD PLATFORM

3rd PLATFORM



INNOVATE
IN AN
AGILE WAY



DELIVER
PERSONAL
EXPERIENCES



OPERATE IN
REAL-TIME



Monolithic

2nd PLATFORM



Cloud Native

3rd PLATFORM



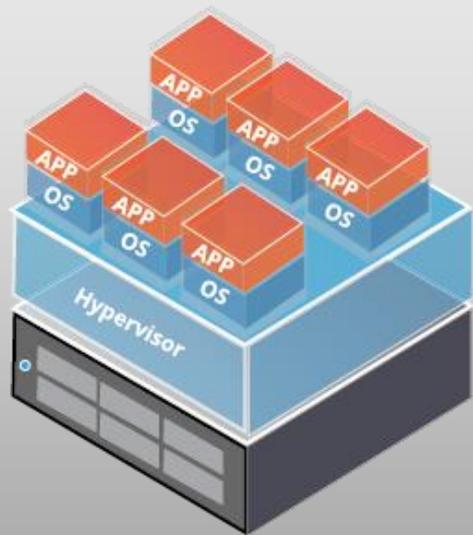
Proprietary

2nd PLATFORM



Open

3rd PLATFORM

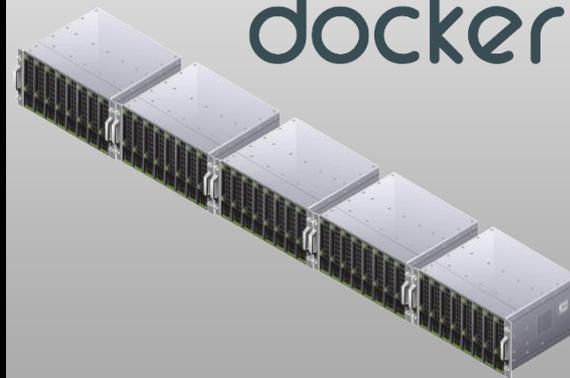


Virtual Machines

2nd PLATFORM



docker



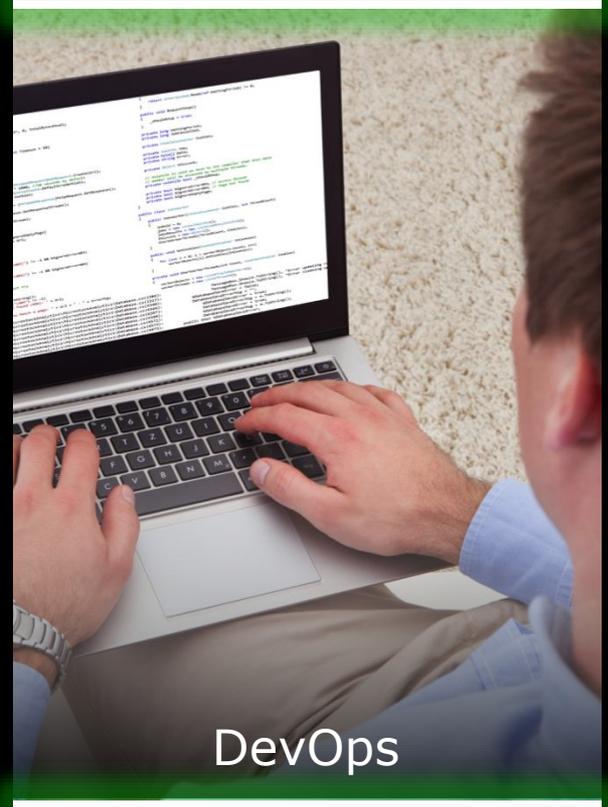
Containers

3rd PLATFORM



IT Operations

2nd PLATFORM



DevOps

3rd PLATFORM



Thousands

2nd PLATFORM



Millions

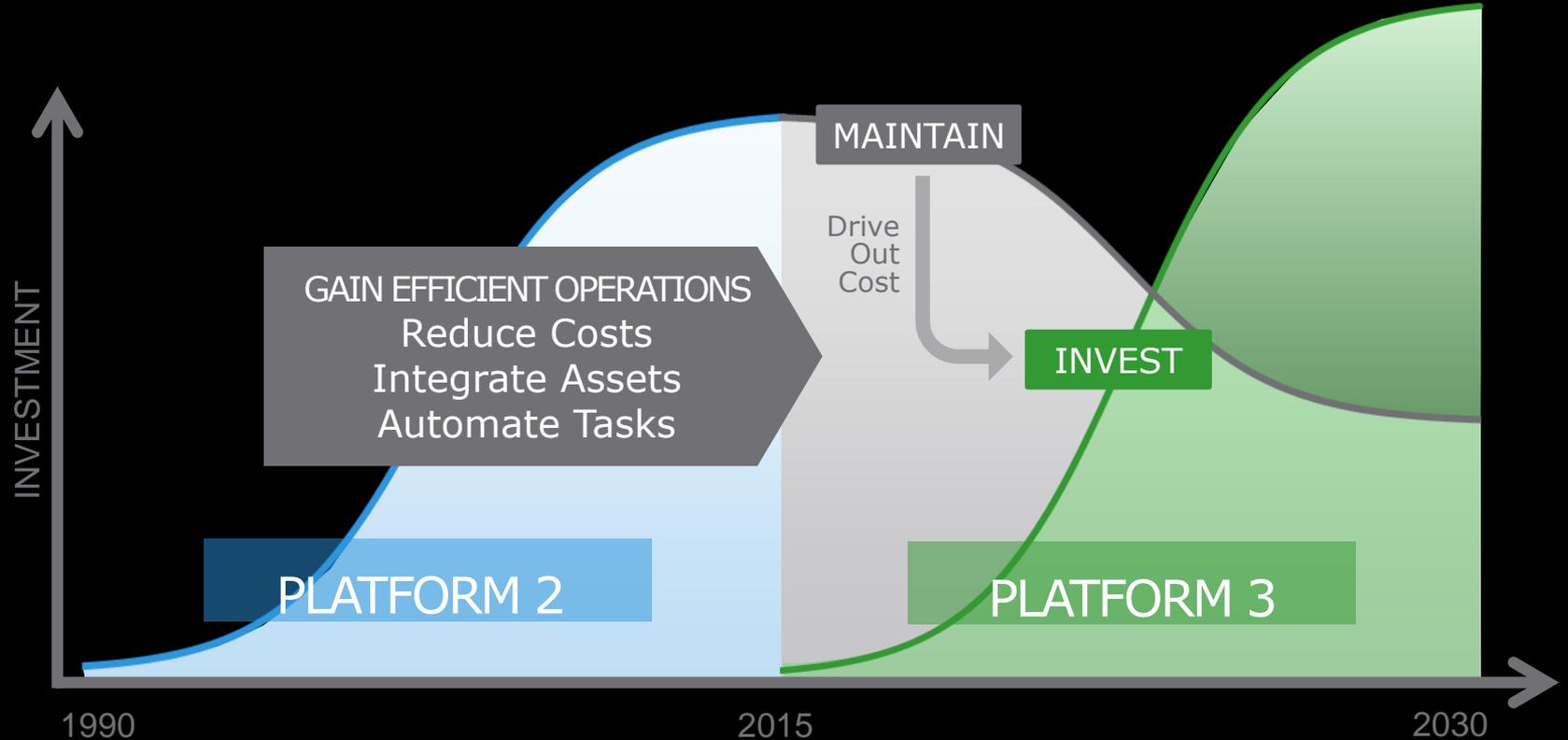
3rd PLATFORM

Bimodal IT means —
having two modes of IT, each
designed to address different
information and technology goals:

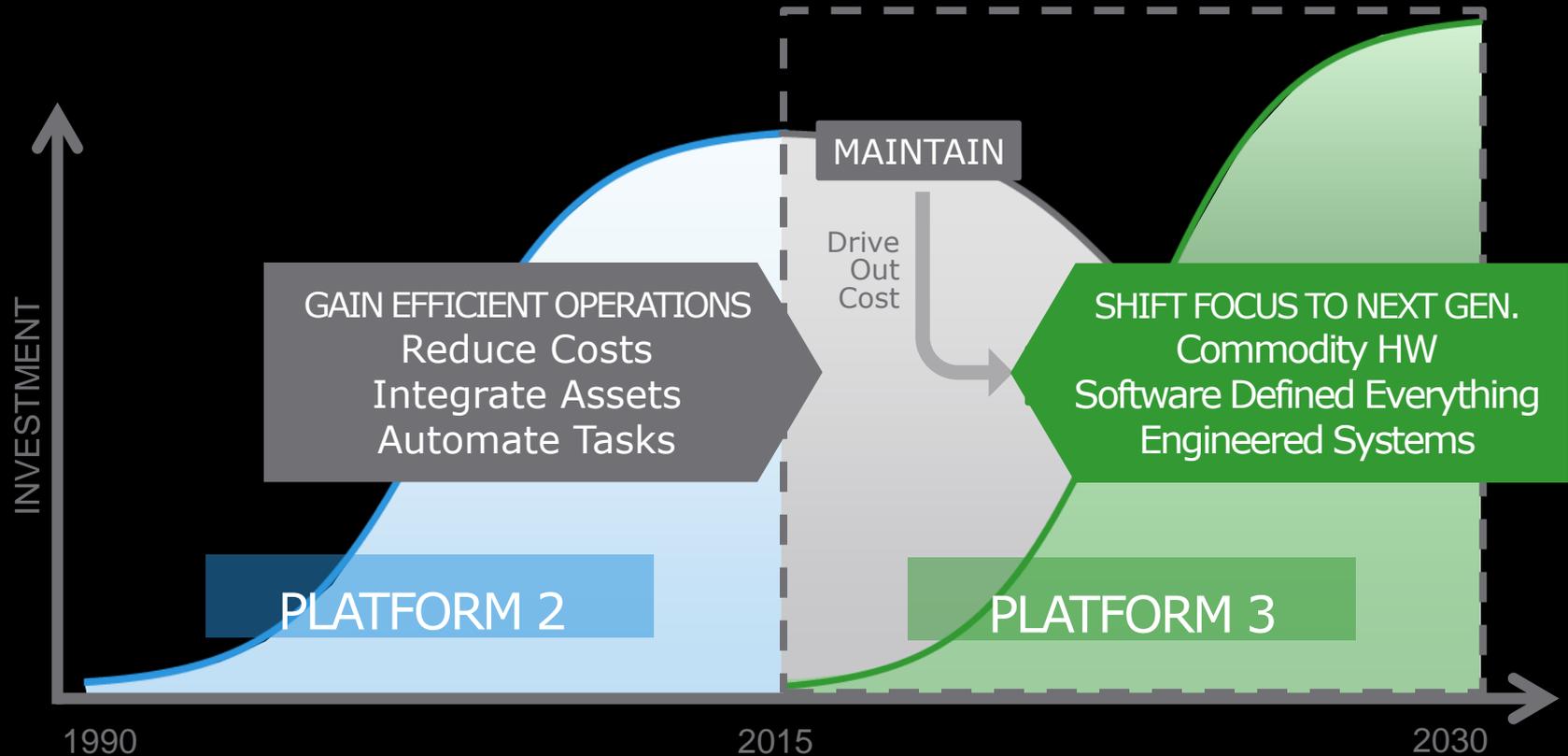
**Mode 1
is traditional**

**Mode 2
is exploratory**

SHIFTING INVESTMENT CYCLES



SHIFTING I.T. INVESTMENT CYCLES





TRADITIONAL
APPLICATIONS

NEW APPLICATIONS

CLOUD



REDUCE
COST

INNOVATE

TRADITIONAL
ARCHITECTURE

NEW
ARCHITECTURE



TRADITIONAL
APPLICATIONS

NEW APPLICATIONS

CLOUD

FOCUS ON
BUSINESS
OUTCOMES



ENTERPRISE HYBRID
CLOUD

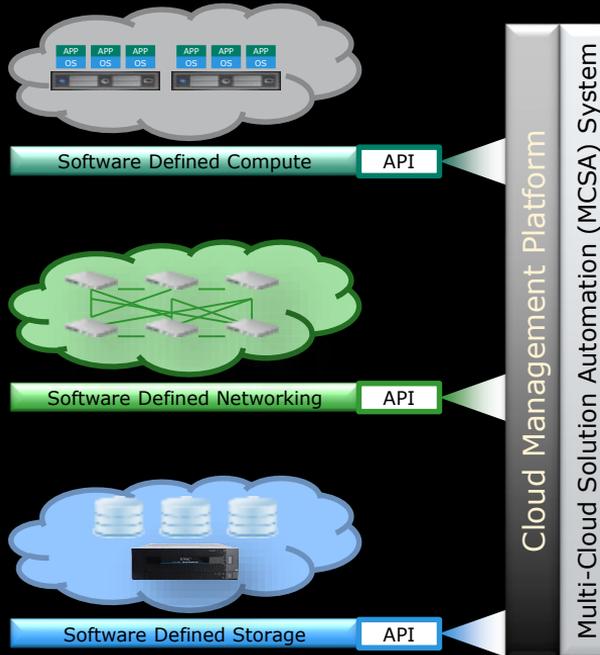
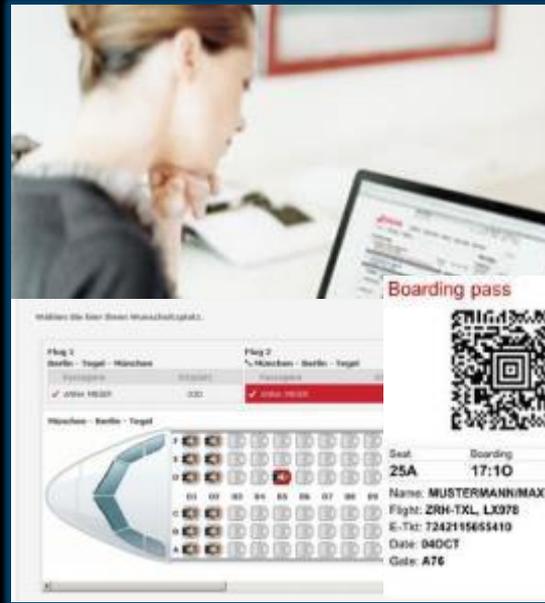
NATIVE HYBRID
CLOUD

ENTERPRISE HYBRID CLOUD - EHC

Agility
Self-Service Portal

Efficiency
SDDC Architecture

Control
Cost and Resource



CHOICE HYBRID CLOUD



BROKERED
AS WELL AS BUILT



Service Catalog

On behalf of:

Nancy Allister ✕

Browse the catalog for services you need.

-  All Services
-  **Campaign Services** i
-  Corporate Applications i
-  Data Lake Services i
-  Developer Services i
-  EMC Storage Services i
-  End User Services i
-  Virtual Servers i

Campaign Services (3)

Search 



Campaign Analytics

Provisioning-Dev Ops

Creates a Hadoop cluster.

NOTE: This catalog item ...

Request



Campaign Web Platform

Provisioning-Dev Ops

Complete Campaign

Management Platform. Co ...

Request



Mobile App - Public

Provisioning-Dev Ops

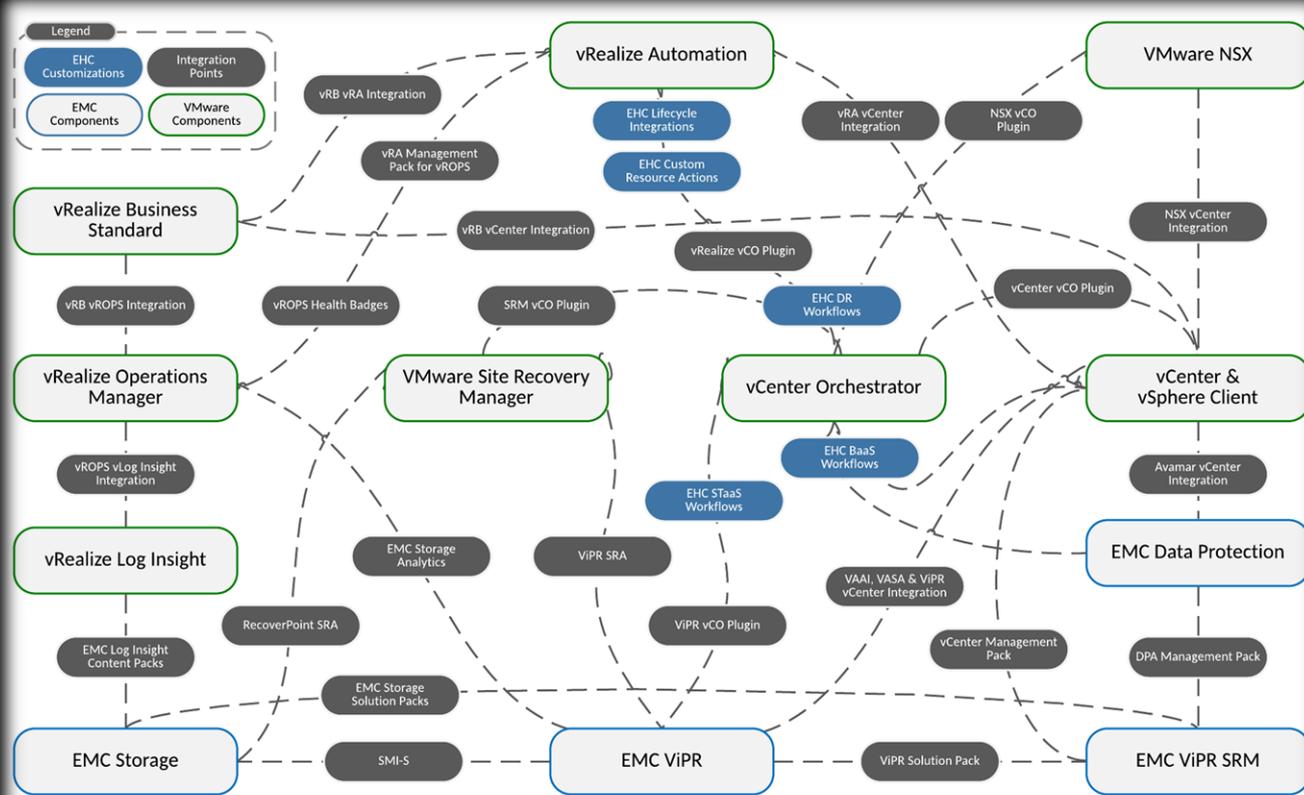
Deploy the Marketing Mobile

Application for new event ...

Request

HIDDEN COMPLEXITY

INTEGRATION POINTS



40,000
HOURS OF
ENGINEERING



TRADITIONAL APPLICATIONS

NEW APPLICATIONS

CLOUD



24% REDUCTION

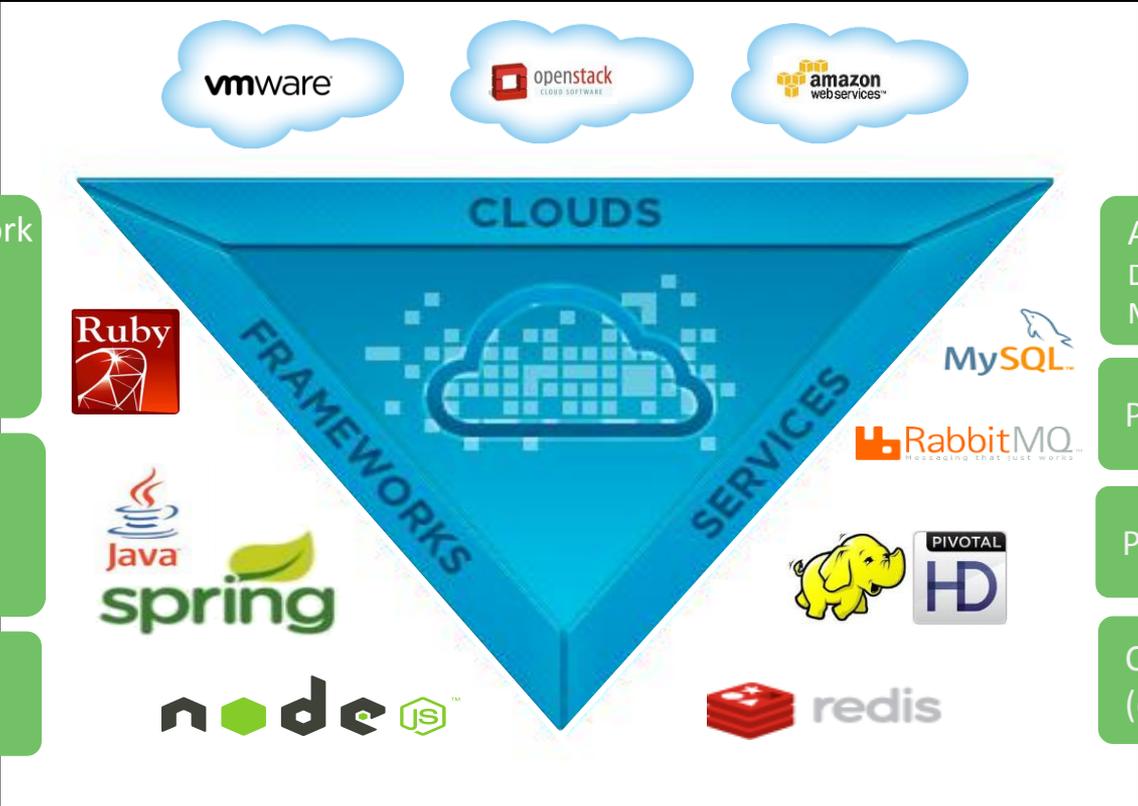
FOCUS ON BUSINESS OUTCOMES



ENTERPRISE HYBRID CLOUD

NATIVE HYBRID CLOUD

OPEN PAAS DEVELOPER PLATFORM



Development Framework

Java_web
Spring
Ruby
node

Runtimes

Java
Ruby
node

Customized Runtimes

Application Services

DB: e.g. MySQL
MS: e.g. RabbitMQ

Pivotal HD - Hadoop

Pivotal AX - Analytics

Customized Services
(e.g. eGovernment)

CLOUD FOUNDRY: INDUSTRY'S OPEN PAAS STANDARD

PLATINUM



GOLD

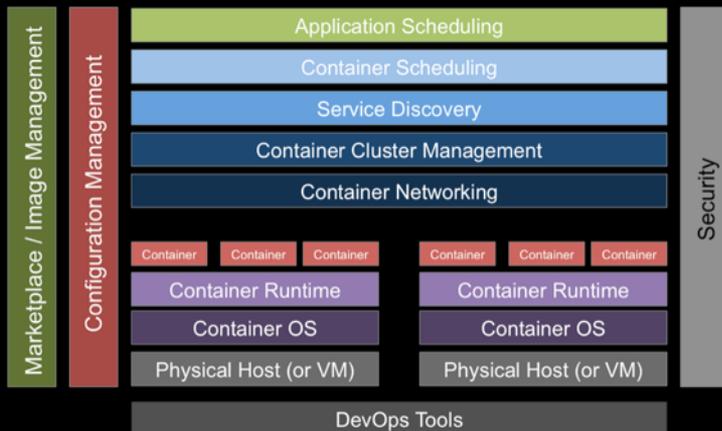


SILVER

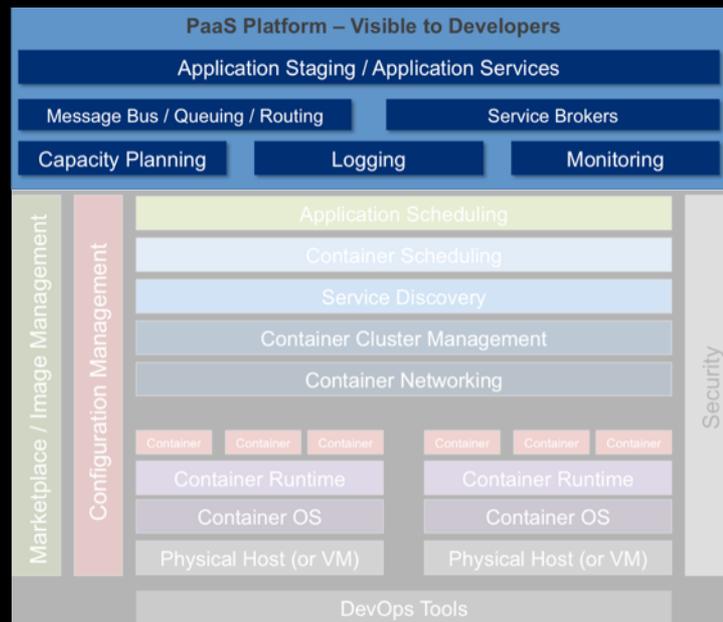


TYPES OF CLOUD NATIVE PLATFORMS

UNSTRUCTURED



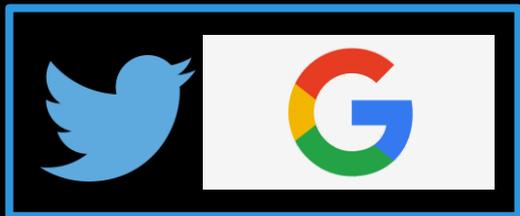
STRUCTURED



WHICH PAAS IS RIGHT?

UNSTRUCTURED

USERS



STRUCTURED

USERS



Dell EMC Native Hybrid Cloud Platform

DEVELOPER PLATFORM IN A DAY

Build, Deploy,
Scale



Continuous
Integration
& Delivery



Application
Performance
Management

SELF SERVICE
MARKETPLACE



Reporting &
Showback



Data &
Business
Analytics



Pivotal
Cloud Foundry®

INFRASTRUCTURE SERVICES IN A DAY

Deploy, Configure,
Connect



Rack Elasticity

Leverage Expertise



ON-PREM / SELF-RUN

OFF-PREM / MANAGED

ACCELERATE CLOUD-NATIVE APPLICATIONS

App Deployment: 30-90 seconds

Cloud Deployment: 2-4 hours

BIMODAL IT – ERFOLGREICH IN 2 WELTEN



ENTERPRISE
HYBRID CLOUD

FAST TIME TO VALUE
AND FOCUS ON
BUSINESS OUTCOME



NATIVE
HYBRID CLOUD

- The Application defines the Platform and the Mode
- Bimodal IT is reality you have to:
 - Optimize and Automate Platform 2
 - Introduce Platform 3 capabilities
- Think about your strategy:
 - Build vs Buy vs As-a-Service



THANK YOU!

YOU DON'T NEED AN IT STRATEGY – ALL YOU NEED IS A BUSINESS STRATEGY SMARTLY ENABLED BY TECHNOLOGY

Sascha Meier – CTO Dell EMC Switzerland