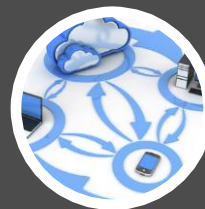


Hybrid Cloud Conference



October 22, 2015
America Square Conference Centre , London



Welcome

Dear colleague

Given the growth of technology, it is clear that cloud technology has become vital to enterprises. In October 2015, IDC's Hybrid Cloud Conference connected 62 CIOs, VPs/Heads/Directors of IT, Architecture and Operations with a host of industry solution providers and IDC analysts to help them find solutions to their cloud business challenges.

This report outlines the themes and takeaways of this unique conference, while also analysing the demographic and seniority of the attendees who joined us on the day.

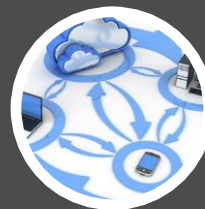
I hope you find this report useful, and look forward to seeing you in 2016.

Best regards



Ash Rashid
Events Director
IDC UK&I

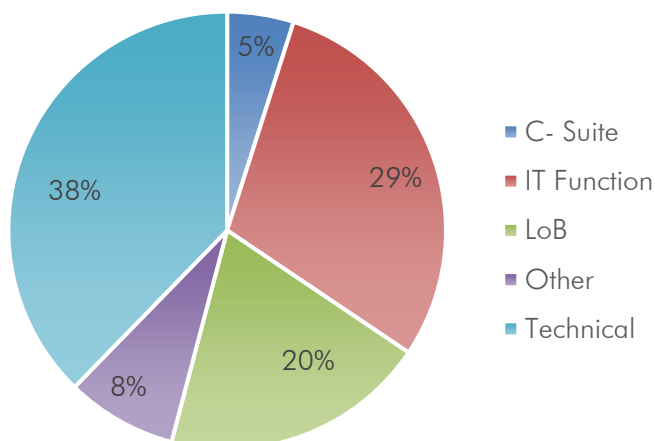




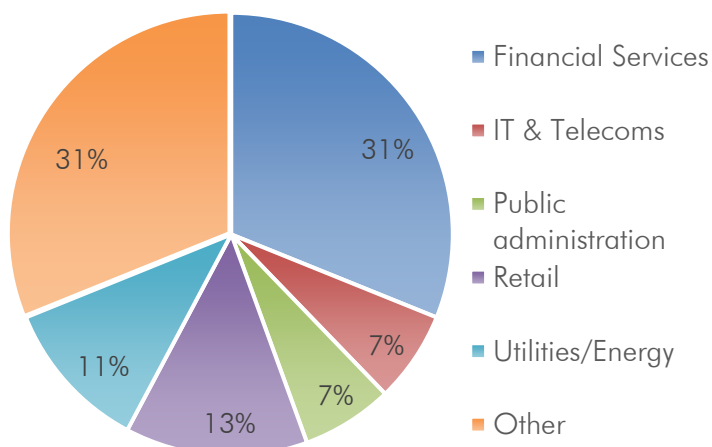
Who Attended

Based on 62 delegates:

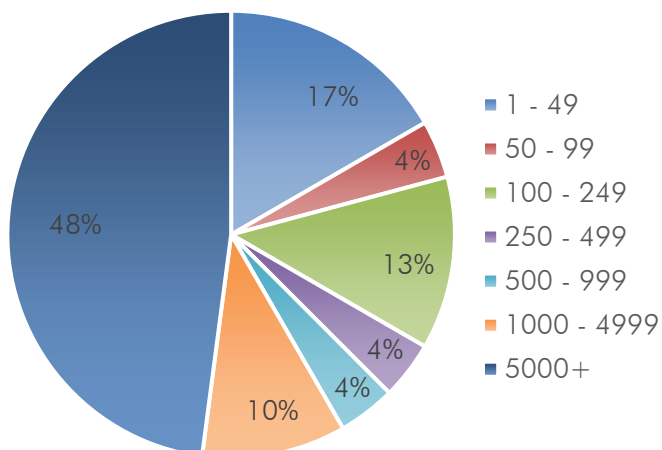
Job Title



Industry Sector

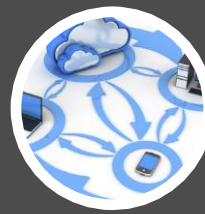


Company Number of Employees



Take a look at this event video:





Core Themes Roundup

IDC's "Where We Were and Where We're Going"

Andy Buss, IDC's Consulting Manager for Data Centre Infrastructure, took to the stage and indicated how we are moving from PC-centric computing to cloud-centric computing, and how this shift has been driven by the cloud facilities themselves, but also by mobile and social platforms.

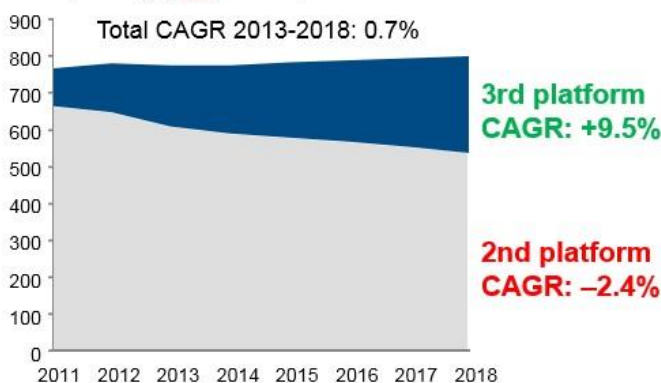
Andy continued to say that some of the most obvious companies that have taken advantage of cloud are Uber, AirBnB and Netflix, all of which have leveraged the power of all four of these foundational technologies to create disruptive new business models, with spectacular success in what were previously seen as very mature and stable industries.

With such high stakes, an increasing number of businesses are now implementing and taking advantage of cloud technologies to further improve and drive forward their organisations' technology initiatives.

Andy concluded by showing the below piece of IDC research that indicates clearly how IT spending growth is being driven almost entirely by 3rd platform-linked initiatives today, and how this will drive forward to the future.

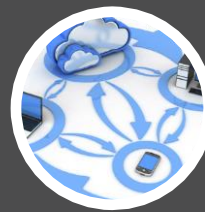


ICT spending (\$bn) in Europe



Source: IDC Black Book December 2014; Western Europe





Hybrid IT — The New Balancing Act

Fujitsu's Mark Phillips, Head of Hybrid IT, was joined by Simon Johnson, Head of Infrastructure Strategy and Architecture at RBS, to discuss how businesses have historically been primarily analogue, with legacy applications and traditional IT supporting these analogue businesses. Organisations are now seeking to move their business to being more digital, with online trading, mobile applications, and so on, and managing these channels alongside their historical analogue implementations. The businesses that are being really successful are those that are making the analogue/digital experiences seamless.



Mark and Simon continued by pointing out that as digital isn't entirely replacing analogue but is sitting alongside it, traditional IT and the new type of IT which supports digital — namely cloud — must also sit beside each other, optimised and orchestrated in a complementary manner. This co-existence of traditional IT and cloud is Hybrid IT.

They both concluded that managing a new technology world brings some challenges but addressing them is worth it as while standalone cloud solutions can bring benefits in areas like agility, cost and bringing innovation to market, it is only through integrating and orchestrating these services with traditional IT and by delivering them as a service that you can gain real sustainable competitive advantage. Put simply, cloud is now so pervasive that not using it has become a competitive disadvantage — competitive advantage can only be regained by adopting a Hybrid IT approach.

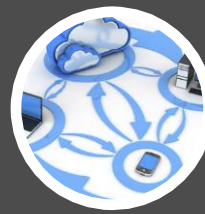
Environments as a Service

Environment Delivery & Support Team Manager Vijay Dwarakanath of British Gas took the stage to explain how British Gas had reduced costs dramatically by implementing cloud technologies across the business.

Vijay outlined that for this project, all of the below departments and stakeholders had to pull together for the implementation:

- | | | |
|------------------------|----------------------------|-----------------------------------|
| • Information Security | • Supplier Management | • Environment Delivery Management |
| • Systems Architecture | • Configuration Management | • Finance |
| • Development | • Network / Firewall | • Environment Data Services |
| • Procurement | • Production Support | • Environment Support Services |
| • Testing | • IS Leadership Team | • Cloud Service Provider |





The direct result of the implementation was a £3.5 million cost saving, in addition to the following benefits:

- 73.5% reduction in infrastructure cost per environment per annum
- 100% reduction in Environment Refresh costs
- Elimination of code conflict issues between projects
- 64% reduction in recurring Environment Incidents
- E2E delivery of a fit for purpose environment reduced from 12 weeks to 24 hours
- Avoidance of human error through template-based solutions enabling repeatability
- On-demand pay as you go environments

The Business Benefits of Adopting Hybrid Cloud

Nick Drabble, IBM's UK Cloud Business Development Executive explained how leaders are exploiting cloud to drive new outcomes and what aspects are important for success.

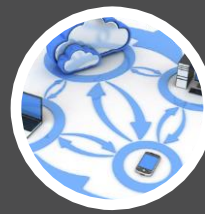
Nick continued to say that harnessing new data sources such as the Internet of Things, applying Analytics and Cognitive computing to your business, will deliver new opportunities for competitive advantage and monetising value. Nick then expanded that by embracing a hybrid cloud strategy, you unlock the ability to meet rapidly changing business demands with the right blend of agile best-in-class services.



Nick's final key takeaways for the audience were:

- Hybrid cloud accelerates digital transformation
- Businesses require both flexibility and control
- Leverage "open by design" hybrid capabilities and expertise to help you win
- Innovate and disrupt





Reasons For Moving To The Cloud

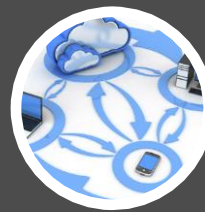
IDC outlined to the audience the benefits and advantages of moving to the cloud in a concise and easy to digest manner.



Quick Fire Takeaways

- Decision making based on cost alone isn't enough
- Classify your data and applications, then adjust your strategy
- Take a standards-based approach to cloud
- Orchestration and security as an enabler
- Ownership of data
- Trust the dimensions of the hybrid ecosystem
- Mature/rationalised architecture
- Workload modelling automation
- Portability with care
- Interoperability and portability
- Care with adoption
- Cautious compliance

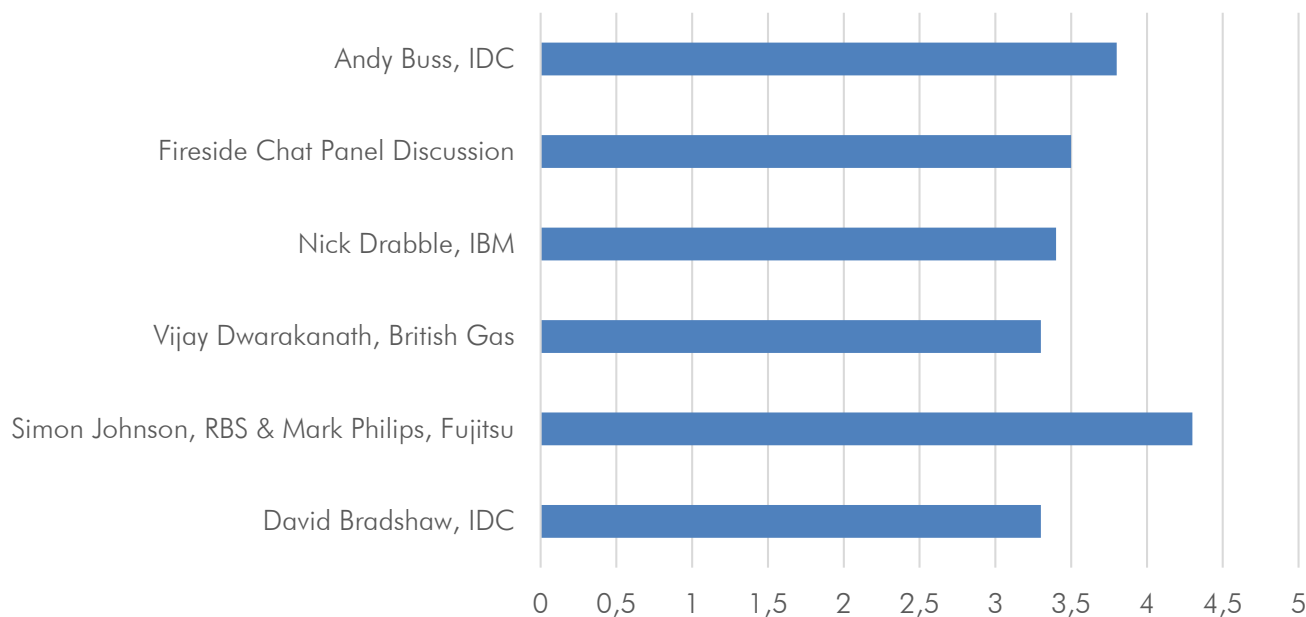




Conference Feedback

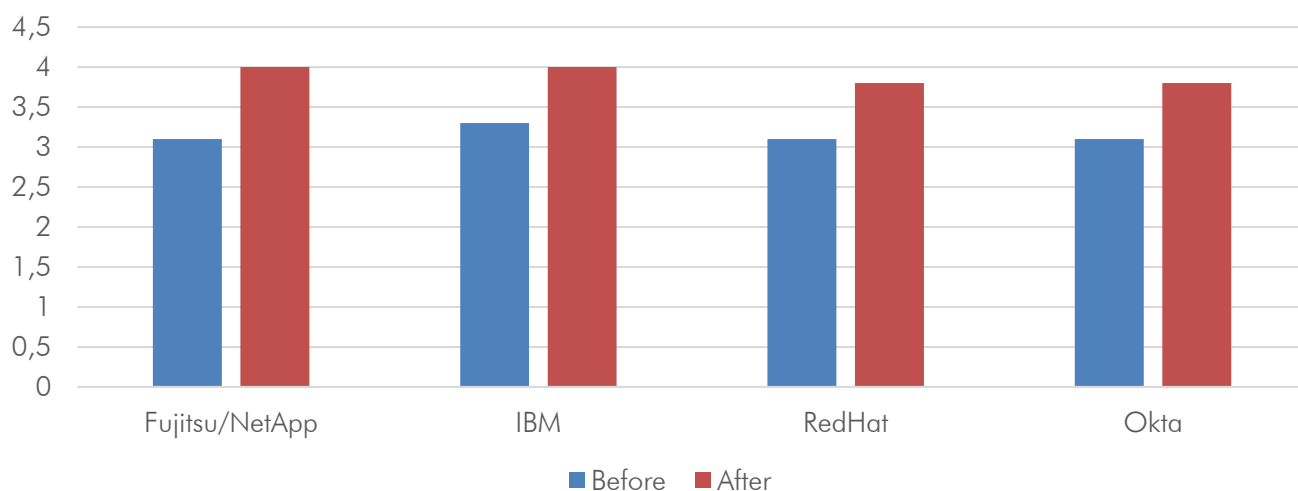
We asked all delegates in attendance to evaluate the presentations and speakers from the event, the responses are below:

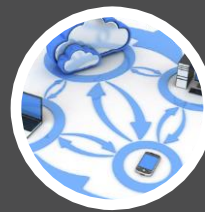
(5= excellent, 4= very good, 3= good, 2= fair, 1=poor)



We asked the delegates if their perception of the vendors' ability to help them overcome their challenges relating to enterprise security had become more positive, negative or unchanged following the conference. The responses are below:

(5= very positive, 4= positive, 3= neutral, 2= negative, 1= very negative).





General parting remarks from attendees

The event was most insightful as always

A very useful and well-constructed event

The keynote presentations were particularly useful

The participants were thoughtful, collaborative and open

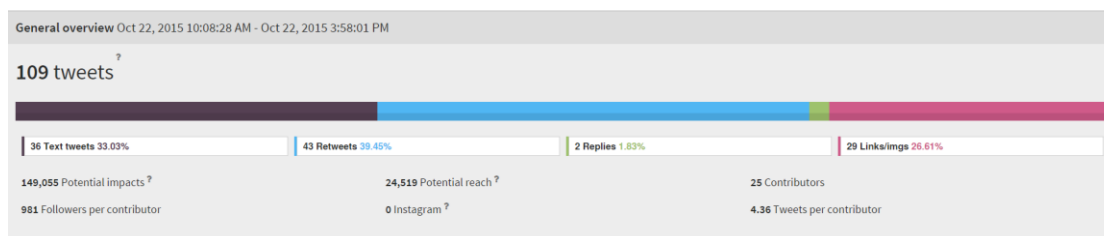
Very useful and informative sessions, well worth taking the time to attend

Very good meeting and well organised

Good sessions. Very informative

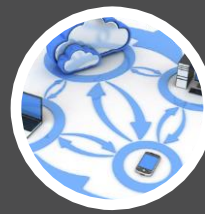
I really enjoyed the event

Twitter Reach for #IDCCloud15

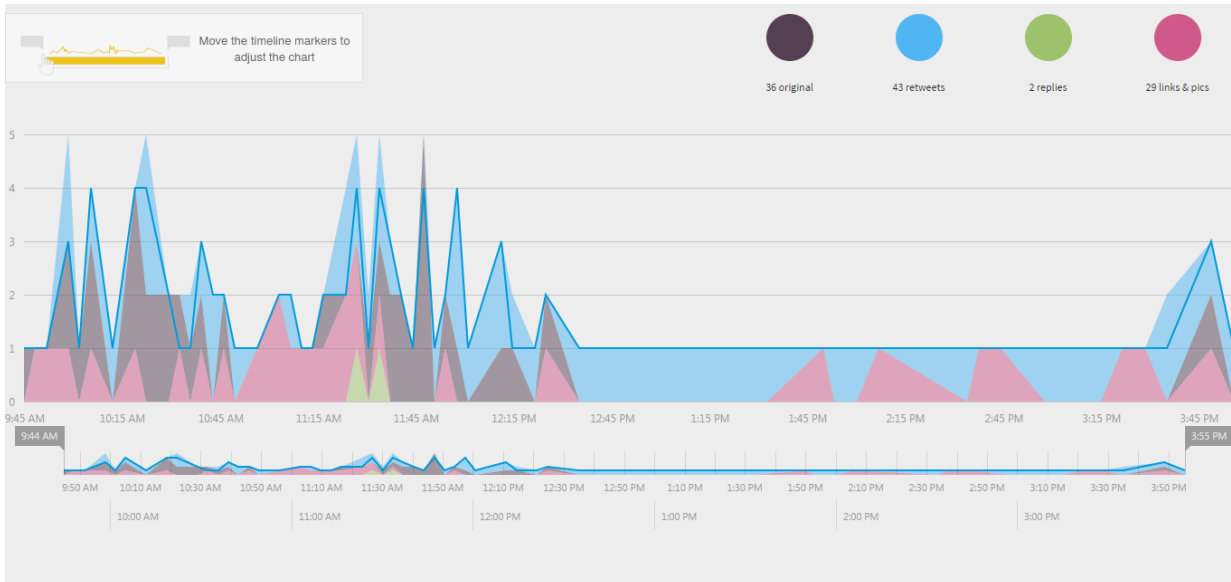


- Potential reach: # of unique users that could have seen the hashtag
- Potential impacts: # of times somebody could have seen the hashtag





Activities/Contributors

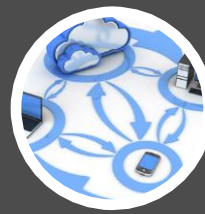


Contributors

Most active [?]		Retweeters [?]		Original tweets [?]	
Contributor	Tweets	Contributor	Retweets	Contributor	Tweets
IDC EMEA @IDC_EMEA	39	IDC EMEA @IDC_EMEA	13	IDC EMEA @IDC_EMEA	26
IDC UK & Ireland @IDCUKI	21	IDC UK & Ireland @IDCUKI	3	IDC UK & Ireland @IDCUKI	18
Michael R. Lorek @mnemonicCloud	7	Andrew Buss @ambuss	3	delash @delash	6
delash @delash	6	Marianne Kolding @mkolding	2	Michael R. Lorek @mnemonicCloud	5
Michael R. Lorek @m_lorek	6	Michael R. Lorek @m_lorek	2	Michael R. Lorek @m_lorek	4
Cheryl Dixon @CherylDixon	4	Cheryl Dixon @CherylDixon	2	Russell Johns @russelljohns	2
Andrew Buss @ambuss	4	Michael R. Lorek @mnemonicCloud	2	Cheryl Dixon @CherylDixon	2
Marianne Kolding @mkolding	2	Michelle Meldau @michellemeldau	1	Fujitsu UK @fujitsu_uk	1
Andy Arthur @andy_arth	2	Interoute Italia @Interoute_IT	1	Andy Arthur @andy_arth	1
Fujitsu UK @fujitsu_uk	2	Lucid PR @lucidmessages	1	Andrew Buss @ambuss	1

Most popular [?]		Highest impact [?]		Top photographers [?]	
Contributor	Followers	Contributor	Impacts	Contributor	Photos
Fujitsu UK @fujitsu_uk	5,781	IDC EMEA @IDC_EMEA	80,769	IDC UK & Ireland @IDCUKI	14
Interoute @Interoute	5,778	IDC UK & Ireland @IDCUKI	36,204	IDC EMEA @IDC_EMEA	8
Demetrio Zavattieri @DemZavattieri	2,581	Fujitsu UK @fujitsu_uk	11,562	Cheryl Dixon @CherylDixon	1
IDC EMEA @IDC_EMEA	2,071	Interoute @Interoute	5,778	Russell Johns @russelljohns	1
IDC UK & Ireland @IDCUKI	1,724	Demetrio Zavattieri @DemZavattieri	2,581	Fujitsu UK @fujitsu_uk	1
Philip Carter @carter_pc	1,141	Andrew Buss @ambuss	2,380	Michael R. Lorek @mnemonicCloud	1
Robert Mol @RPMol	958	Michael R. Lorek @m_lorek	1,980	Michael R. Lorek @m_lorek	0
Lucid PR @lucidmessages	776	Philip Carter @carter_pc	1,141	Interoute Italia @Interoute_IT	0
Andrew Buss @ambuss	595	Robert Mol @RPMol	958	Lucid PR @lucidmessages	0
Interoute Italia @Interoute_IT	423	delash @delash	786	Interoute @Interoute	0





Sample tweets



UKI Conference Calendar 2016

Enterprise Digital Architecture Conference

March 22 • London



Enterprise Big Data & Analytics Conference

April 14 • London



Enterprise Mobility Conference

June 9 • London



Financial Services Forum

June 21 • London



Enterprise Security Conference

September 8 • London



Enterprise Security Conference

September • Dublin



Executive Healthcare Forum

September 29 • London



Enterprise Cloud Conference

November • London



For further sponsorship enquiries please contact:



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