The Modern Analytics Experience
A joint SAS | Cloudera | Intel roadshow

The Third Industrial Revolution
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#SASanz
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We are still at the dawning of the third era…

...A new economic narrative is being written.

So, how is this panning out?

Two Key Observations from the past year
The Unstoppable Rise of the Shared Economy

A properly shared car is $270K in lost auto sales revenues

New paradigm: Access trumps ownership

Have we reached “peak car”

What must businesses do when customers share rather than buy?

   Other names and brands may be claimed as the property of others.
A Backdrop of Unprecedented Corporate Change

Businesses have to re-imagine how we work: critical need to innovate and increase velocity

Only 7%\(^2\) of Gen Y work for F500 company, preferring start-ups

Gen Y will form 75%\(^2\) of workforce by 2025

40%\(^1\) of top F500 in 2000 are no longer there in 2010

Innovation
Foster and rewards innovation

Velocity
Market led agility
Aligning incentives

Openness
Democratize ideas and opinions
Shared and connected

1 source: Brian Solis Future of Business
2 source: Brian Solis Future of Work
What’s making this all possible?
The SMAC Paradigm Has Emerged As ‘The Next Platform’

- SMAC – Convergence of Social, Mobile, Analytics and Cloud
- Industry consensus – the new IT platform
- At the core of new economic models, business models and social models
- Central to the re-invention of businesses

...At the Core of Digital Business
So, How Are Digital Businesses Winning With SMAC?
Five Key Characteristics

Incredibly Powerful Capabilities to Re-imagine Business
What Does This Mean for YOU?

There are **five** key business imperatives that all organizations need to embrace.
Imperative #1: Cloud: Re-envision Your Data Center

Rapid, Efficient & Agile Online Service Delivery
- Reduce time, cost and labour
- Increase agility, automation, elasticity (public/private/hybrid)
- Shift investment to business transformation
- Open & interoperable with ‘industry standard’ economics

Software Defined Infrastructure
Simplified, Elastic, Interoperable and Built on Open Industry Standards
Imperative #2: Analytics: Data is Your New Currency

Reach and Connect with Customers Globally
- Personalized and contextual
- Real-time insights
- Structured and Unstructured Data

Breakthru Innovations and Discoveries
- Scalable systems on demand
- High Performance & Data Intensive
- Affordable

Enable an Open, Interoperable Analytics Infrastructure and Data Platform
Imperative #3:

IoT: Become Smart – Sense, Predict, Act

End-to-end Intelligence and Analytics

- Insights and predictions drive "new economy" services (industrial, transportation, smart cities)
- Safe and optimal use of resources
- Automated decision making
- Remote operation and management

Open, “Smart”, Secure, End to End solutions with a focus on Industrial, Transportation and Smart Cities
Imperative #4: Transform the Nature/Culture of the Way We Work

Increase Innovation and Business Velocity

- Optimise productivity and global collaboration
- Attract and retain the best and the brightest
- Engage Millennials and Digital Natives
- Unlock “hidden intelligence”

Workplace Transformation
Collaboration, Facilities Innovation, Personal Productivity & Best Practice
Imperative #5: Security: Trust at the Heart of Your Brand Identity

Guard against Fraud, IP Loss & Privacy Threats
- Headline news – Home Depot, Target, South Korea
- Big scale attacks, Crime-as-a-service, Cyber warfare
- Below the O/S, Ransom-ware
- >15Bn attack surfaces by 2020

Intel Security: Ubiquitous Security and Identity Protection Across ALL Our Computing Platforms
The Third Industrial Revolution

THE PACE OF CHANGE IS ACCELERATING

BUSINESS IMPERATIVES ARE INTERTWINED

TECHNOLOGY IS ONLY PART OF THE SOLUTION

THESE IMPERATIVES ARE DRIVING IT TO SHIFT TO BE AN ORCHESTRATOR

PRESENTING A HUGE OPPORTUNITY FOR YOU

Workplace Transformation

Become Smart – Sense, Predict, Act

Data is the new oil

Re-Imagine the Data Center

Trust at the heart of your brand