

# Digital Innovation Imperatives For Successful Business Transformation:

## Introducing the 3 Pillars for Success

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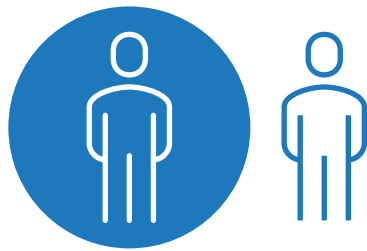
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# The digital economy powers the need for business transformation

Software is a bigger piece of how every enterprise competes

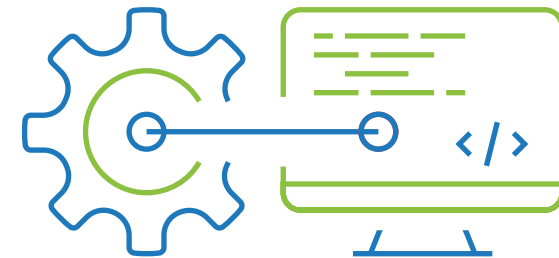


2020

## 1 in 2

European IT execs prioritizes software dev capabilities to drive product/experience innovation.

Source: IDC EMEA Sentiment Survey, June 2020 (n = 545)



2025

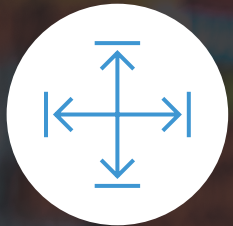
## 60%

of European organizations will be high-performance, large-scale **producers** of software-based digital innovation — most of that directed toward creating **new value** for their customers.

Source: IDC FutureScape: Worldwide IT Industry 2020 Predictions — European Implications



# Framing software dev and delivery excellence



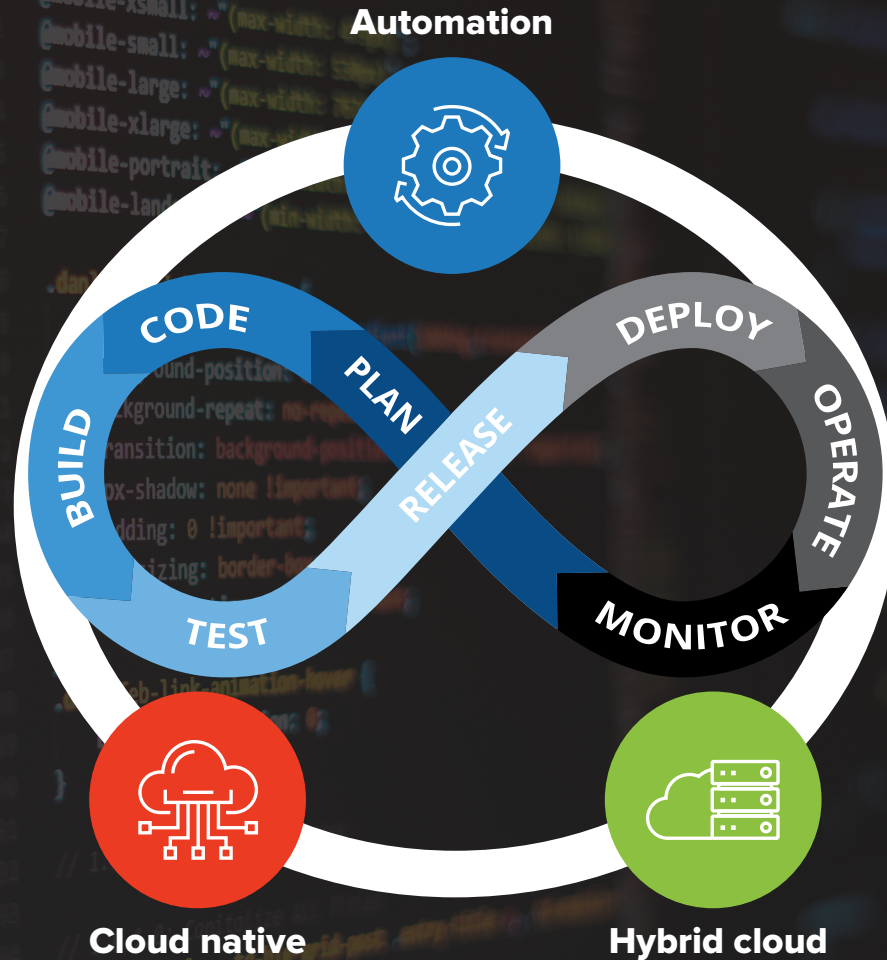
Moving at the speed of a digital native requires transformation at scale — not a trivial exercise.



Organizations must work on aligning capabilities to lay the foundation for digital innovation excellence.



Industrializing software delivery requires organizations to master automation and hybrid cloud, and become cloud native.



**LEARN to operate like a software company:** develop the capacity to become both a user and producer of digital products and services.



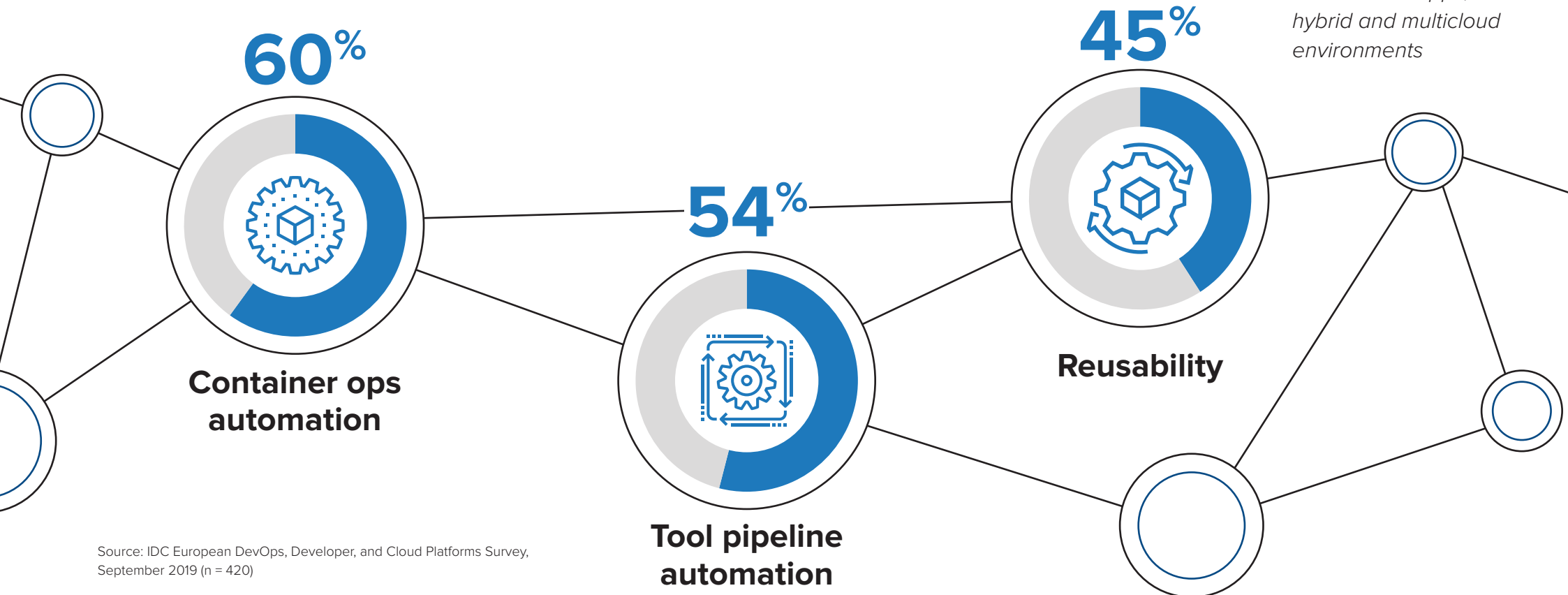
# Automation: Digitally lean

Innovation Requires a “Unified Automation Strategy”

Automation priorities for higher business productivity and fluidity:

**#1 Automation rationale**

“To support ambitions to deliver apps, including cloud native apps, via hybrid and multicloud environments”

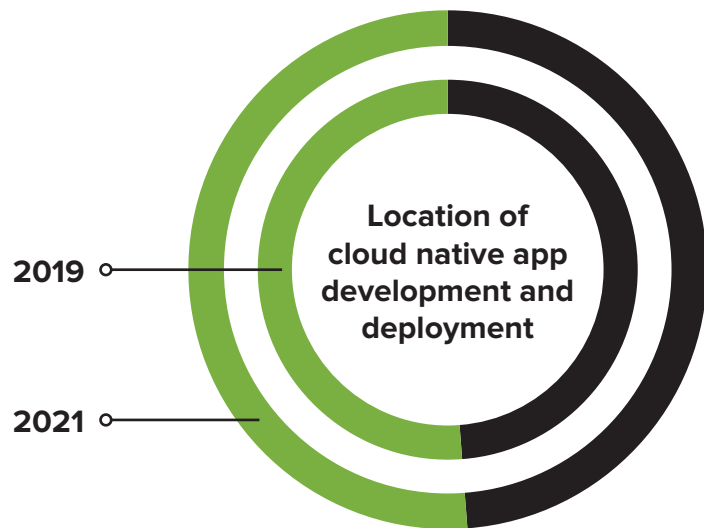


Source: IDC European DevOps, Developer, and Cloud Platforms Survey, September 2019 (n = 420)



# Hybrid cloud: Optimally integrated

Maximize technology assets, ensure digital autonomy, enable technology flexibility



Private cloud platforms



Public cloud platforms

Organizations run their cloud native app environments equally balanced between private and public cloud platforms. To take advantage of all cloud assets, organizations need to place hybrid cloud at the core of their modernization efforts.

## Critical Cloud Use Cases



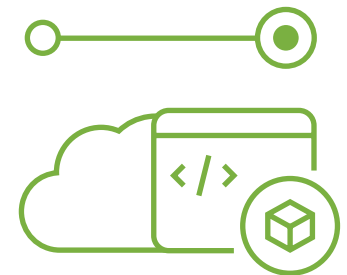
**44%**  
Business innovation



**47%**  
Business resiliency

**1 in 2**

prioritizes a hybrid cloud strategy to accelerate software delivery

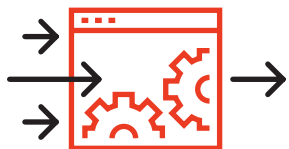


Source: IDC European DevOps, Developer, and Cloud Platforms Survey, September 2019 (n = 420); IDC EMEA Sentiment Survey, May 2020 (n = 730)



# Cloud native: Naturally agile

## Top benefits of cloud native software development and delivery



Development simplification and business value creation

### 3 in 4

Reduced effort for maintenance versus freed up time for development



Faster time to innovation and build optimization

### 54%

Iterate faster

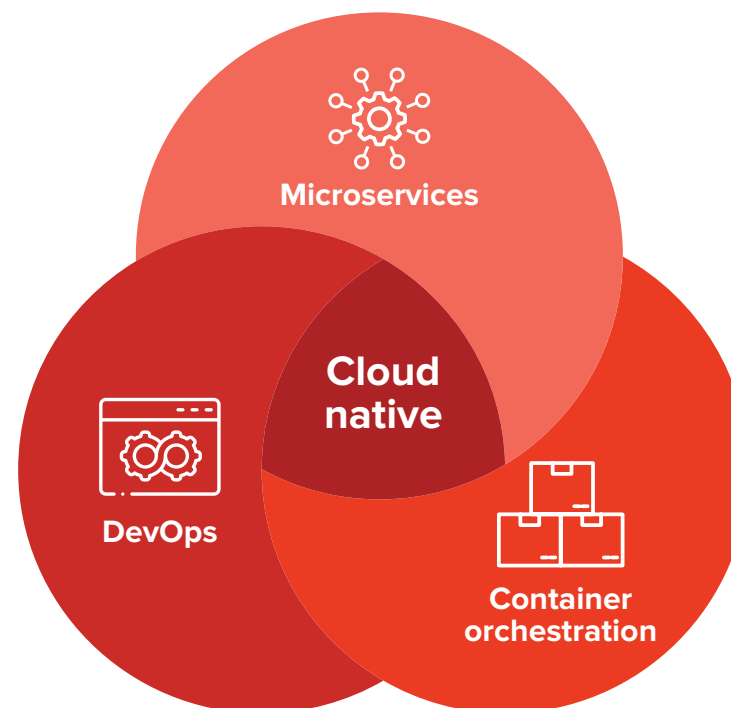


Transition to innovation-driven business models

### 1 in 2

Reduce cost of experimentation

## Cloud native enables focus on business value creation



Source: IDC European DevOps, Developer, and Cloud Platforms Survey, September 2019 (n = 420)