InfoWorld

Modernizing Enterprise IT

Presented by

Thursday, May 25, 2017

Modernizing Enterprise IT

InfoWorld empowers IT decision-makers focused on **modernizing** their organization to move their business forward by providing deep, unbiased coverage of cutting edge technologies.

Through an assembled group of trusted and innovative technology leaders—**InfoWorld's Expert Contributor Network**—Infoworld achieves a unique editorial perspective in the market. The Expert Contributor Network participants are immersed in the latest technologies and share their first-hand experiences when they test, deploy, and manage **emerging enterprise technologies** and successive transformations as technologies gain adoption. InfoWorld uses its unique expertise to produce **Deep Dives** into emerging technologies through video, pdfs and digital issues, integrating real-world examples and business value. InfoWorld also produces the deepest and most accurate **product reviews** in enterprise tech publishing.

InfoWorld

InfoWorld's Expert Contributor Network

Simon Phipps
Open Sources Blog

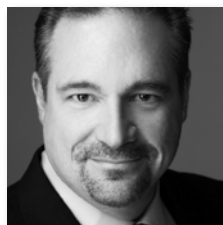**Galen Gruman**
Executive Editor
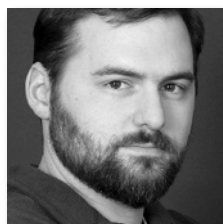
Eric Knorr
Editor in Chief

Doug Dineley
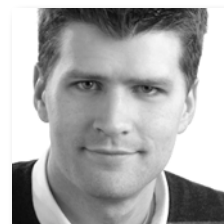Executive Editor of the
InfoWorld Test Center

Roger Grimes
Security Advisor Blog

David Linthicum
Cloud Computing Blog

Paul Venezia
The Deep End Blog

Matt Prigge
Information Overload Blog

J. Peter Bruzzese
Enterprise Windows Blog

Bob Lewis
Advice Line Blog

Andrew Oliver
Strategic Developer Blog

InfoWorld

Technology Highlighted Through Awards

InfoWorld Technology of the Year Award – Announced Jan. 9, 2013

This award recognizes the best and most innovative products in the top hardware and software categories to business and IT professionals. (Only products reviewed by the InfoWorld Test Center during the previous calendar year are eligible.)

InfoWorld Green 15 Award – Announced April 23, 2013

InfoWorld honors the top projects of the past year that resulted in sustainability gains such as higher energy efficiency, reduced water and/or improved impact on the environment. (Nomination deadline is 2/28/13)

InfoWorld Technology Leadership Award – Announced in May/June

Every year, InfoWorld honors senior IT executives who have demonstrated creative, effective leadership in inventing, repurposing, managing or deploying technology within their organization or in the IT community. (Nomination deadline is 4/29/13)

InfoWorld Bossie (Best of Open Source Software) Award – Announced in September

Bossie Awards recognize the best in open source software for business. Nominations are reviewed by the InfoWorld Test Center, which focuses on identifying the most promising and cost-effective IT products available. (Nomination deadline is 7/30/13)

InfoWorld Enterprise Architecture Awards – Announced September

InfoWorld and Forrester Research, in collaboration with Penn State University Center for Enterprise Architecture, present this award to recognize companies whose practice of enterprise architecture has delivered substantial business benefit to their organization.(Nomination deadline is 6/30/13)

IT Spending Driven by IT Modernization

» In a recent study, 51% of IT heads plan to increase IT investments in 2013, which continues the investment growth since August 2011.

» "Edge" technology investments also continue to grow. Currently, 28% of IT budgets are spent on edge technologies, however it is anticipated to increase to 39% in the next 1-3 years.

» One-third of IT investments will focus on enabling business process innovation in the next year.
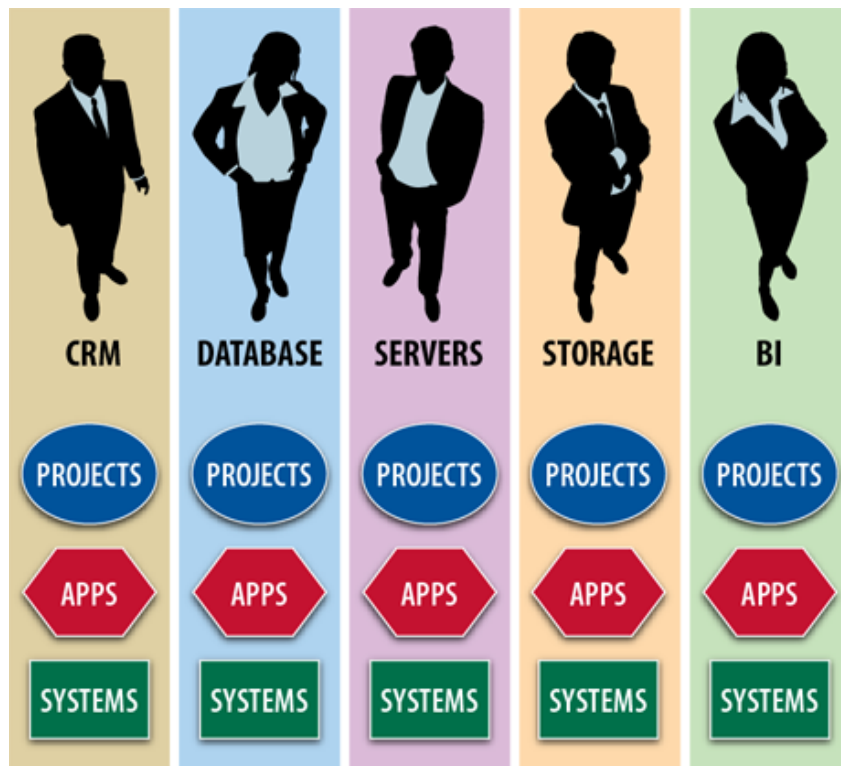
"It's only by marrying the process improvement and process transformation efforts that the business primarily leads with IT modernization that organizations can transform how they serve customers, deploy global processes in support of global expansion strategies, and support compliance."

Connie Moore, Vice President, Principal Analyst Serving CIO Professionals, Forrester

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The Traditional IT Organization is Not Optimized for Today's Business Environment

Traditional IT Organization

CRM	DATABASE	SERVERS	STORAGE	BI
PROJECTS	PROJECTS	PROJECTS	PROJECTS	PROJECTS
APPS	APPS	APPS	APPS	APPS
SYSTEMS	SYSTEMS	SYSTEMS	SYSTEMS	SYSTEMS

Large IT Staffs
Big teams led by veteran IT specialists managing focused projects, apps and systems

Decision Silos
Decisions made in isolation looking at the ROI of replacing a single app. with a shiny new app.

Aging Legacy Systems
Outdated apps and systems that do not work well together

Status Quo IT Investment
Lack of emphasis on innovating with emerging technologies

"Without IT modernization, it's all but impossible to compete and win in today's marketplace."
Frank Gens, Sr. VP/Chief Analyst, IDC

InfoWorld

We're Now Seeing a Convergence of Forces, Pushing Traditional IT Organizations Towards Modernization

Modernized IT Organization

Stabilizing IT budget/staffs

Retiring baby boomers

Agility gap

Obsolete legacy systems

Cloud computing expectations

IT   IT   IT

PROJECTS
PROJECTS   PROJECTS
APPS
SYSTEMS   SYSTEMS
APPS   APPS   APPS
SYSTEMS   SYSTEMS
APPS
PROJECTS   PROJECTS
PROJECTS
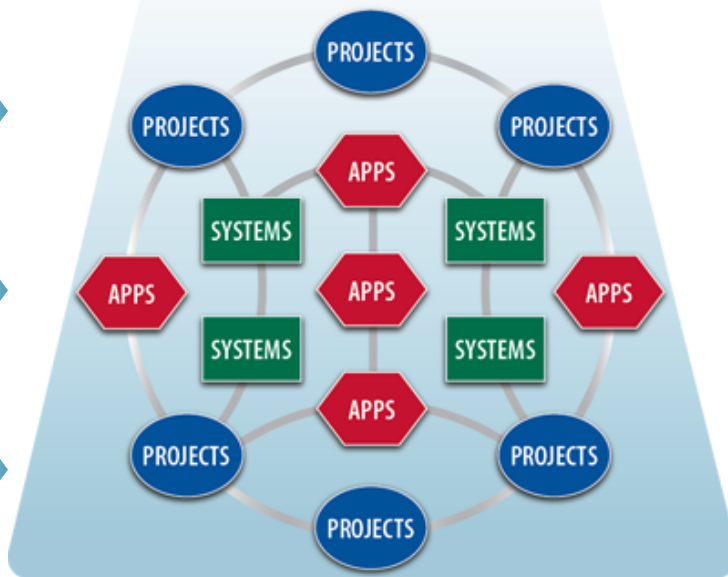
Tighter IT teams
Working closely with views into all parts of IT, making sure data is in-house when specialists leave

Holistic decision-making
Invest in concepts with wide impact (virt., cloud etc.) armed with info on their effects across all apps and systems

Rapid change in apps/systems
Designed architecture that supports quick, evolutionary shifts with an eye to long term

Innovate with emerging tech
Use technologies of the future to transform the architecture

Technology Trends Support "New Normal"

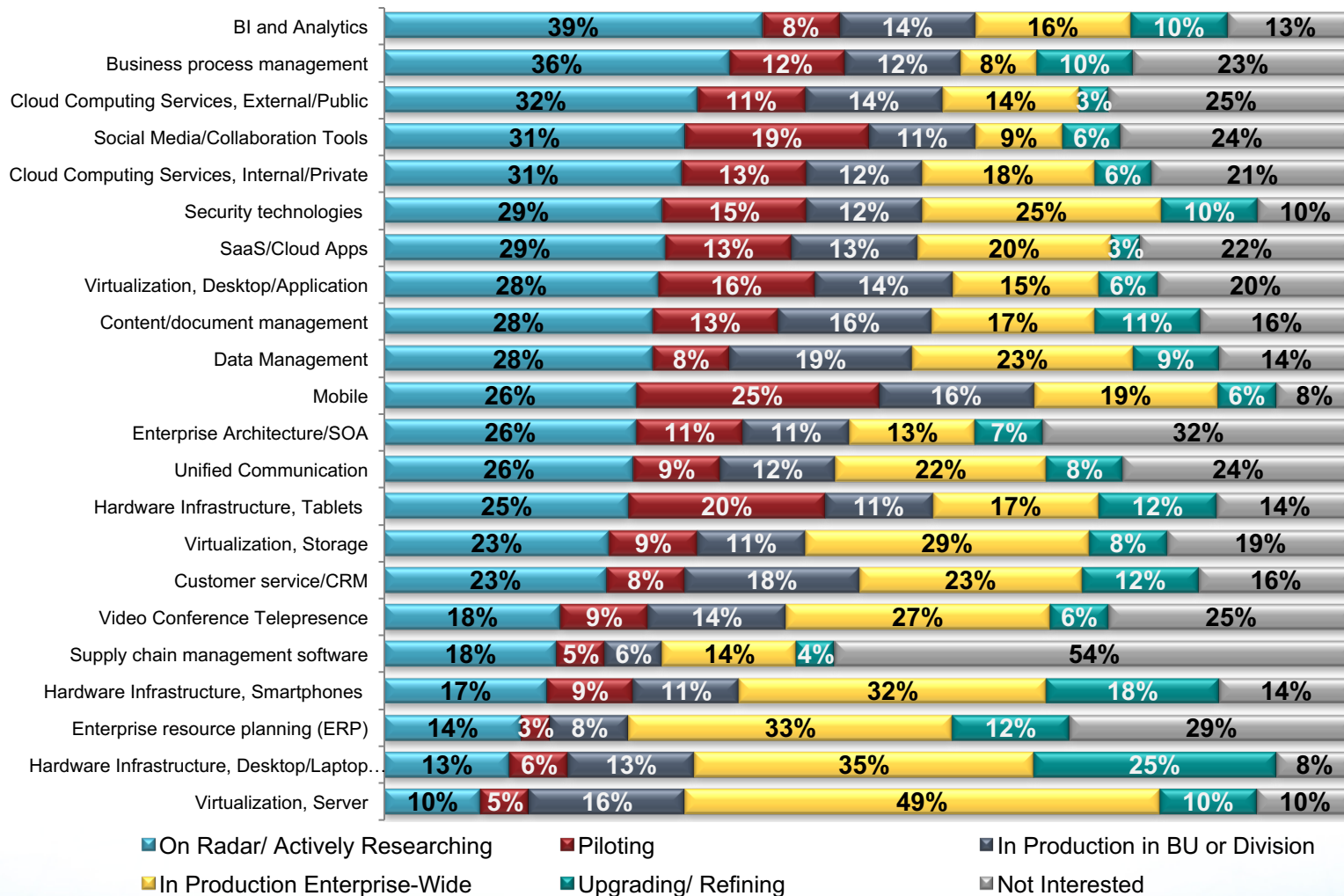| Technology	On Radar/ Actively Researching	Piloting	In Production in BU or Division	In Production Enterprise-Wide	Upgrading/ Refining	Not Interested
BI and Analytics	39%	8%	14%	16%	10%	13%
Business process management	36%	12%	12%	8%	10%	23%
Cloud Computing Services, External/Public	32%	11%	14%	14%	3%	25%
Social Media/Collaboration Tools	31%	19%	11%	9%	6%	24%
Cloud Computing Services, Internal/Private	31%	13%	12%	18%	6%	21%
Security technologies	29%	15%	12%	25%	10%	10%
SaaS/Cloud Apps	29%	13%	13%	20%	3%	22%
Virtualization, Desktop/Application	28%	16%	14%	15%	6%	20%
Content/document management	28%	13%	16%	17%	11%	16%
Data Management	28%	8%	19%	23%	9%	14%
Mobile	26%	25%	16%	19%	6%	8%
Enterprise Architecture/SOA	26%	11%	11%	13%	7%	32%
Unified Communication	26%	9%	12%	22%	8%	24%
Hardware Infrastructure, Tablets	25%	20%	11%	17%	12%	14%
Virtualization, Storage	23%	9%	11%	29%	8%	19%
Customer service/CRM	23%	8%	18%	23%	12%	16%
Video Conference Telepresence	18%	9%	14%	27%	6%	25%
Supply chain management software	18%	5%	6%	14%	4%	54%
Hardware Infrastructure, Smartphones	17%	9%	11%	32%	18%	14%
Enterprise resource planning (ERP)	14%	3%	8%	33%	12%	29%
Hardware Infrastructure, Desktop/Laptop...	13%	6%	13%	35%	25%	8%
Virtualization, Server	10%	5%	16%	49%	10%	10%

Legend: ■ On Radar/ Actively Researching ■ Piloting ■ In Production in BU or Division ■ In Production Enterprise-Wide ■ Upgrading/ Refining ■ Not Interested

Q. Which option best describes your current activity for each of the following applications and infrastructure technologies?

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Power of Understanding the IT Team

» InfoWorld provides access to the IT management and IT professionals that make IT purchase decisions

- Executive IT management (71%) approves/authorizes IT purchases.
- A majority of IT professionals are engaged in determining technical requirements (78%), evaluating products/services (80%) and recommending/selecting vendors (59%) when making decisions about investments in technology.
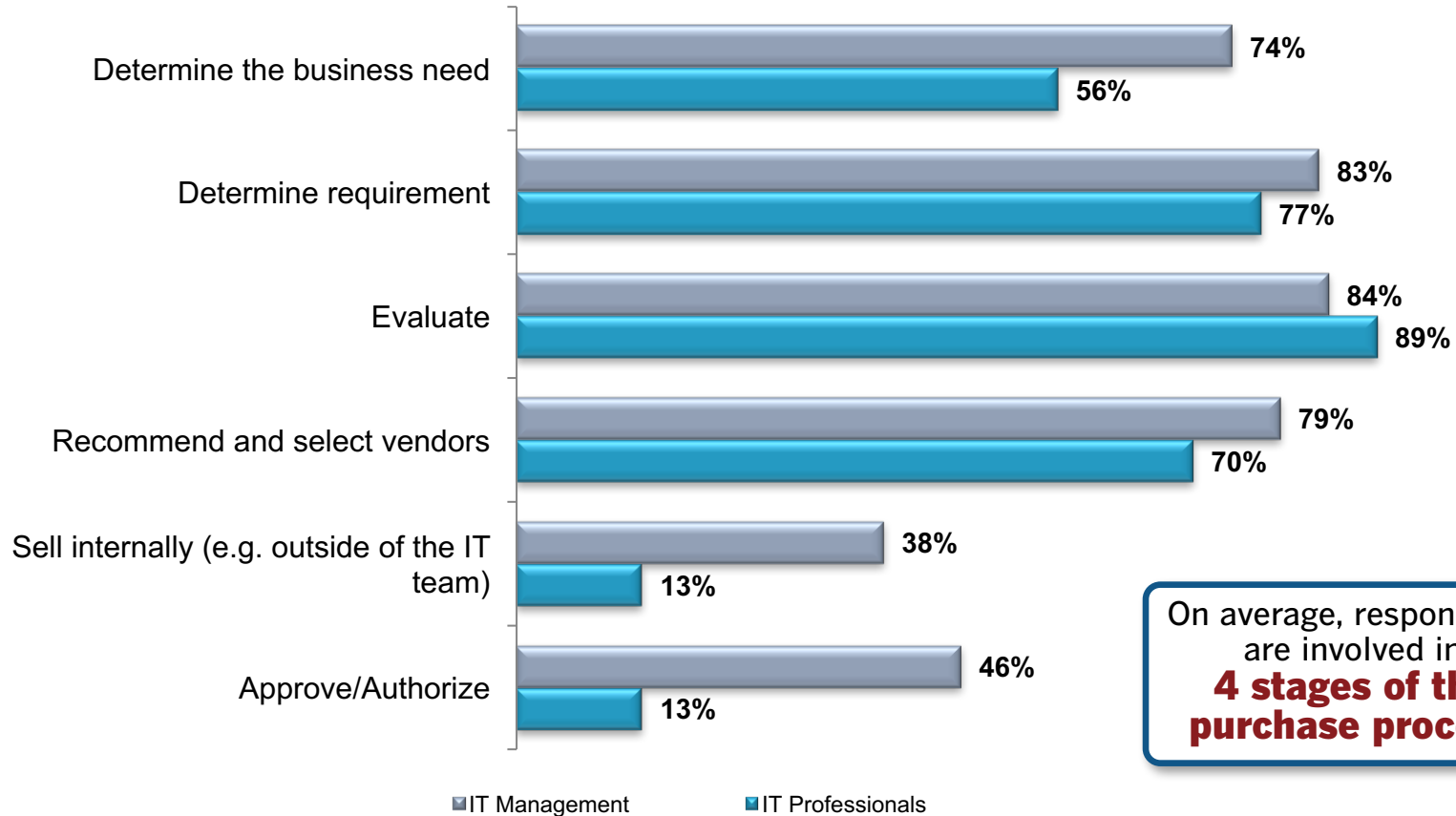

"Three-quarters of our respondents said that all or most major technology purchases at their organization require enterprise architecture (EA) sign-off…
CIOs without strong EA-led tech governance are way behind the curve."

Gene Leganza, Vice President/Principal,
Forrester Research, Inc.

InfoWorld

Involved in Multiple Stages of the Purchase Process

Determine the business need
- IT Management: 74%
- IT Professionals: 56%

Determine requirement
- IT Management: 83%
- IT Professionals: 77%

Evaluate
- IT Management: 84%
- IT Professionals: 89%

Recommend and select vendors
- IT Management: 79%
- IT Professionals: 70%

Sell internally (e.g. outside of the IT team)
- IT Management: 38%
- IT Professionals: 13%

Approve/Authorize
- IT Management: 46%
- IT Professionals: 13%

■IT Management ■IT Professionals

On average, respondents are involved in
4 stages of the purchase process

Q. In which of the following ways are you involved in the purchase process for IT products and services?

InfoWorld

InfoWorld Audience

» **1.4 million**
average monthly unique visitors

» **4.0 million**
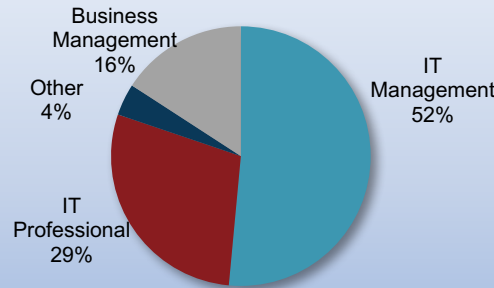average monthly page views

» **$158 million**
purchase authority

Highly Engaged

» **61% visit at least once a week**

» **43% download a white paper**

» **26% visited a vendor website from InfoWorld.com**
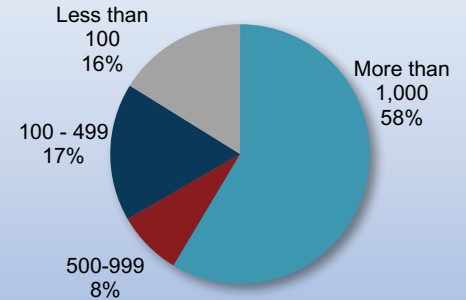
» **49% subscribe to InfoWorld email newsletters**

Empowered Buyers

» **66% work at companies with 500+ employees**

» **79% are based in the U.S.**

» **81% are IT management/ professionals**
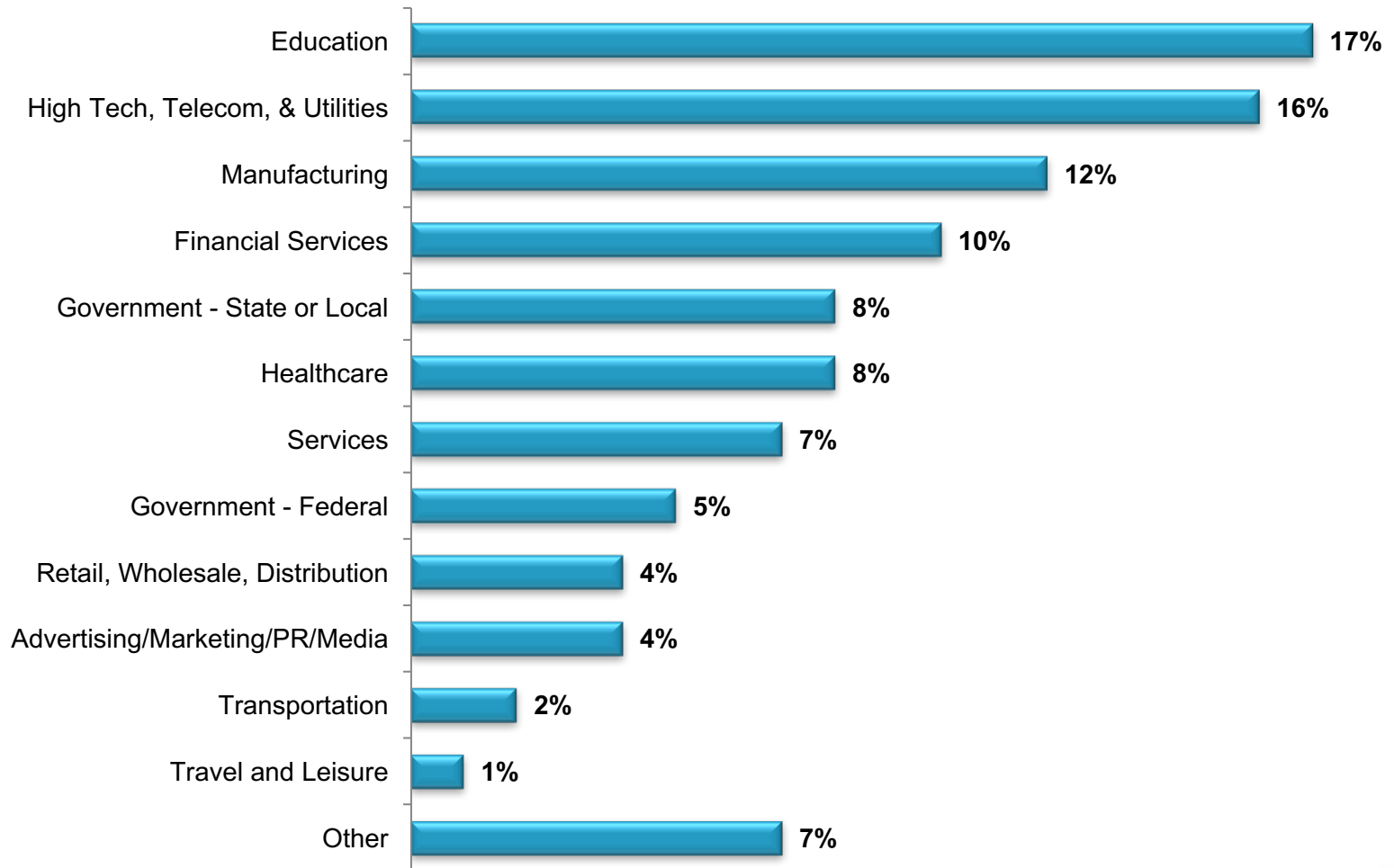
» **6.3B average company revenue**

Job Function

Business Management 16%
Other 4%
IT Management 52%
IT Professional 29%

Company Size

Less than 100 16%
100 - 499 17%
500-999 8%
More than 1,000 58%

InfoWorld

Industry

Industry	Percentage
Education	17%
High Tech, Telecom, & Utilities	16%
Manufacturing	12%
Financial Services	10%
Government - State or Local	8%
Healthcare	8%
Services	7%
Government - Federal	5%
Retail, Wholesale, Distribution	4%
Advertising/Marketing/PR/Media	4%
Transportation	2%
Travel and Leisure	1%
Other	7%

Q: Which of the following best describes your organization's industry?

InfoWorld

Information Sources Used to Keep Up-To-Date with Technology

Sources Used to Keep Up-to-Date with New Technologies	Executive IT	Mid-Level IT	IT Professionals
Technology content sites (e.g., CNET.com, InfoWorld.com…)	74% ①	77% ②	73% ②
Peers	72% ②	78% ①	71% ①
Search engines (e.g. Google, Bing)	67% ③	70% ③	65% ③
Technology publications (e.g., CIO, Network World, InformationWeek)	63% ④	67% ④	59% ⑤
Technology vendors (via vendor websites)	54% ⑤	59% ⑤	54%
Webcasts/webinars	54% ⑤	59% ⑤	63% ④
Newsletters	51%	53%	59% ⑤
Technology vendors (via phone, email, in-person)	49%	50%	45%
Business print publications (e.g., Business Week, Forbes, Fortune)	44%	38%	26%
Trade shows	44%	47%	33%
Executive conferences or events	44%	32%	12%
Online communities/discussion forums, Wikis	40%	47%	47%
User groups	35%	41%	30%
Analyst firms (e.g. IDC, Gartner, Forrester)*	36%	46%	21%
Virtual conferences	30%	32%	30%
Blogs	30%	33%	30%
Technology vendors (via social/business networking sites like LinkedIn, Twitter, Facebook)	26%	20%	18%
Video clips (typically 5 minutes or less in length)	23%	24%	25%
Podcasts	16%	14%	14%
Mobile feeds/updates	14%	14%	14%

Q. Which of the following information sources do you use to keep up-to-date with new technologies and to enhance the knowledge you need to be effective in your role?

* Research Analysts and Third Party Research firms were combined in 2011. In 2012, this was changed to "Analyst firms"

InfoWorld

Multiple Assets Used During Purchase Process

On average,
**9 informational assets
are downloaded**
during the purchase process.

34%

25%

17%

6%

3%

7%

8%

| Less than 5 | 5 - 9 | 10 - 14 | 15 - 19 | 20 - 24 | 25+ | Not sure |
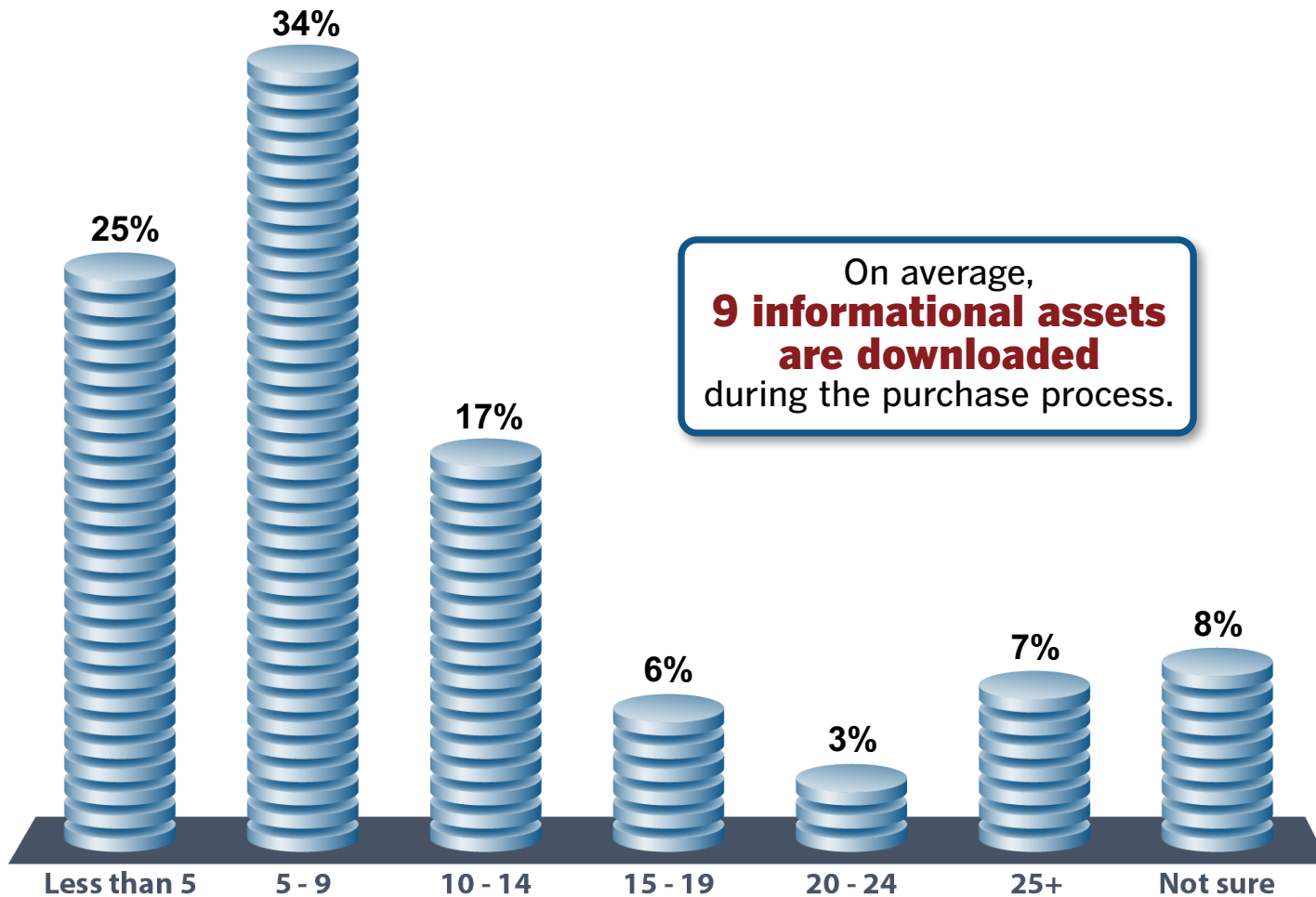
Q. Please estimate the total number of informational assets (e.g., white papers, webcasts, case studies) you typically download to aid you in the purchase process for major enterprise IT/security purchases.

InfoWorld

InfoWorld.com –
Branding and Lead Generation

» **Digital Spotlight:** Comprehensive spotlight on a specific technology critical to the enterprise produced by the *InfoWorld* editorial team and viewed in an e-zine format.

» **Deep Dive:** In-depth editorial coverage on a specific topic that is easily downloaded and viewed in a PDF format.

» **Mobile Programs:** Reach your customers and prospects anywhere anytime on their smart phones and tablets through a mobile campaign built to use the nuances of the technology for the greatest impact.

» **Social Marketing:** Expand your voice and use InfoWorld's Custom Solutions Group to gain exposure and build trust through our Community Threading, Social Shout Out and additional programs.

» **Brand Generation: Enhance your traditional** branding campaigns with lead generation through InfoWorld's BrandGen program, including the Content Reel, Drop Tab, Info Drop and Integration Unit.

» **Editorial Webcasts:** Editorial webcasts, delivered on-demand or live, allow you to associate your products and services with the InfoWorld brand drive leads.

» **Banner Advertisements:** Surround InfoWorld content with your promotions.

» **Sponsorship of E-mail Newsletters:** InfoWorld.com's frequent and targeted e-mail newsletters are a highly effective and consistent way to introduce the benefits of your products and services to a targeted audience delivered to their desktop.

» **White Papers:** The White Paper library is an active visitor destination, with IT categories for easy navigation and threaded content.

» **InfoWorld Solution Centers:** The InfoWorld Solution Centers give your company a venue to drive demand while creating an umbrella of thought leadership in a topical area of your choosing.

» **Additional Branding & Lead Generation**

Content Channels

» Articles

» Blogs

» Discussions

» White Papers

» Webcasts

» Reviews

» More

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InfoWorld's Technology Focus

Applications

Application management and testing, Business intelligence/analytics, Collaboration, Content/document management, Customer relationship management, Deployment and management, Desktop productivity, ERP, Games, Human resources, Manufacturing and supply chain, Open source applications, Web applications

Big Data

Big data refers to the trend of deriving insight from vast repositories unstructured or semi-structured data using Hadoop, NoSQL databases, and other new tools.

Cloud Computing

Development platforms, E-commerce platforms, Infrastructure services, Internet integration, Managed services, Software as a service, Web services

Consumerization

BYOD, Mobile devices, Cloud services, Social media for business

Data Center

Networking, Storage, Computer Hardware/Servers, Data center design, Disaster recovery, Event processing, Green IT, Grid computing, High-performance computing, Log analysis, Middleware, Power management, Server clustering, Server provisioning, Systems management

APPLICATION DEVELOPMENT

Application lifecycle management, Code analysis and management, Collaborative environments, Development environments, Development frameworks, Development methodologies, Development tools, Languages and standards, Open source initiatives, Web services development

JAVAWORLD

Development environments, Development frameworks, Development methodologies, Development tools, Languages and standards, Open source initiatives, Web services development

Mobile Technology

GPS, Mobile applications, Mobile communication protocols, Mobile device management, Mobile platforms, Mobile services, Smartphones

SECURITY

Anti-spam, Application security, Authentication and authorization, Compliance, Data security, Encryption Endpoint security, Firewalls, Identity management, Mobile security, Network access control, Patch management, Phishing/pharming, Privacy, Security event/information management, VPNs, Vulnerability assessment/management

Storage

Primary Storage, Backup and data deduplication, Log Analysis and Reporting, Enterprise Data Security, Cloud Services and more

Virtualization

Application virtualization, Data virtualization, Desktop virtualization, File virtualization, Network virtualization, Server virtualization, Storage virtualization

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Application Development/JavaWorld

How InfoWorld Covers Developers:

» Tech Topics and Scope of Coverage:

Application lifecycle management, Code analysis and management, Collaborative environments, Development environments, Development frameworks, Development methodologies, Development tools, Languages and standards, Open source initiatives, Web services development

» Dedicated blogger, weekly newsletters (JavaWorld Enterprise, Java and Developer World) and site (JavaWorld.com)

Developer Stats:

» **48% find Application Development investments critical / very important over next 12 months**

InfoWorld

Applications

How InfoWorld Covers Applications:

» Tech Topics and Scope of Coverage:

Application management and testing, Business intelligence/analytics, Collaboration, Content/document management, Customer relationship management, Deployment and management, Desktop productivity, ERP, Games, Human resources, Manufacturing and supply chain, Open source applications, Web applications

» Deep Dive PDF, dedicated blogger and weekly applications newsletter

Application Stats:

» **49% find Enterprise Applications investments critical / very important over next 12 months**

Sources: Navigating IT: Objectives & Obstacles, InfoWorld, March 2012

InfoWorld

Big Data

How InfoWorld Covers Big Data
Launched in Oct. 2012

» Tech Topics and Scope of Coverage:

Big data refers to the trend of deriving insight from vast repositories unstructured or semi-structured data using Hadoop, NoSQL databases, and other new tools.

» Dedicated blogger

Big Data Stats:

» **54% find Big Data initiatives critical / very important over next 12 months**

Source: InfoWorld Big Data Study, July 2012

InfoWorld

Cloud Computing

How InfoWorld Covers Cloud Computing:

» Tech Topics and Scope of Coverage:

Development platforms, E-commerce platforms, Infrastructure services, Internet integration, Managed services, Software as a service, Web services

» Deep Dive PDFs, dedicated blogger, weekly cloud computing newsletter and iGuide

Cloud Computing Stats:

» **30% find Cloud Computing investments critical / very important over next 12 months**

Sources: Navigating IT: Objectives & Obstacles, InfoWorld, March 2012
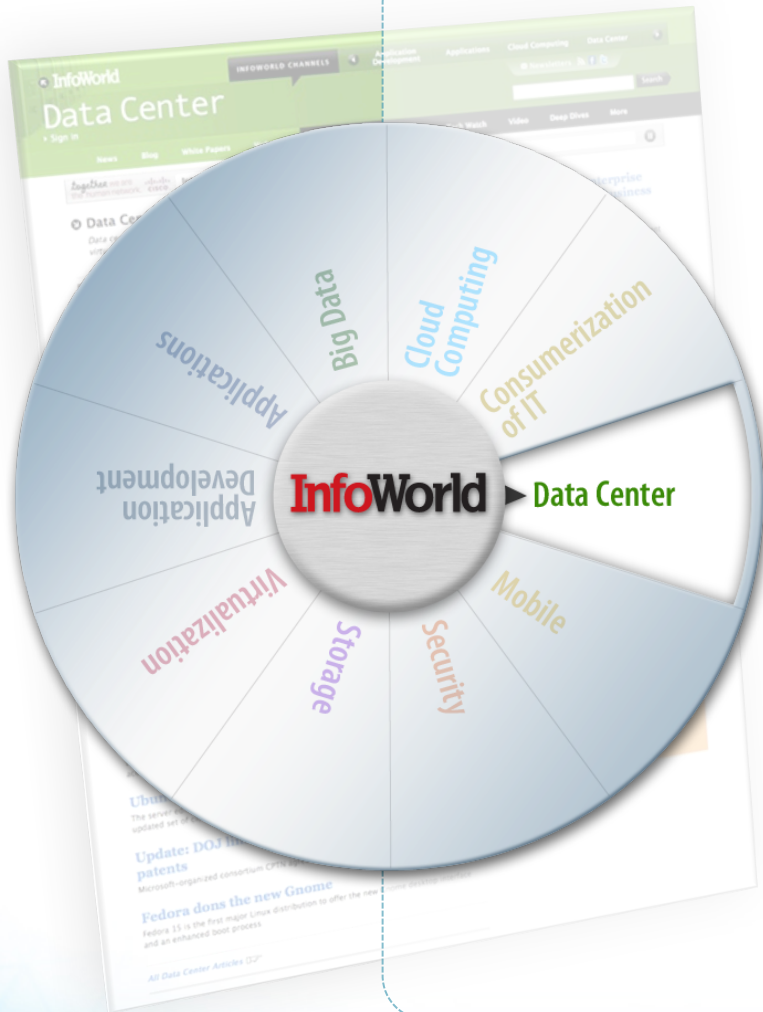
InfoWorld

Consumerization

How InfoWorld Covers Consumerization:

» Tech Topics and Scope of Coverage:

BYOD, Mobile devices, Cloud services, Social media for business

» Deep Dive PDFs, dedicated blogger, email newsletter

Consumerization Stats:

» **91% of organization support at least one type of consumer device.**

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Data Center

How InfoWorld Covers Data Center:

» Tech Topics and Scope of Coverage: Networking, Storage, Computer Hardware/Servers, Data center design, Disaster recovery, Event processing, Green IT, Grid computing, High-performance computing, Log analysis, Middleware, Power management, Server clustering, Server provisioning, Systems management

» Deep Dive PDFs, dedicated blogger, and weekly data center newsletter

Data Center Stats:

» **43% find Data Center investments critical / very important over next 12 months**

InfoWorld

Mobile Technology

How InfoWorld Covers Mobile:

» Tech Topics and Scope of Coverage:

GPS, Mobile applications, Mobile communication protocols, Mobile device management, Mobile platforms, Mobile services, Smartphones

» Deep Dive pdfs, dedicated blogger and weekly mobilize newsletter

Mobile Stats:

» **48% find Mobile investments critical / very important over next 12 months**

InfoWorld

Security

How InfoWorld Covers Security:

» Tech Topics and Scope of Coverage:

Anti-spam, Application security, Authentication and authorization, Compliance, Data security, Encryption Endpoint security, Firewalls, Identity management, Mobile security, Network access control, Patch management, Phishing/pharming, Privacy, Security event/information management, VPNs, Vulnerability assessment/management

» Deep Dive pdfs, iGuide, dedicated blogger, iGuide and weekly security central newsletter

Security Stats:

» **77% find Security investments critical / very important over next 12 months**

InfoWorld

Storage

How InfoWorld Covers Storage:

» Tech Topics and Scope of Coverage:

Primary Storage, Backup and data deduplication, Log Analysis and Reporting, Enterprise Data Security, Cloud Services and more

» Deep Dive PDFs, dedicated blogger, weekly enterprise data explosion newsletter and iGuide

Data Explosion/Storage Stats:

» **60% find Data Management/Storage investments critical / very important over next 12 months**

Virtualization

How InfoWorld Covers Virtualization:

» Tech Topics and Scope of Coverage:

Application virtualization, Data virtualization, Desktop virtualization, File virtualization, Network virtualization, Server virtualization, Storage virtualization

» Deep Dive pdfs, iGuide, dedicated blogger and weekly virtualization newsletter

Virtualization Stats:

» **55% find Virtualization investments critical / very important over next 12 months**

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InfoWorld Face-to-Face Programs

» **InfoWorld Deep Dive Technology Discussions**

Join 8-15 IT decision-makers for a lively discussion on the topic of your choice. During this morning event, sponsors will also have the opportunity to showcase how your product/service aligns with the topic of conversation with a 15 minute demonstration during the roundtable.

» Location: Throughout the Country
» Date: Based on availability

InfoWorld

Custom Offerings

» **Deep Dive Plus:** A topical white paper and webcast on the topic of your choice

» **Product Certification:** Validation of critical product and solution claims

» **Tech Dossier:** Existing and custom content on a key tech trend used to build an in-depth document and webcast

» **Research:** Conduct primary research with InfoWorld and build thought-leadership, education, demand generation through the Market Pulse and Quick Pulse programs

» **Viewpoints:** Executive-level interviews, thought-leadership, positioning, education, demand generation

» **Community Works:** Integrated social media solution that combines social media, search, content marketing and more ensuring engagement with your target

» **Masters of…:** Subject matter expertise, community engagements, thought-leadership, demand generation

» **Amplify:** Social media, community engagements, socialized advertising

» **Social Media:** Expand your voice and use InfoWorld's Custom Solutions Group to gain exposure and build trust through our Community Threading, Social Shout Out, Twitter Chats and more.

» **Strategy Sessions & Dinners:** Build and foster relationships, peer learning, impactful presentations

» **Content, Audit & Optimization Programs:** Education, positioning, best practices, thought-leadership, demand generation

InfoWorld

Take Aways

» InfoWorld is continuously launching new products and technology area's to keep IT decision-makers educated, helping them make informed purchasing decisions.

» Branding and Lead Generation programs showcase the products and services of IT vendors and InfoWorld provides many avenues to accomplish your goals in reaching IT managers.

» InfoWorld continually is the leader in providing deep dives into the latest technologies through the knowledge and expertise of the InfoWorld Expert Contributor Network.

» Content, Community, Conversation and Commerce are vital factors in a successful marketing campaign and InfoWorld provides insight and opportunity in all four areas.

InfoWorld