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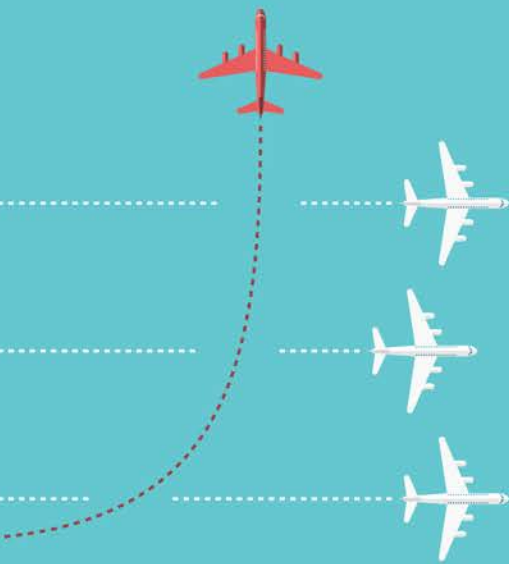


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# CENTRES OF DISRUPTION

With data at the centre of any digital transformation, modern data centres have a key role to play in providing stable and scalable platforms to make this happen, writes **Sachin Bhardwaj, Director, Marketing and Business Development, eHosting DataFort.**

**G**lobal and regional businesses are now well entrenched in the third wave of digital disruption. While the phenomenon of digital disruption is not new, this time around, the consequences are not just being felt by players inside industries, but across industries. Industries are disrupting their counterparts on the basis of being first movers in certain key areas.

The winning characteristics this time around revolve around the customer and include elevating their experiences through deep insights and new technology platforms. This is putting pressure on businesses to rethink their overall processes and operations.

Those organisations that do not rebuild their business processes and operations around customer data at their core, are the most likely to be disrupted, irrespective of their size, and current market position.

Another key characteristic is the levelling of brand comparisons amongst tomorrow's customers, where brand loyalty is compared across players in heterogeneous industries and not just within similar industries. Customers are judging every brand they engage with on the basis of their best interactions with other brands, irrespective of which

industry they are from. The unwritten business mantra that is becoming obvious is to disrupt through improved customer experiences and superior technology management, or be disrupted by others.

Industry consultants point out that in the years ahead, successful CEOs will increasingly refer to their businesses as technology companies who are in the business of managing customer data. Data will be the new core and singular competency characteristic.

To manage these fast-changing disruptive trends, a key requirement for technologies is to be hyper-scaled, where big and bigger is more beautiful. Another requirement is to have rapid development and improved iteration of best-in-class applications to lead and break away from the pack. Customers are increasingly expecting rapid changes with consistent responses from the businesses they deal with and will abandon those that do not deliver.

Big data, analytics, convergence of network, security, computing technologies are other key technology platforms enabling today's disruption. Only 43 percent of Fortune 500 companies that existed in 1995 are still alive today, and the average life of S&P companies has fallen from 60 years to 20 years.

The challenges of legacy IT systems, increasing risk and compliance guidelines, overwhelmed manpower and budgets, will drive the entry of managed services through the modern, agile data centre.

At the centre of all this, how organisations manage their data in a timely, accurate, and relevant manner will be a competitive differentiator in the digital market place over the next ten years.

Organisations will need to answer questions like where should my data reside and what are my data requirements going forward in order to successfully engage with modern and agile data centres. They will need to come up with a data protection strategy for today and tomorrow.

Moving forward, organisations will need to share their data into stacks built across common ecosystems enabled by modern data centres, leveraging scale to reduce costs of enormous data overflows. The lower levels of such stacks will be increasingly commoditised and shared universally, while the higher levels of the stack will enable market differentiation.

As organisations enter this phase, the era of value systems would have been irrevocably left behind to be replaced by ecosystems, stacks, and platforms, enabled by modern data centres. ■