

BI-MODAL



NAVIGATING THE PEAKS OF DIGITAL REVOLUTION

PROMISED LAND

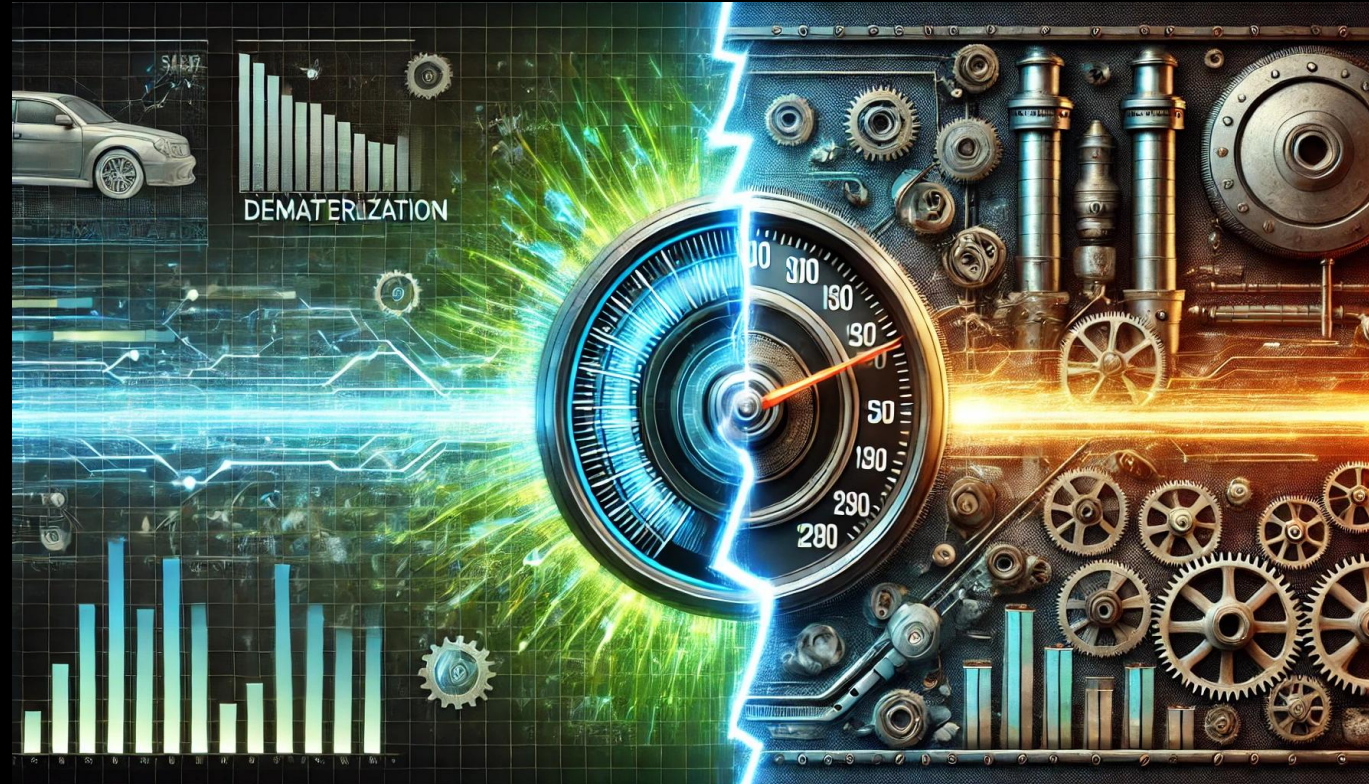


OUT OF REACH

PHASE TRANSITION

INDUSTRIAL ERA

- *DIGITAL TRANSFORMATION PATH*
- *TO PROMISED LAND IN THE CLOUD*



FUTURE

PAST



UNSTOPPABLE FORCES

- API ECONOMY
- ARTIFICIAL INTELLIGENCE
- AUTOMATION → KNOWLEDGE WORK AS CODE & ROBOTICS

DIGITAL PEAK



14 YEARS, 4 ENTERPRISES, 2 CLOUDS, PUBLIC & PRIVATE INDUSTRIES



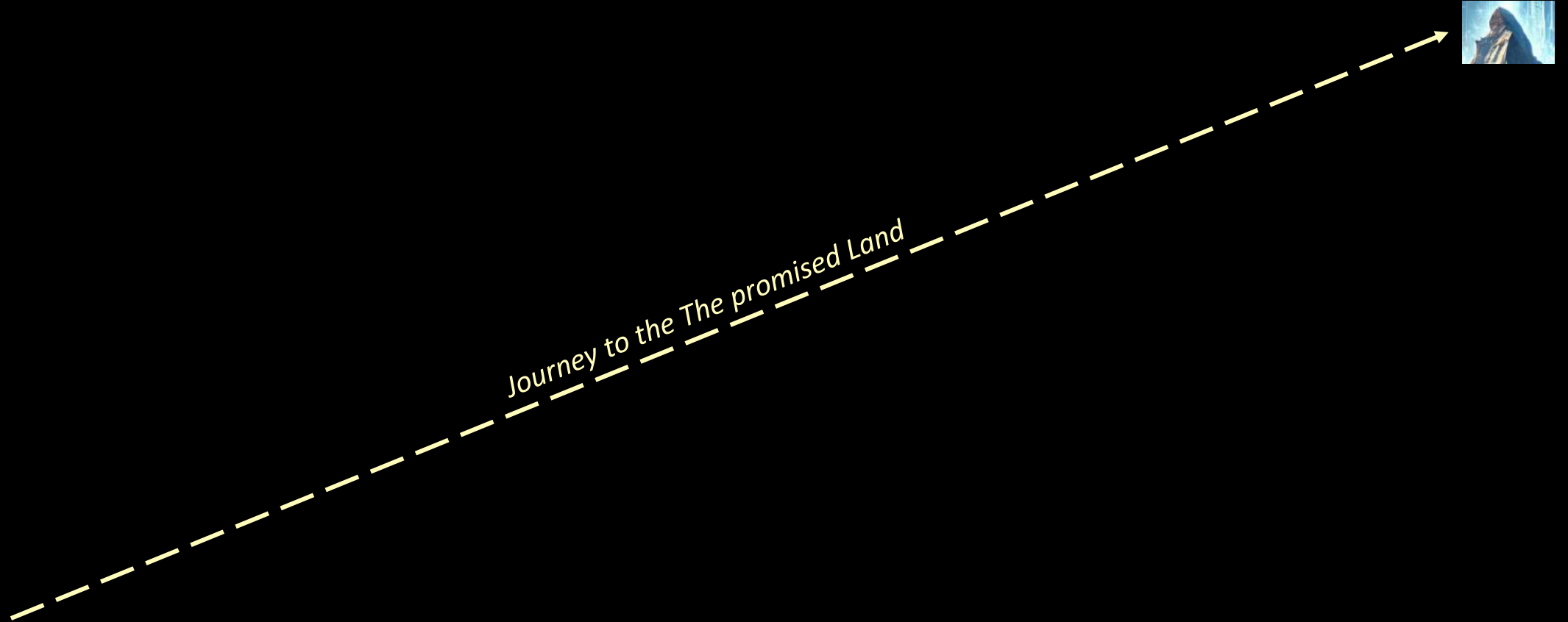
TRANSFORM



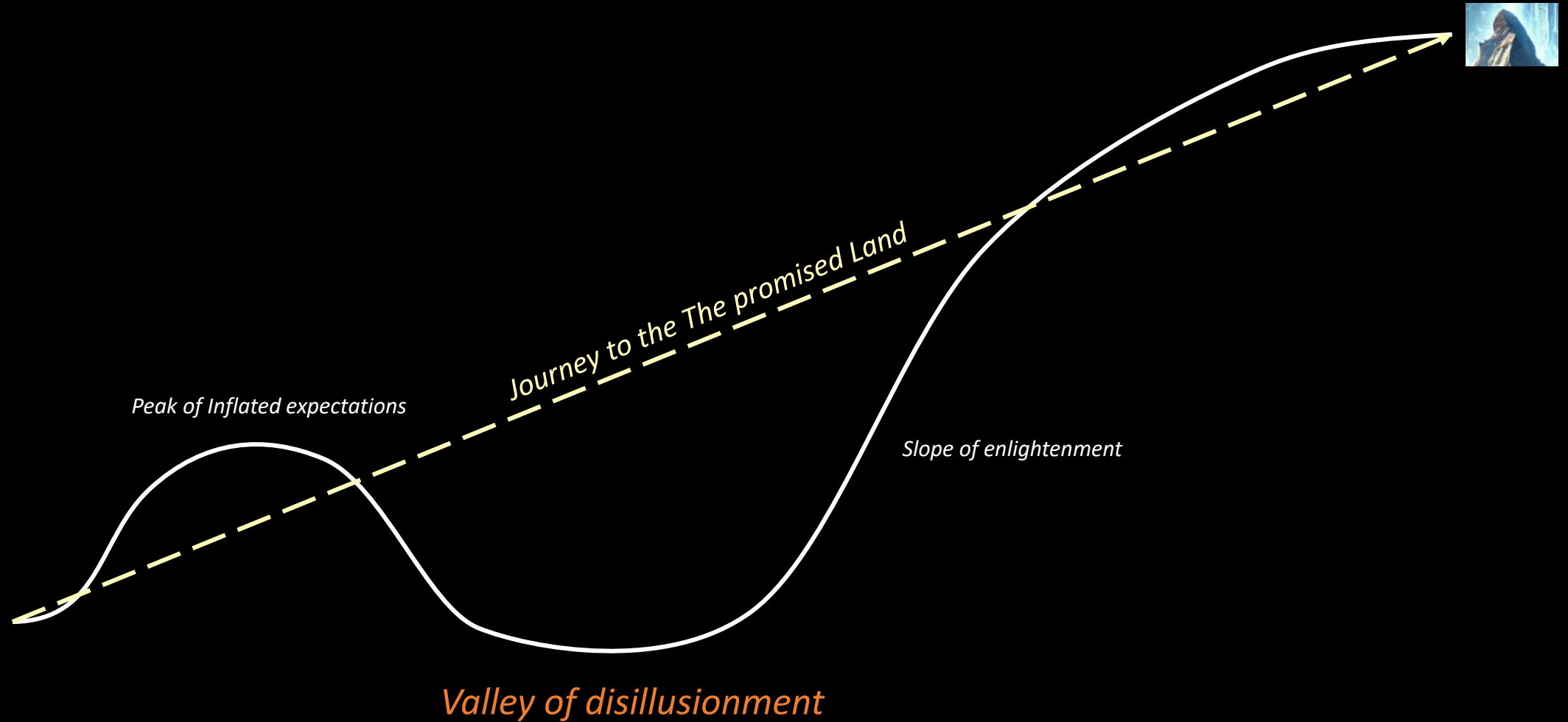
TRANSITION



TRANSITION – SALES EXPECTATION



TRANSITION – HYPE CURVE



TRANSITION – LEADERSHIP CHALLENGE

HARDWARE ORIENTATION

SOFTWARE ORIENTATION

BUILT TO RUN

CONTINUOUS INNOVATION

Peak of Inflated expectations

Slope of enlightenment

Edge of Progress

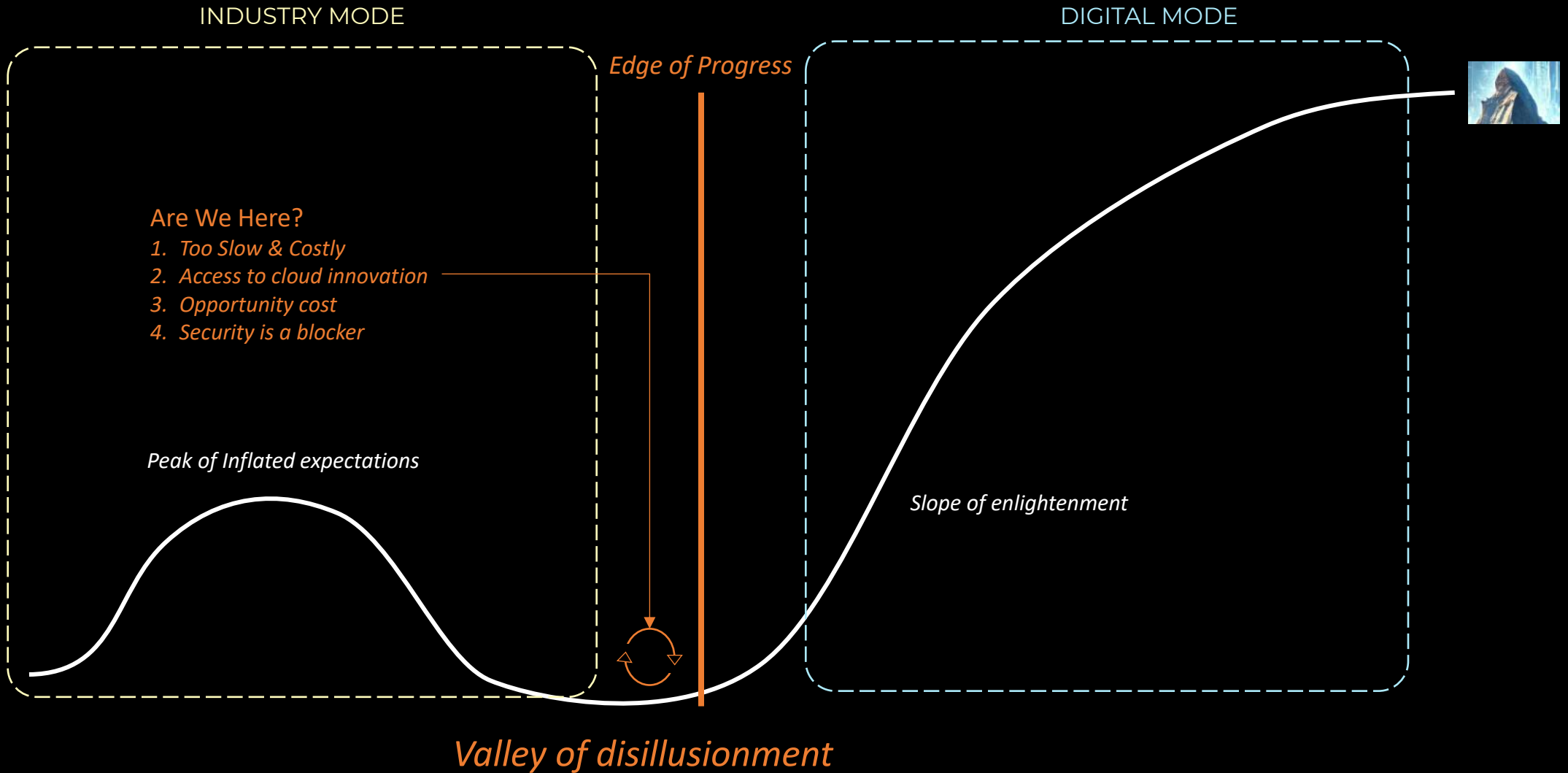
Valley of disillusionment

INDUSTRIAL LEGACY

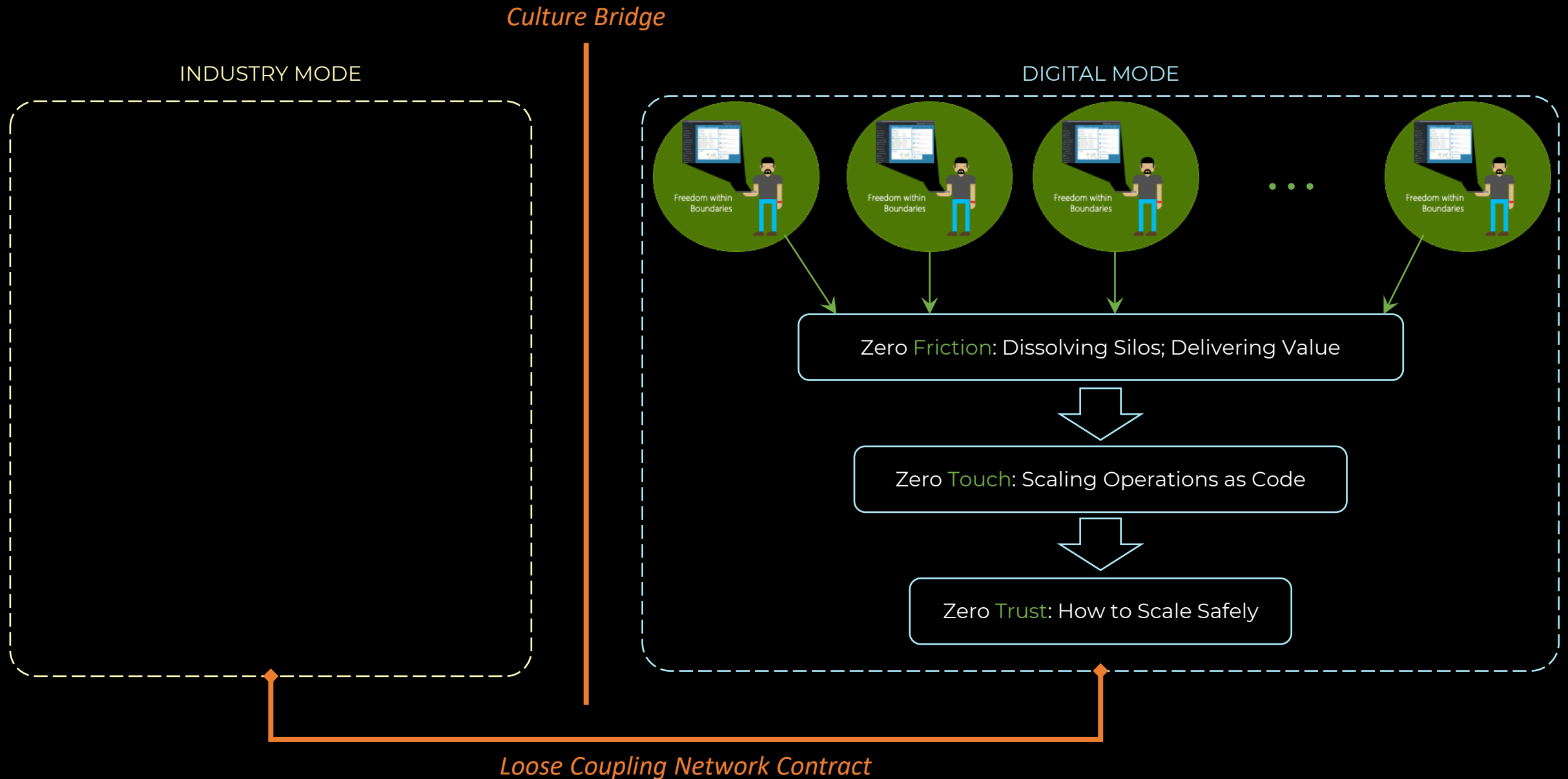
DIGITAL FUTURE



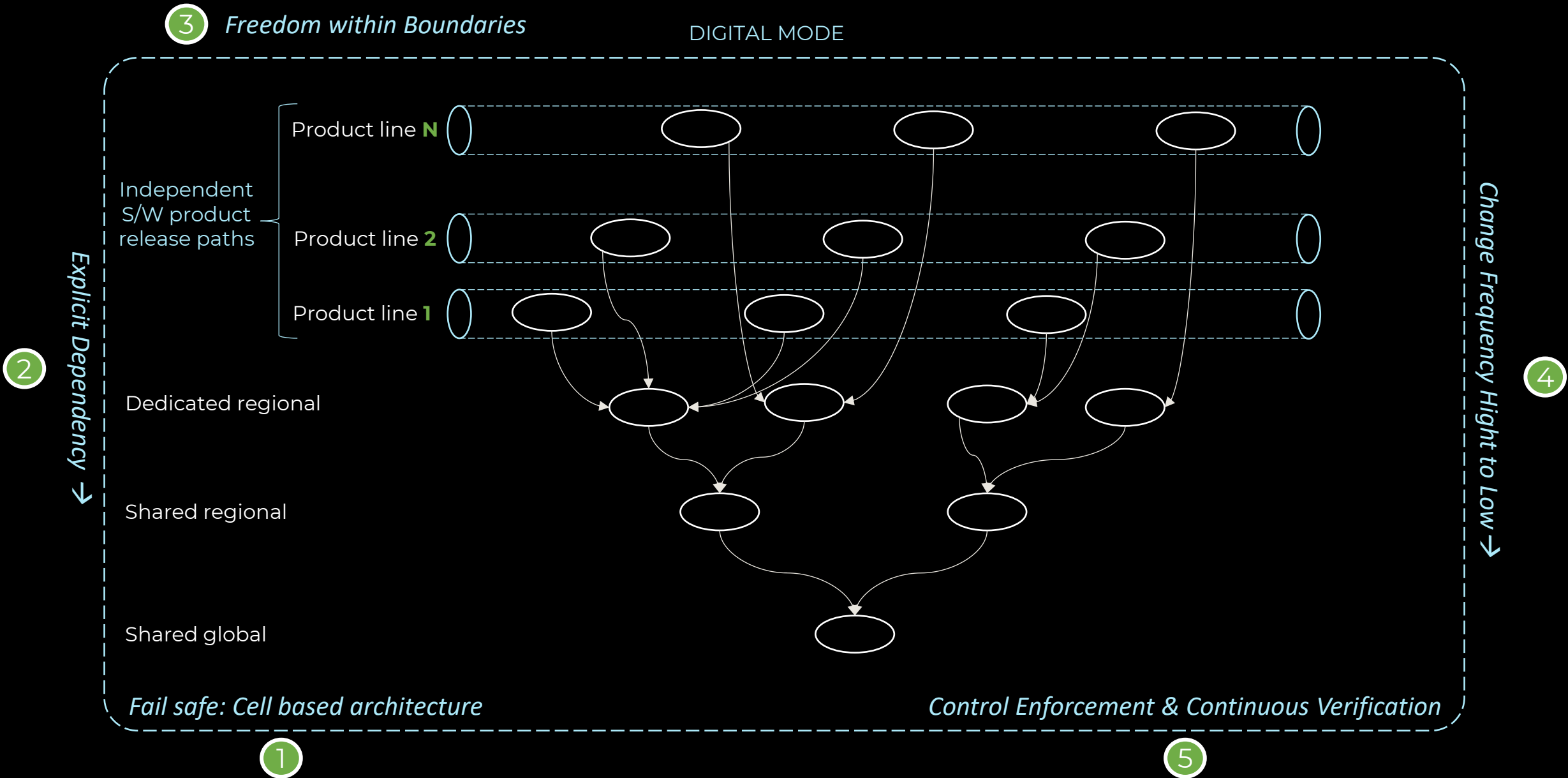
TRANSITION – DIFFERENT ORGANISING MODEL



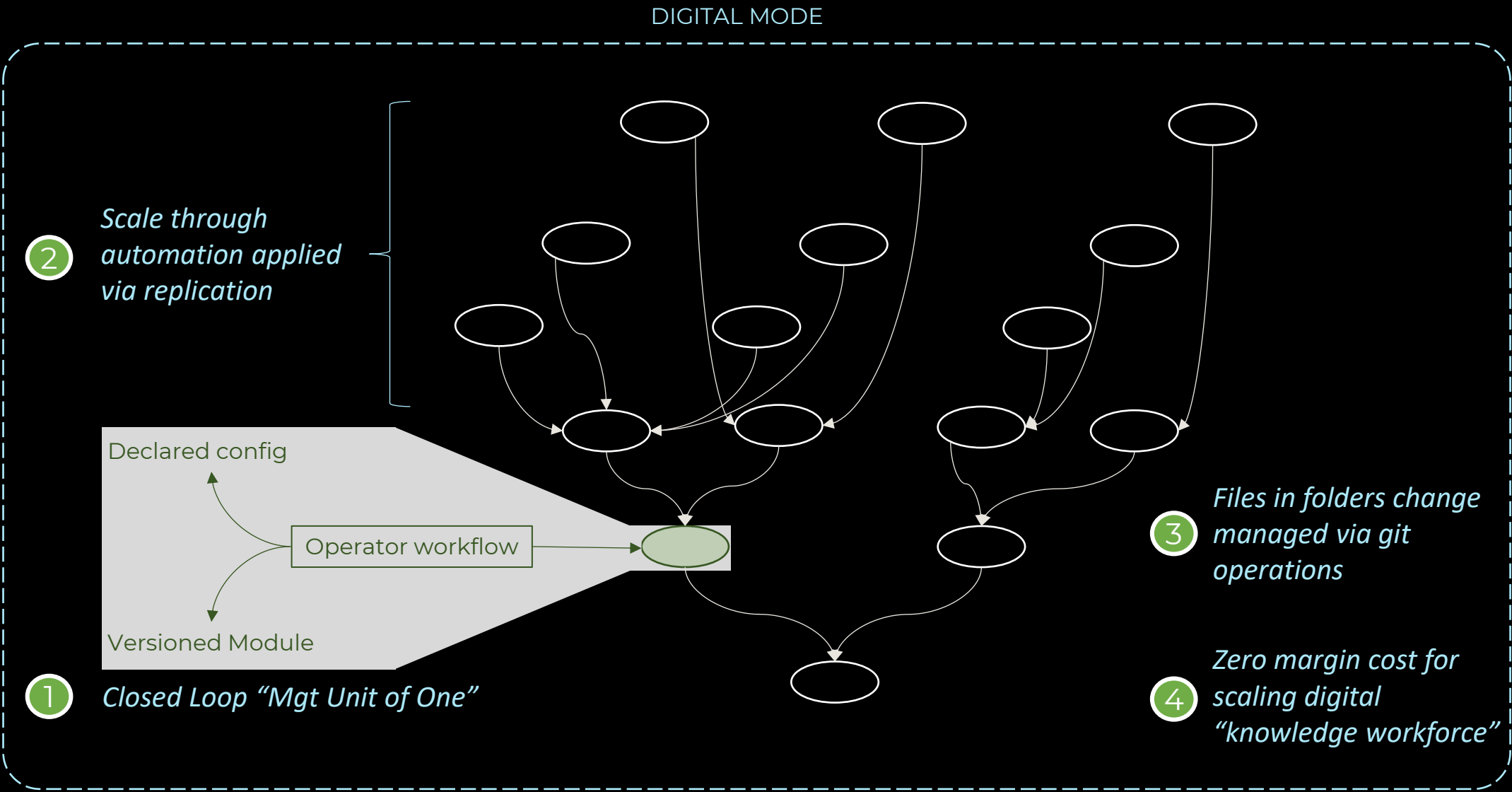
TRANSITION – DECOUPLE



ZERO TRUST: HOW TO SCALE SAFELY



ZERO TOUCH: SCALING OPERATIONS AS CODE

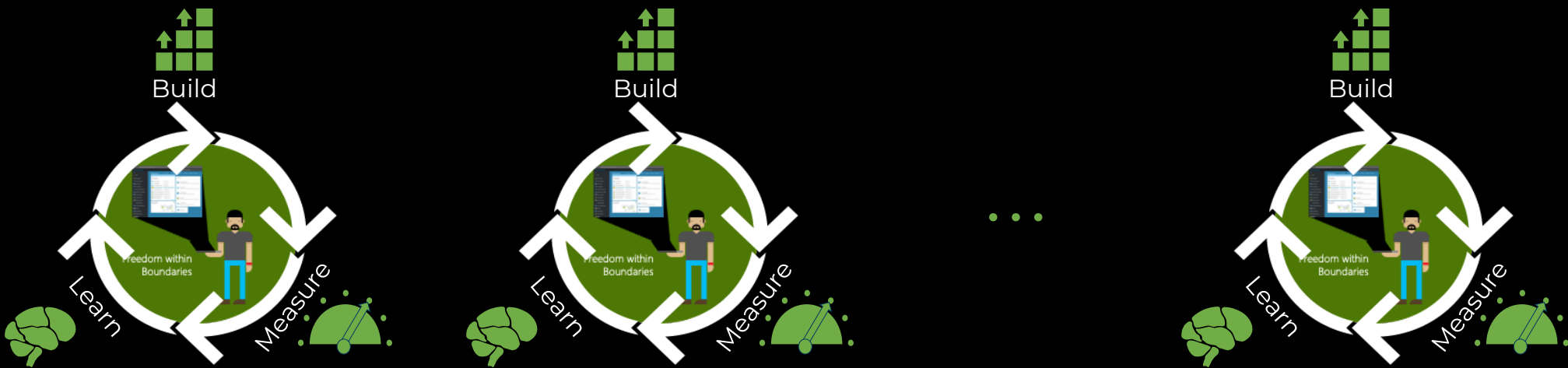


ZERO **FRICTION**: DISSOLVING SILOS, DELIVERING VALUE

4 The Next Peak Comes Into View: Becoming a Product Driven Organization ... tbc

DIGITAL MODE

3 Freedom within Boundaries → Agile Solution Architecture & Engineering



1 Preserve the Self-service & real-time Public Cloud Experience

Self Service  GitOps

2 Automated Control Enforcement & Continuous Verification

BI-MODAL



- Organizations as **industrial decedents**
- Industry model: organized around **Plant & Equipment**
- Digital model organized around **Product Delivery Teams**
- **Edge of Progress** is a barrier to be bridged
- **The zero-based foundations:** a proven organizing structure
- Journey as an intentional & **managed transition**
- The journey continues as the **next peak comes into view**

NAVIGATING THE PEAKS OF DIGITAL REVOLUTION

TRANSFORMATION



HIGH RISK & RADICAL

LOW RISK; SELF-PACED

INDUSTRIAL
MODE



DIGITAL
MODE

- LOOSE NW COUPLING
- TOTAL CULTURAL DECOUPLING

- STEVE JOBS, SATYA NADELLA
- DRUCKER/CHRISTENSEN