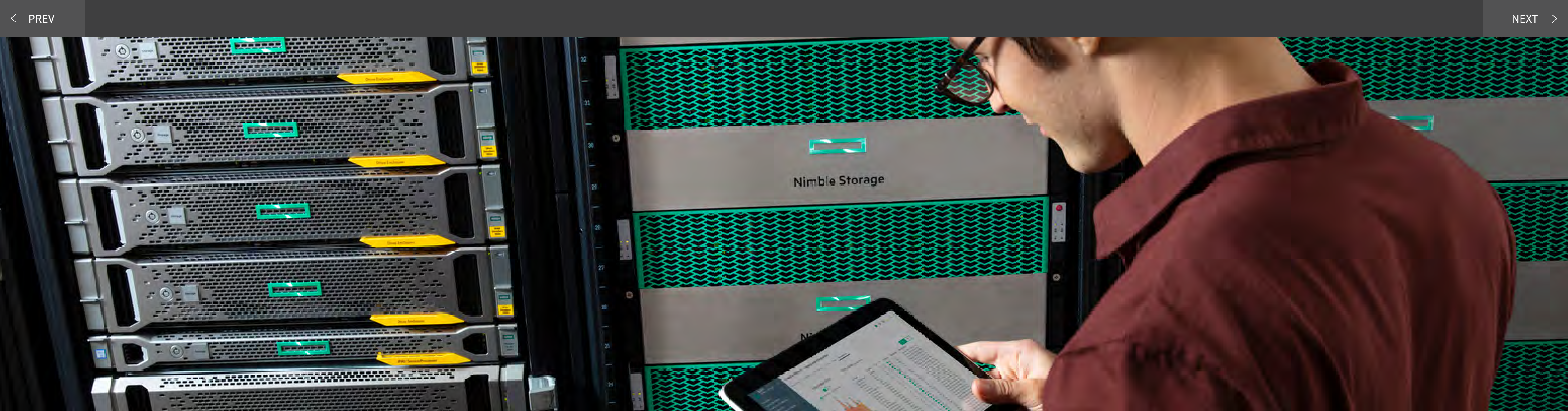# Preparing for disruption with AGILE IT9

Area9 | **Hewlett Packard Enterprise**

Disruption comes in many forms which is what makes it so inevitable. Prior to the events of 2020, digital disruption was spurred by the convergence between new digital technologies with quickly shifting customer demands.

As we've learnt in 2020, there are some forms of disruption that few people could ever plan for. A recent HPE study has found that IT decision-makers are extremely concerned about the impact of the global pandemic on their organisations, with more than 60% seeing a serious or extreme impact. [1]

What we do know is that disruption has become the new normal. Whether these disruptions come from technological, political, economic, or even biological factors, we need to ensure our organisations are prepared to survive and thrive in unexpected scenarios.

In 2020, we've seen organisations seeking the agility to:

roll out new remote working environments

create new eCommerce channels and business models

control their IT costs in uncertain economic conditions

What many business and IT leaders have belatedly realised is their technology environments simply haven't

been designed to provide them with the agility they need in heavily disrupted conditions. Often, they're stuck between legacy hardware investments and the new landscape of cloud-enabled applications and services.

The way organisations collect, store, and protect their data is also rapidly changing. The volume and complexity of data is creating entirely new demands on the technology, processes, and tools required to harness the value of data while also keeping it secure.

Preparing for disruption requires an understanding of your current and future IT demands. By examining where your IT environment is today, and the demands likely to be placed on it in the future, you can begin bridging the gap with smart and agile IT solutions that prepare your organisation for survival.

Area9

The anywhere, anytime WORKPLACE

Even before 2020, we saw many organisations beginning to reengineer their workforce operations around the new demands of digital employees. This transformation has obviously been put into hyperdrive by a global pandemic, but will we be returning to our old workplaces or a "new normal"?

According to estimates from Boston Consulting Group, around 300 million people globally will be working remotely in 2020.[2] Even as these workers return to the office, the cat appears to be out of the bag with another global study by GitLab revealing that 82% of people now believe remote working is the way of the future.[3]

It is also apparent that the demands of our workforce have been changed forever, with 80% of workers now preferring jobs which offer flexible working, and 30% of people valuing remote work options over holiday time.[4] Facilitating these new styles of working requires careful consideration of the technology environment that supports employees.[5]

Unfortunately, many enterprises are still struggling to deliver basic digital experiences for their workforce. Few factors limit employee productivity more than poorly configured technology environments, yet an astonishing 80% of the workforce have reported they don't believe they have the technology to be effective every day.

While we rely on our employees to service our customers and run our organisation, they increasingly rely on data to complete tasks and inform their decision making every day. To meet our employee's new demands for connected workplace experiences and integrated data, organisations need to focus on:

I. Real-time connectivity between databases across CRM, ERP, HRM, and supply chain platforms.

II. Well-integrated cloud tools across collaboration, communication, and productivity.

III. Robust data governance and data quality practices to ensure accuracy and security.

IV. Scalable and secure storage combined with reliable backup and recovery solutions.

V. Scalable virtual environments for keeping a remote workforce connected and secure.

Area9
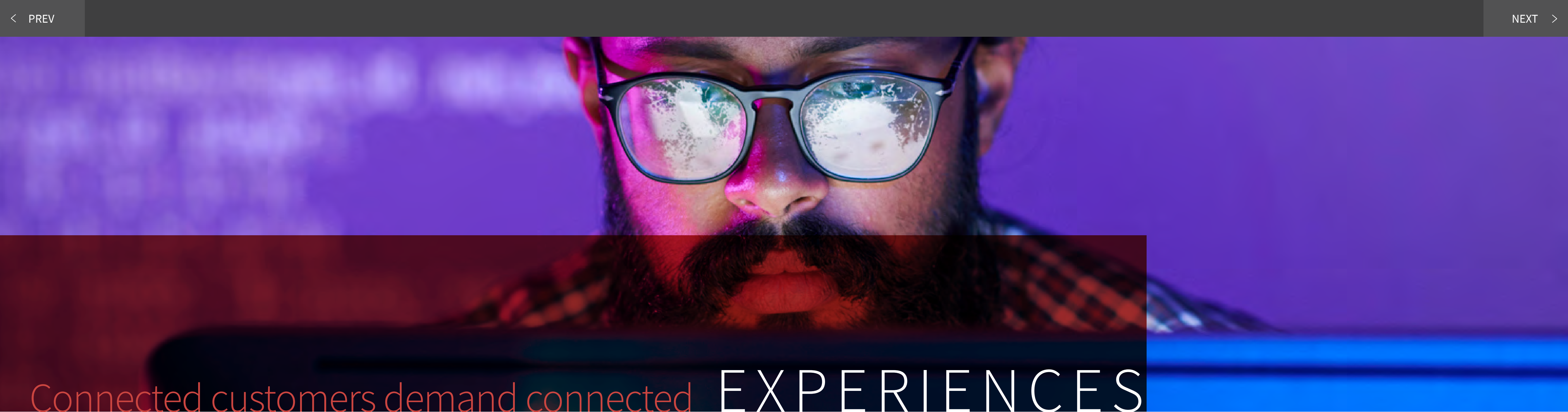
Connected customers demand connected EXPERIENCES

As much as we'd like our customers to forgive us for disconnected experiences, the disruption caused by COVID-19 has only heightened their expectations for connected channels and digital experiences. This means many enterprises are being asked to deliver new and better digital services with significantly less resources.

Forrester research in 2020 has found that 37% of consumers would now prefer to work, socialise, consume media, and make purchases while staying indoors.[6] Meanwhile, we've seen an explosion in new eCommerce channels as every enterprise attempts to pivot their business model for the digital world.

According to Australia Post research, the eCommerce industry grew more than 80% YOY in just eight weeks this year.[7] In addition, Easter Weekend 2020

was officially the biggest period in Australian online shopping history – bigger than Black Friday and Cyber Monday sales periods.

Unfortunately, capturing your share of the eCommerce world isn't as simple as launching a new website or application. The digital buying experience you offer your customers will be measured against those offered by digital giants such as Amazon. In fact, every digital experience is measured against those provided by Facebook and Google.

This extends into the world of B2B eCommerce as well, which is expected to grow at a CAGR of 11.1%, reaching $24 billion by 2025.[8] With Millennials now making up 73% of B2B buyers, enterprises need to place extra focus on bringing the best B2C buying experiences to their new B2B digital channels.[9]

To connect with the new demands of digital customers, organisations need to focus on delivering:

Scalable and secure compute and storage resources for meeting peak demand periods.

Highly responsive customer facing websites, portals, and applications with minimal downtime.

Real-time data analytics and automation across CRM portals, supply chain, and inventory management tools.

Reliable backup and recovery solutions to ensure peak demand periods aren't lost to avoidable interruptions.

Visualisation and insights into customer interactions and behaviour changes to offer personalised experiences.

Area9

Coping with the complexity of DATA

There is no denying we live in a data-driven world, but all of this data doesn't come without its inherent challenges and complexity. IDC has predicted the world's data will increase to 163 zettabytes (100 million gigabytes) by 2025 – an increase of more than 4000% in just under a decade.[10]

No longer confined to the traditional datacentre, data is increasingly spread out across on-premises infrastructure and public, private, and hybrid cloud environments. Unsurprisingly, 68% of IT decision-makers say their IT environments are significantly more complex, with 41% citing higher data volumes as a cause.

As we launch more connected devices and Internet of Things (IoT) networks, much of this data will begin to reside and be processed at the edge of networks, rather than travelling to a centralised repository. Between new applications, sensors, factory equipment and personal devices, the advent of 5G networks is about to cause another explosion of data at the edge.

The rapid adoption of AI and machine learning is also creating new levels of complexity for data management. As these applications learn to process and make predictions from dynamic data such as audio and video, Gartner has predicted more than half of an organisations employees will be using some form of natural language processing and conversational analytics as soon as 2021.[11]

If all of this sounds promising, it's worth noting that many IT administrators lack basic visibility over their data environment. Not only are they unsure how to manage the costs and compliance of their growing data, they lack the resources to ensure data is available for new analytics use cases across the business.

To deal with dynamic and complex data challenges, we believe organisations need to consider:

I.   Leveraging smarter infrastructure management through an efficient, fully integrated, automated, and cost-effective platform.

II. Reduce hybrid complexity with greater visibility and control over hybrid cloud infrastructure environments.

III. Automating the location and placement of workload and application data for performance and compliance purposes.

IV. Deriving faster value and extracting actionable insights from data by creating well governed data pipelines and repositories.

Area9

Measuring the risks of DATA

While data offers vast amounts of untapped potential for organisations, it also exposes us to a number of new risks. By collecting more sensitive data and attempting to make it more available across the business, we are opening our organisations up to a range of compliance, security, and ethics issues that could cause devastating levels of disruption.

Every year, new regulatory regimes are launched to govern the security, privacy and sovereignty of data. The most well known is the EU's General Data Protection Regulation (GDPR) which governs the strict control of EU citizens' private data. As well as these international regulations, every geography also has its own distinct version such as Australia's Notifiable Data Breach scheme.

Data compliance regimes will usually require

organisations to identify where their data resides, and in some cases can dictate whether data needs to be stored on-premises and in the same country. But security and privacy programs that only do the bare minimum to cover off compliance obligations will fall short in protecting against today's dynamic security threats.

Attackers seek to exploit any weakness as we've learnt during the 2020 pandemic. At an individual attack level, phishing scams using COVID-19 health material outpaced both Amazon and Apple scams this year[12], and of the more than 100 million phishing emails Google blocks each day, close to a fifth of them are now COVID-19 related.[13]

As more of our applications and devices are deployed across public cloud networks, we are broadening the attack surface for criminals to exploit. Ponemon Institute

have called this the IT Security Gap[14], with 62% of organisations now saying their infrastructure has gaps that allow attackers to penetrate its defences.

Closing these gaps has never been more crucial with the average costs of a data breach or security incident increasing by more than 72% in the last five years to a global average of $13 million per company.[15] To avoid the financial, legal and reputational damage of a data breach, IT leaders need to consider the following solutions:

Highly secure on-premises infrastructure with automated workload placement for real-time compliance coverage.

Dynamic and scalable backup and disaster recovery solutions to respond quickly to breach and security incidents.

Multiple layers of data protection across devices, users, networks, and infrastructure.

Best practice data governance processes to ensure all data is collected, stored, and managed to the same standard.

Area9

Prepare for disruption today with an AGILE IT FOUNDATION

As we've learnt, disruption can be caused by any combination of:

I. new customer and employee demands for seamless digital experiences.

II. agile competitors quickly launching new digital eCommerce channels.

III. innovative technology that revolutionises our relationship with data.

IV. cyber attackers that seek to exploit any available weakness in our environment.

V. deadly pandemics that upend the entire global economy.

What is certain is that disruption is inevitable. Preparing for disruption while simultaneously preparing our organisation for sustainable growth is a balancing act that every organisation needs to come to terms with.

Creating a more agile organisation is not an exercise that can happen overnight. It requires considered, targeted investments in the right technology, infrastructure, processes, and people that can scale with our business as it grows – without exposing our business to unnecessary risk.

Area9

Digital agility through INTELLIGENT STORAGE

Digital agility doesn't need to create more complexity for IT leaders. With the right storage infrastructure, organisations can leverage AI and machine learning capabilities to minimise unnecessary disruption, unlock hidden data insights in minutes and drastically reduce the complexity of hybrid environments.

With cloud-based data management tools and built-in context-aware intelligence from Hewlett Packard Enterprise (HPE), intelligent storage platforms can deliver:

streamlined, large-scale management of virtual workloads for cloud administrators.

data insights in minutes.

streamlined infrastructure management.

99.9999% guaranteed availability.

30% reduction in costs through elimination of over-provisioning.

Delivering the perfect combination of flash storage and predictive analytics, **HPE Nimble Storage** combine a flash-efficient architecture with HPE InfoSight predictive analytics to achieve fast, reliable access to data and 99.9999% guaranteed availability.

Radically simple to deploy and use, the arrays are cloud-ready, providing data mobility to the cloud through HPE Cloud Volumes. Storage investments made today can support you well into the future, thanks to our technology and business-model innovations.

HPE Nimble Storage All Flash Arrays include all-inclusive licensing, easy upgrades, and flexible payment options – while also being future-proofed for new technologies, such as NVMe and Storage Class Memory (SCM). Get in touch with us today to learn how HPE Nimble can be the catalyst for you digital agility.

Area9

Your partners on the journey to AGILE IT

Our team of infrastructure specialists can work with you to understand your current technology environment, and where your opportunities lie for creating a more agile IT foundation. By assessing the data and workloads your organisation currently relies on across your operations, we can help you leverage intelligent storage solutions that can:

I. seamlessly integrate data between on-premises infrastructure, private and public clouds.

II. automate time-consuming storage maintenance.

III. minimise risk with always-on data protection.

IV. reduce costs with data reduction capabilities.

V. drive innovation through timely insights.

Through our partnerships with Hewlett Packard Enterprise (HPE), we deliver the perfect mix of hardware, platform, and services to help you minimise your risks of disruption and create a foundation for agile business growth.

Get in touch with us today to begin your journey towards digital agility through intelligent storage.

GET IN TOUCH

Area9

References:

1. The New IT Playbook: From Recovery to Resurgence – HPE 2020

2. Managing the Cyber Risks of Remote Work – BCG 2020

3. The Remote Work Report by GitLab: The Future of Work is Remote 2020

4. New Research Shows That Flexible Working is Now a Top Consideration in the War for Talent – IWG 2019

5. Collaboration trends and technology: A survey of knowledge workers 2019 - Alfresco

6. A Snapshot Of US Consumers' Attitudes And Behavior During COVID-19 – Forrester 2020

7. Inside Australian – Australia Post 2020 Online Shopping

8. E-Commerce Market - Global Opportunity Analysis and Industry Forecast - Meticulous Research

9. The next generation of B2B buyers – Merit 2017

10. Data Age 2025 - IDC

11. Gartner Top 10 Data and Analytics Trends - 2019

12. Redscan reveals Google security search trends during COVID-19 pandemic

13. Google blocking 18m coronavirus scam emails every day – BBC April 2020

14. Ponemon 2018: Closing the IT Security Gap

15. Ponemon Ninth Annual Cost of Cybercrime Study 2019

Area 9 | **Hewlett Packard Enterprise**