The journey from Day 2 to Mode 2
How a few servers in the cloud change an enterprise

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30 Minutes
A successful Cloud implementation is not just a technical endeavour, but one of significant organisational & cultural transformation. We specialise helping large & complex organisations succeed in that journey.
Evolution is the single greatest force in the universe; it is the only thing that is permanent and it drives everything. **Evolve or die.**

- Ray Dalio - *Principles of life*

Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And that is why it is always Day 1.

- Jeff Bezos, SEC EX99.1
Structuring our approach

Day 1
Customer obsession | Continuous Adjustment | Reduced TTM

Day 2
Predictable | High O.I. | Mature Process

Mode 1
ITIL | Silos | Change-averse

Mode 2
DevOps | Fail Fast | x-func team
Challenge 1: Customers questioned whether a central cloud service would add value - was it relevant in the world of cloud?
Challenge 2: The central tech.org has defined interfaces which don’t support collaborative work
Challenge 3: Increase agility & feature release cadence, reducing TTM
Challenge 4: What are the financial implications of moving from day 2 to mode 2
Involvement is commitment.

Product not project.

Be customer centric.

Challenges:

**Value Proposition**
- **Challenge:** Customers questioned whether a central cloud service would add value - was it relevant in the world of cloud?
  - Worked direct with customers and employed Working Backwards.

**Organisation**
- **Challenge:** The central tech.org has defined interfaces which don’t support collaborative work. How to engage with customers?
  - Created an open and inclusive co-creation community which is empowered to pivot!

**Innovation**
- **Challenge:** Increase agility & feature release cadence, reducing TTM. How can the IT-organisation change?
  - Zero-PoC! Developed Cloud Platform MVP, built new operating model & supplemented team capability.

**Cost**
- **Challenge:** What are the financial implications of moving from day 2 to mode 2?
  - Built holistic business case for all multi & hybrid options - look for cost drivers & levers and engineer the journey accordingly.

Understand your cost drivers & levers.
When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.

George Westerman, MIT
Questions
VISIT US AT BOOTH G04
Some definitions and frictions

**Day 1**
- Predictable and reliable, typically following ITIL
- Silos of expertise and responsibility
- Optimise and avoid change

**Day 2**
- Experimental and innovative - using DevOps
- Engaged community, cross-functional teams and involved customers
- Pro-active and fail-fast environments

**Mode 1**
- Results-driven and process-supported
- Quick decisions and continuous adjustments
- Obsess over customers
- Reduce Time to Market & Agility

**Mode 2**
- Process-governed improvements
- Mindful of change, high degree of operational integrity

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Day 1

Day 2

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Mode 1

Mode 2

- Predictable and reliable, typically following ITIL
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Challenge 1: Customers moved to the cloud, neglecting the enterprise IT-offering
Challenge 2: There is not enough collaboration between end-customers and the enterprise, leading to decline in relevance to the business model
Challenge 3: How can time-to-market be reduced in a way customers could benefit from
Challenge 4: How can cost be managed given investments already made and the cost of change