

create a marketing nightmare at a time of building both a new business in Brazil and a Cloud service. You sense that there is frustration with the group and the CIO on this topic which has apparently been raised many times before.

However, the operations, CDO and sales head all agree that despite these cheaper sensors being not good enough for the the job that the client expects, they nevertheless think it's worth keeping an eye on the market. They are aware of the concept of disruptive innovation and how these cheaper sensors could develop. The CDO now turns to another opportunity.

Data set

One of the costs to the company is in the environmental data provided in Phoenix. This data requires extensive testing and modelling of various bits of kit commonly used within data centres. Whilst this is done in-house by the IT department, there is now a data set available on the market which offers this. It is considered by the product team to be good enough and vastly cheaper than the solution from the in-house IT team. The CDO estimates that by buying in the outside data set then the company could reduce the costs of Phoenix by 3% — 4% and we should move forward with this idea. The Sales and Marketing heads agree the company should not only focus on improving our existing software package but reduce costs where possible. The CIO agrees with this assessment despite the obvious implications for IT.

Strategy