

Problem Statement



Everyone recognises that customers want technology delivered as a Service, but they also want it on their terms. Companies today have a tremendous opportunity to embrace digital transformation in order to create new and compelling customer experiences, differentiate their business, and grow revenue. In order to do so, organisations demand a consistent cloud experience for managing all their apps and workloads, the ability to innovate at high velocity, and the freedom to choose the combination of technologies that best meet their needs. Unfortunately, the current paradigm for enterprise technology underserves the market – customers are forced to accept an inconsistent experience between the data center and the cloud; inflexible, expensive, and proprietary stacks that prohibit choice; and limited in-house IT skills, budgets, and options for financing.