



How to

OUTGROW

Your Competition
with the Cloud

IBM Cloud

Surveying

the

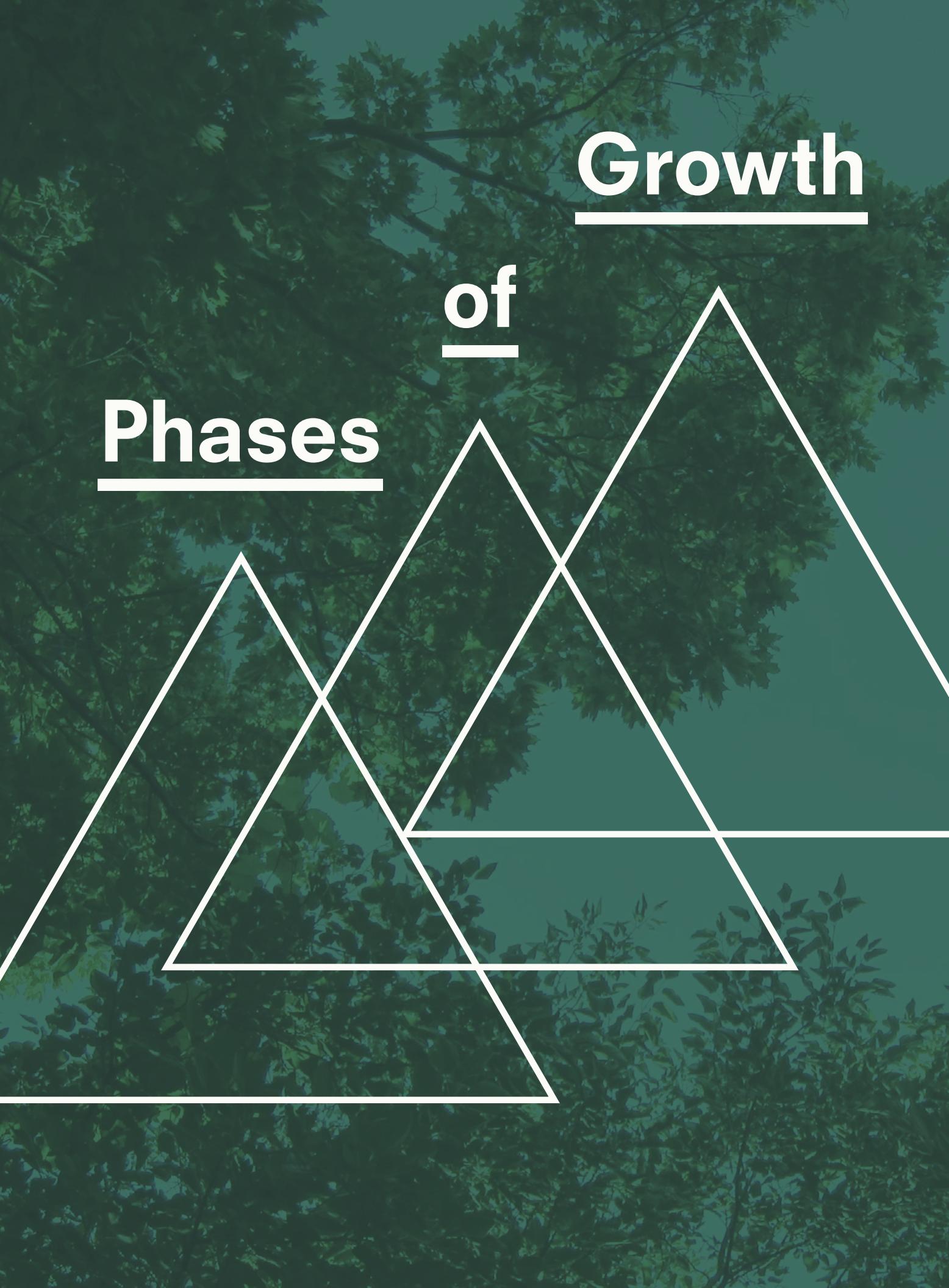
Landscape

The cloud is fertile space for business growth. But only some organizations are taking their cloud usage to new heights—and, in doing so, are leaving their competition far below.

High above the market is your biggest competition. A competitor is trumping not just your top contenders but also your own organization, rapidly growing revenue and gross profit.

What's the secret? Competitive cloud business. These Pacesetters aren't looking at the cloud as common computing

territory; they're looking at it as a fertile platform for all-around organizational growth. Using the cloud to its highest capabilities, these enterprises are making it their evolution engine, beating out the other levels of cloud adopters. But that didn't happen overnight...



Growth of Phases

How can you accelerate your revenue growth faster than your rivals can? By actively adopting cloud, you can produce major results.

Pacesetters:

Pacesetters are thriving at the top of the competitive market. They're digging into all cloud capabilities and gaining a major advantage over their rivals.

Challengers:

Diving deeper into the cloud are Challengers. They're burgeoning in the market by using cloud as an efficiency tool but aren't standing out.

Chasers:

Laying the foundation for cloud computing adoption are Chasers. They are in the earliest stage of cloud usage.

Planting the Seed

Chasers are in an early phase of cloud adoption. Cautious and careful, they're slowly beginning to root their organizations in cloud usage. If they don't experiment with the cloud's capabilities, they could fall far behind their peers.

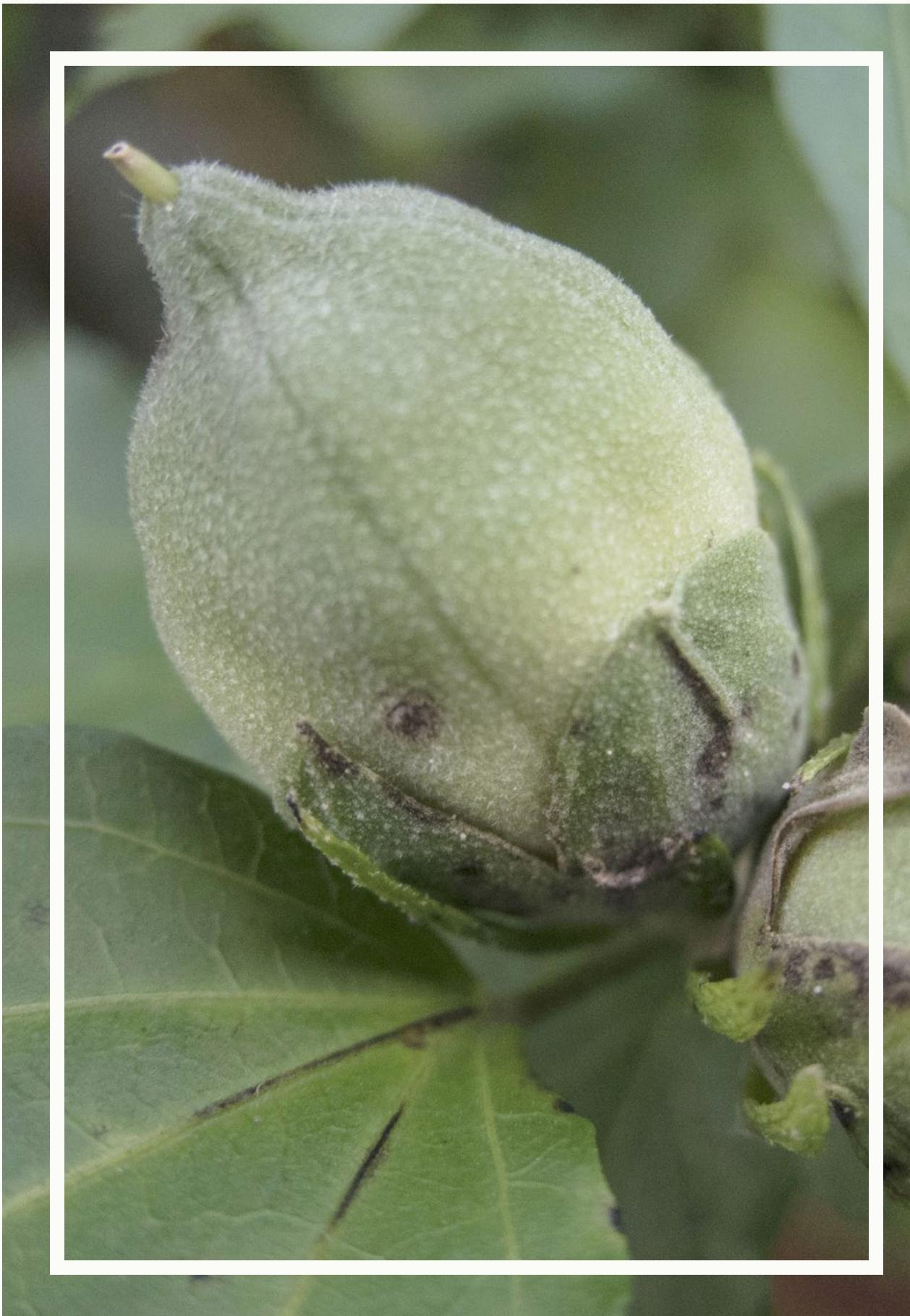
It all has to start somewhere. Chasers may have deployed an enterprise-wide cloud strategy, but they aren't merging the strengths of their public and private clouds. Chasers work within barriers of siloed servers and communication walls. They've reported hybrid usage at less than 25 percent. These businesses can't reap the full benefits of open integration. By not using cloud to the fullest,

they're preventing people from connecting with people and are keeping ideas from spreading.

Conservative in their cloud usage, Chasers could easily advance to the next phase of cloud adoption with a little trust in cloud technology.

If they don't get ahead with cloud computing, they could get left behind in the market.





Beginning to Bud

Challengers are in the next phase of cloud adoption. They maintain a solid position in the market, budding with the cloud as their efficiency engine, but they won't stand out against their rivals until they use cloud as a growth tool.

Business is beginning to boom. That's because Challengers haven't just moved their services to the cloud; they're deploying the cloud across all departments and ecosystems, prioritizing open-source cloud platforms more than twice as efficiently as Chasers. Hybrid cloud is a budding key player in their communications, data capturing and collaboration. By adopting an open-cloud model, they're extending their enterprises more easily and are beginning to move into new frontiers.

Cloud delivers Challengers all the insights and information they need. And with more experimentation and deeper digging into the data the cloud delivers, Challengers can find the insights to discover new markets, collaborate across their global ecosystem seamlessly, make better decisions and outperform their peers.

Challengers aren't fully using the cloud as a strategic device.

In Full

Pacesetters are the ultimate cloud users. They thrive in the competitive arena, setting industry standards and dominating the market by putting cloud at the center of their operations.

Pacesetters are ahead of the pack. They're growing revenue, responding to market changes and achieving overall organizational efficiency more than 70 percent faster than Chasers. And they're surpassing Challengers in improved market responsiveness by 40 percent.

How do they outperform their peers? Their strong competitive advantage comes from using the cloud as a strategic reinventor, a tool for better decision making and a communications platform for greater collaboration.

These bold enterprises are branching out from old business models. They don't merely receive the data that cloud delivers—they dig into the insights. This helps them respond quickly to the demands of the ever-evolving market. From there, making adjustments is a breeze.

With easily accessible open integration, Pacesetters are collaborating, operating and innovating quicker than ever, and the competition can't keep up.

Bloom



Stand out Performance

Don't believe us? See for yourself how Chasers, Challengers and Pacesetters stand up against each other in their market successes.

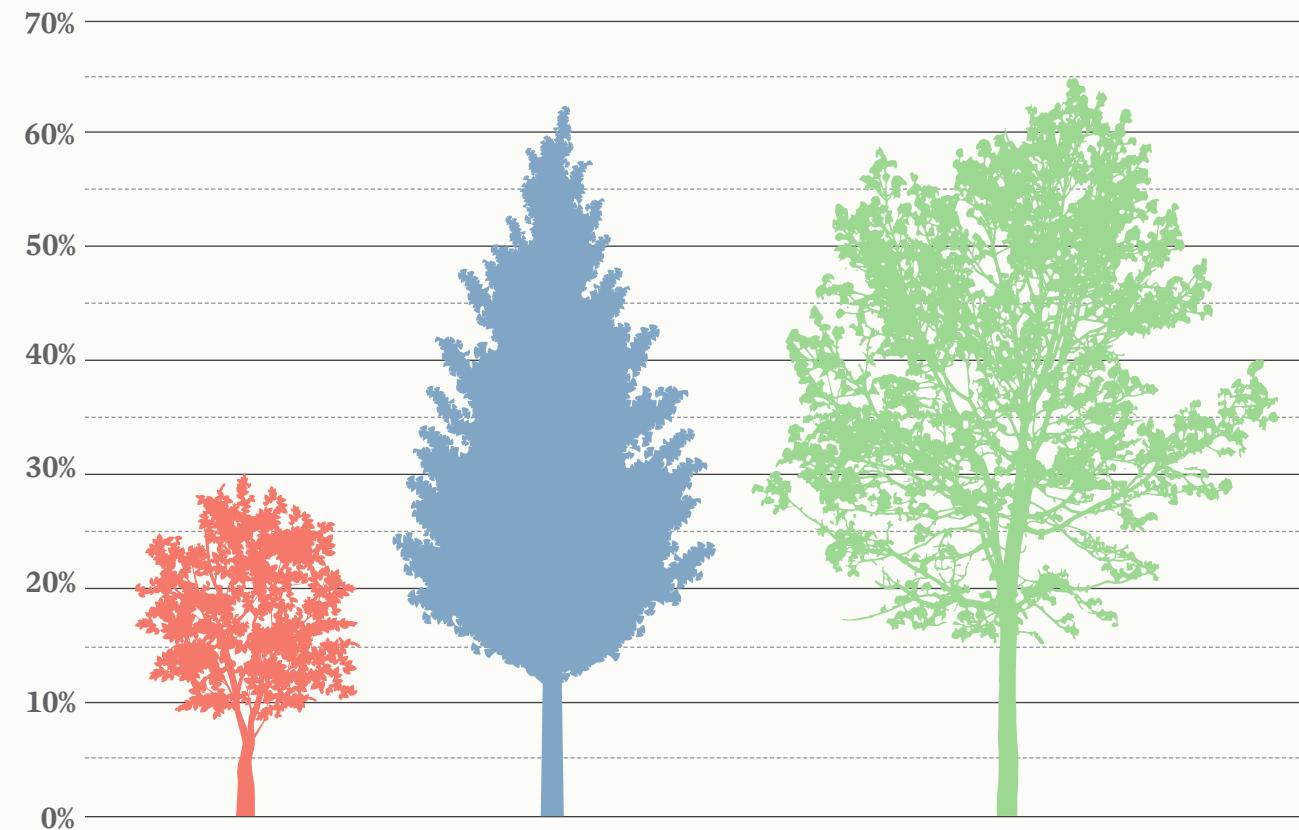
Legend

■ Chasers ■ Challengers ■ Pacesetters

Better Decisions

Percentage of data-driven, evidence-based decisions made through the cloud.

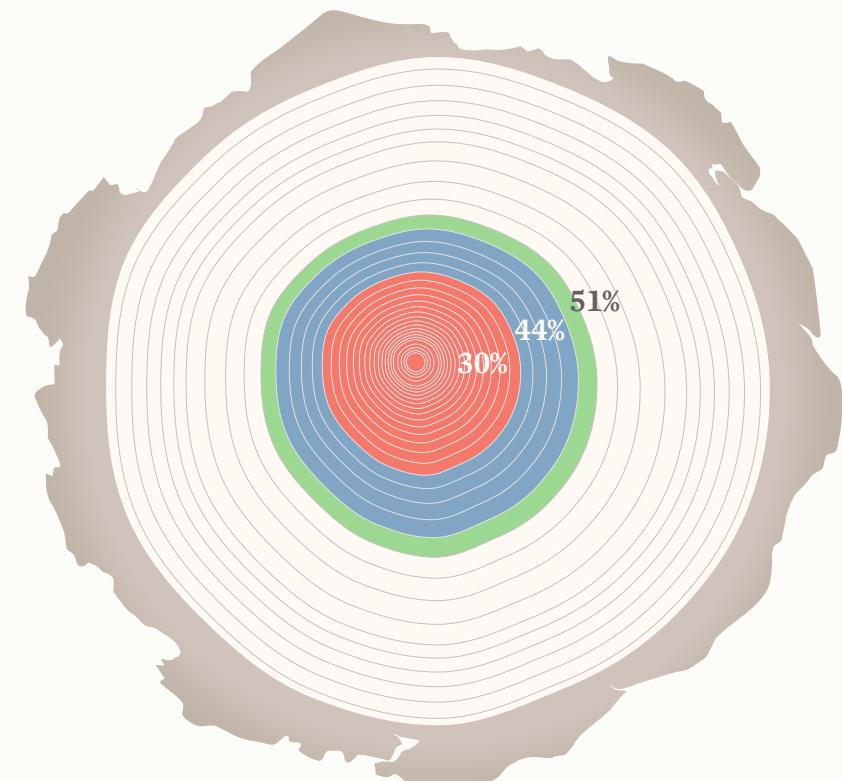
Pacesetters surpass Chasers by +117%.



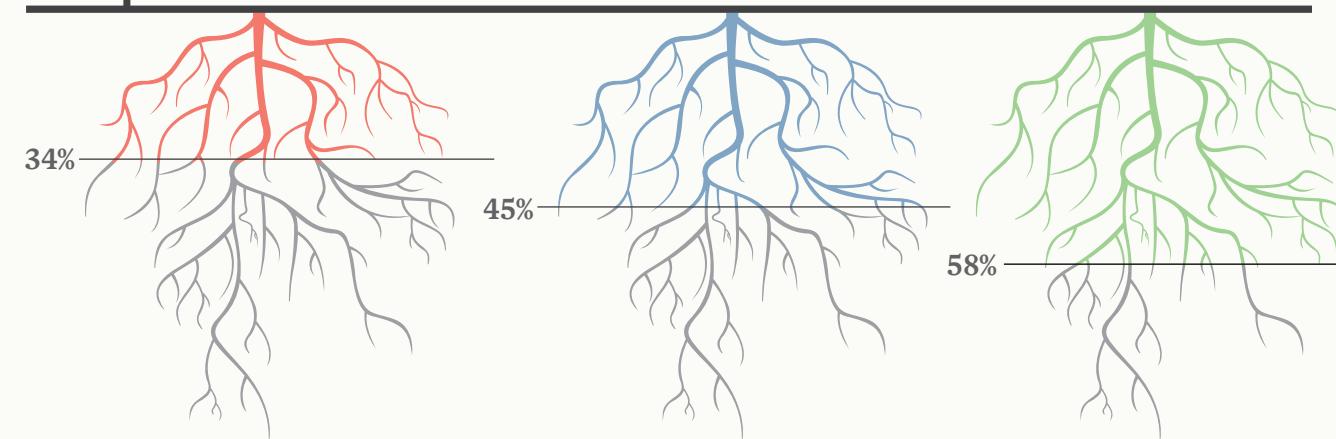
Strategic Reinvention

Percentage of new/improved business models formed through the cloud.

Pacesetters surpass Chasers by +70%.



Deeper Collaboration



Percentage of collaboration across organization and ecosystem gained through cloud usage.

Pacesetters surpass Chasers by +71%.



Fruits of --- **Labor** ---

The numbers don't lie. Now let's see how Pacesetters create new growth models and compete in the real world.



How TP Vision Cultivates Strategic

Decisions

TP Vision, a joint venture of Hong Kong based TPV Technology and **Royal Philips Electronics**, used cloud computing to transform broad audience engagement into a personal entertainment experience.

The birth of a new business—and the boom of a new business model: that's the nature of the marketplace that TP Vision joined in 2012. With cloud on the rise, TP Vision was ready to experiment. With its services and applications planted in the cloud, TP began cultivating more meaningful connections with its audience, using cloud to evolve broad relationships into one-on-one marketing to its customers.

Harvesting cloud-based data analytics helps TP react to shifts in the market, customer insights and personal entertainment preferences in near-real-time—without requiring individual users to update their personal devices.

TP uses cloud technology to constantly evolve its strategies and make smart TVs even smarter.



How Colleagues in Care

Cultivates

Deeper

Collaboration

Lending a hand from across the globe has never been easier. **Colleagues in Care** bridges the gap between medical minds and those in need with cloud-based technology.

One nurse and three doctors for every 10,000 people: that's the ratio in Haiti, which suffered from limited healthcare resources even before its catastrophic 2010 earthquake. After the earthquake, the nation's dire medical situation went from bad to worse.

Colleagues in Care, a medical volunteer network, wanted to help. But how could thousands of volunteers all across the globe match their skills with specific patient needs?

The Global Health Collaboration, Colleagues in Care's cloud-based platform, connects medical expertise from all over the world to the heart of Haiti. Local caregivers can share new findings, case studies and challenges, and global experts can respond with best-practice solutions for Haiti's health providers to use in real time.

The cloud connection provides the reach and quality that continue to bring worldwide solutions to Haiti, helping develop and improve the country's healthcare infrastructure.

Branching—Out

The key to competing with the cloud is collaboration. Is every part of your organization aligning towards the same goals? More importantly, is your organization using the cloud as a growth tool to achieve those goals? Start the discussion and get your company to outgrow the competition with these questions.

Strategic Reinvention

Which new markets, trends or patterns does your cloud-based data reveal?

Can you innovate products for your customers' needs with your cloud-based data analytics?

How can you use cloud to change your business model?

Better Decisions

Are you generating insights through the cloud?

Are you making your cloud-based insights accessible?

Deeper Collaboration

Are you using cloud to tap into expertise everywhere across your business's broad ecosystem?

Does your business openly collaborate on the cloud instead of communicating in siloed departments?

Links to Further Reading

Chasers: *Cloud 101*

Challengers: *Expert Cloud Consulting and Strategy*

Pacesetters: *The Future Belongs to Dynamic Private/Hybrid Clouds*

Notes and References

Under Cloud Cover: How leaders are accelerating competitive differentiation. IBM Corp. 2013.

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=CIW03086USEN>

IBM Cloud