



#!/ William Collins

Director, Technical Evangelism

alkira

# Building the Business Case for Automation

> Using Informal Channels

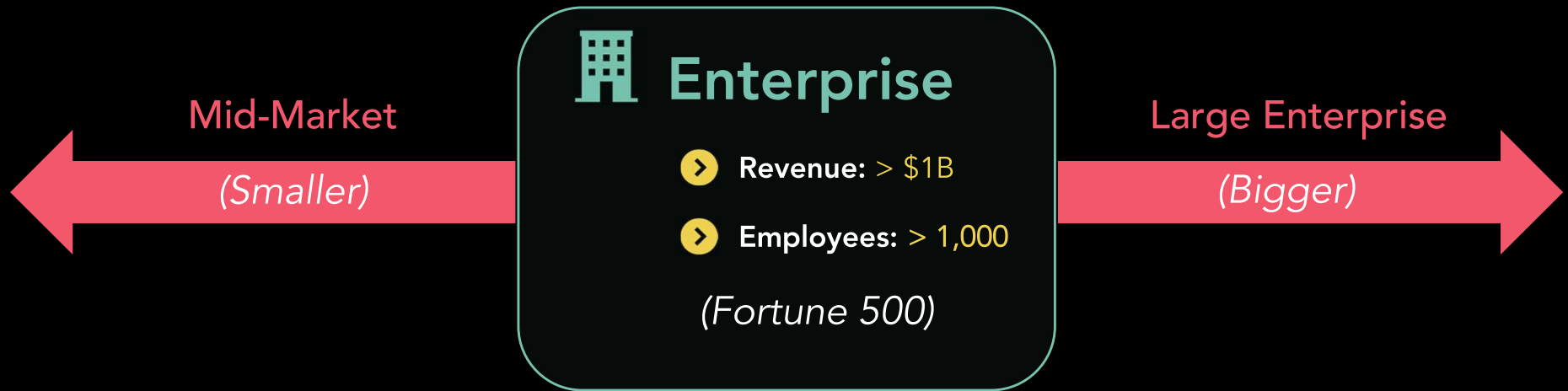
AUTOCON 2

THE NETWORK AUTOMATION CONFERENCE

# Agenda

- The Agility of Bicycles VS Trains
- Extending the OSI Model to **Layer 8**
- Building Organizational Influence
- Capitalizing on Opportunity

# The Agility of Bicycles VS Trains



**Revenue**

30 to 100B



**Employees**

20 to 60K



**Applications**

100 to 2K

# The Agility of Bicycles VS Trains



## Startup

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- > Low inertia to overcome;  
Changes direction in a few feet
- > Individual decisions matter;  
Easy to explore new paths
- > Less people, direct communication,  
and hands-on control



## Enterprise

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- > High inertia to overcome; Takes  
miles to change direction
- > Group consensus required;  
Follows established routes
- > Many stakeholders, complex  
communication chains, and  
process-driven control

# The Agility of Bicycles VS Trains



**Enterprise**

“ No matter how hard I work, I can't seem to make impacting change. Why?

“ Why is it that the bad ideas always get across the finish line so easily?



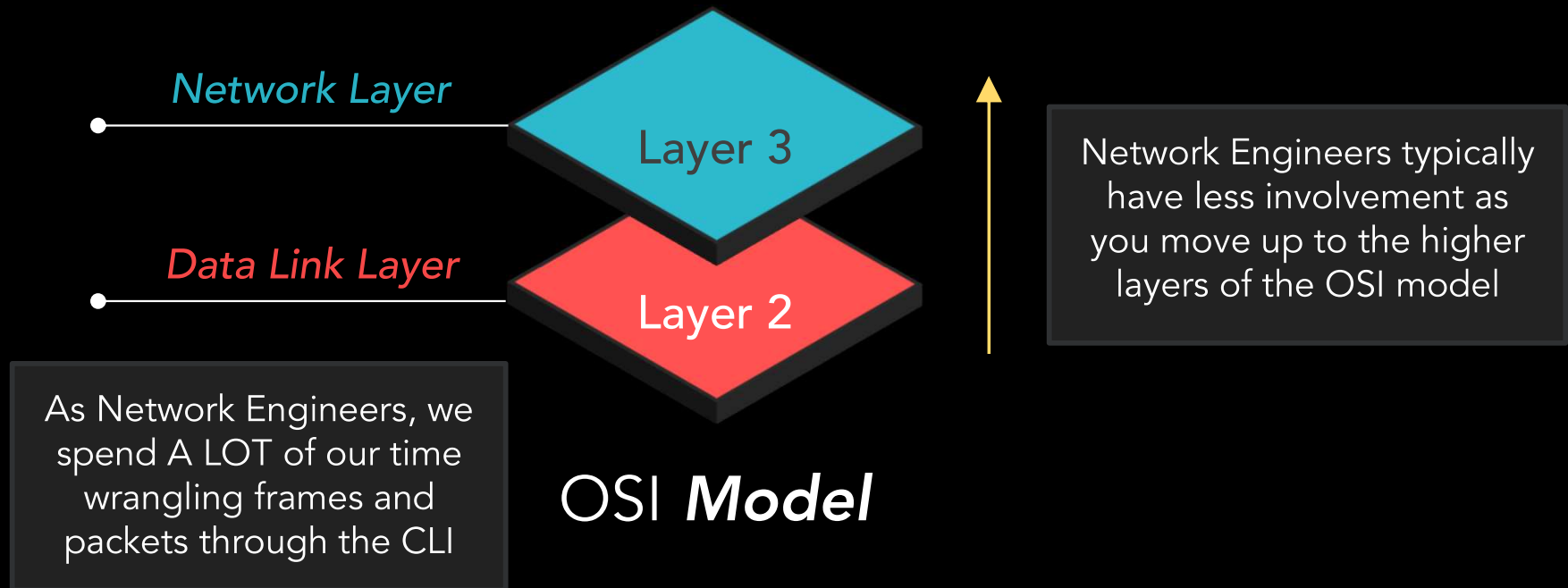
**I overcame these perceptions and obstacles, and so can you!**

## Extending the **OSI Model** to *Layer 8*

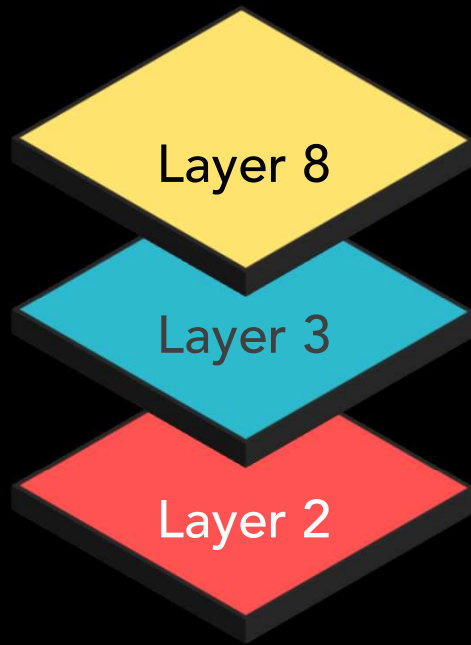
“ Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win

- **Sun Tzu**, *The Art of War*

# Extending the **OSI Model** to *Layer 8*



# Extending the OSI Model to *Layer 8*



OSI *Model*

**Human Layer** (*The Enterprise Cheat Code*)

Layer 8 - *Protocols and Rules*

- > **Protocols:** Organizational Politics
- > **Interfaces:** Cross-Team Interactions
- > **Encapsulation:** Package ideas for different audiences
- > **Addressing Scheme:** Knowing who to talk to



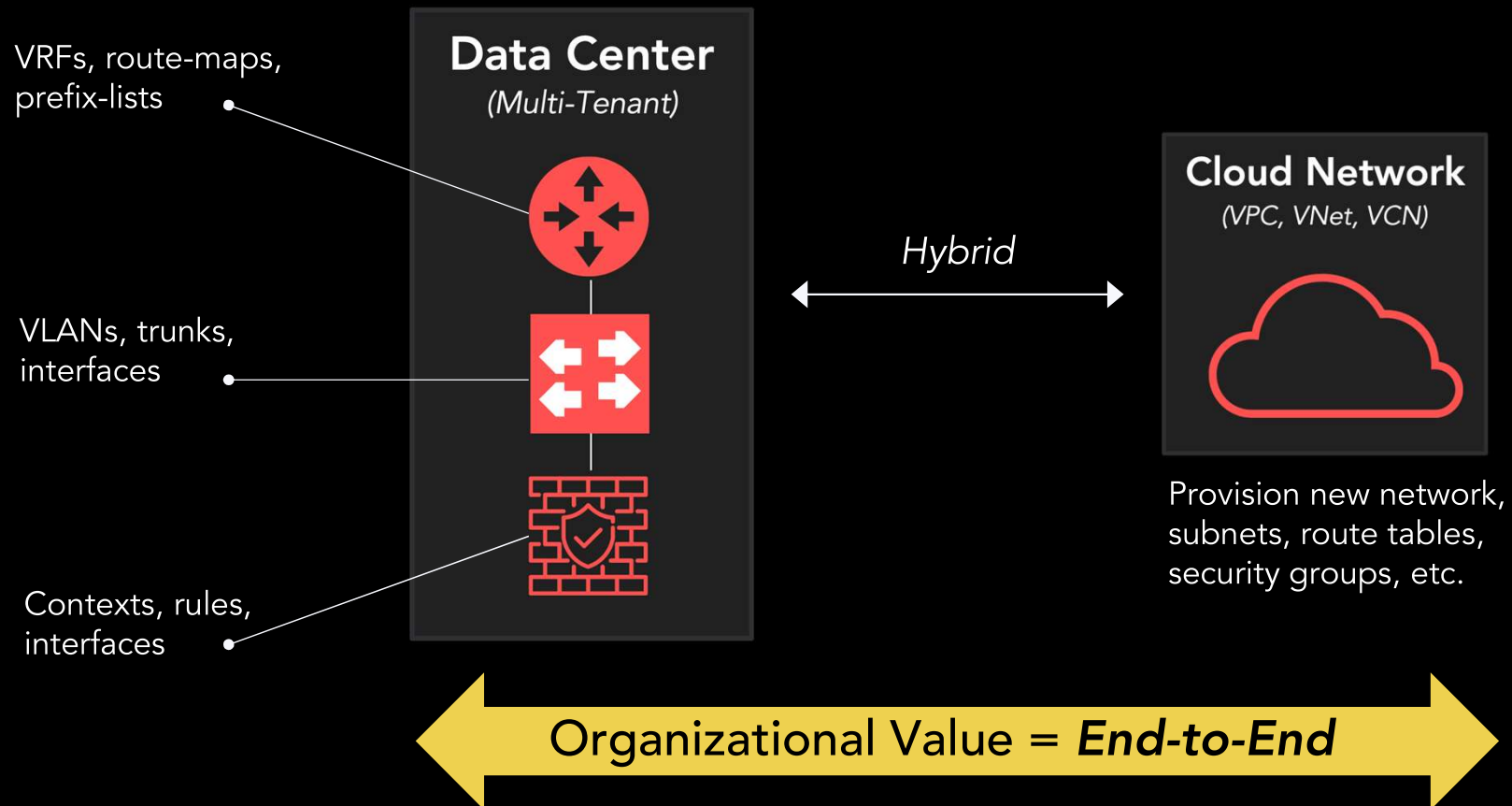
# Building Organizational Influence

“ Growth and comfort do not coexist

- Ginni Rometty

# Building Organizational *Influence*

*Why do you need influence?*



# Building Organizational *Influence*

## *Why do you need influence?*



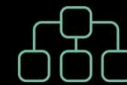
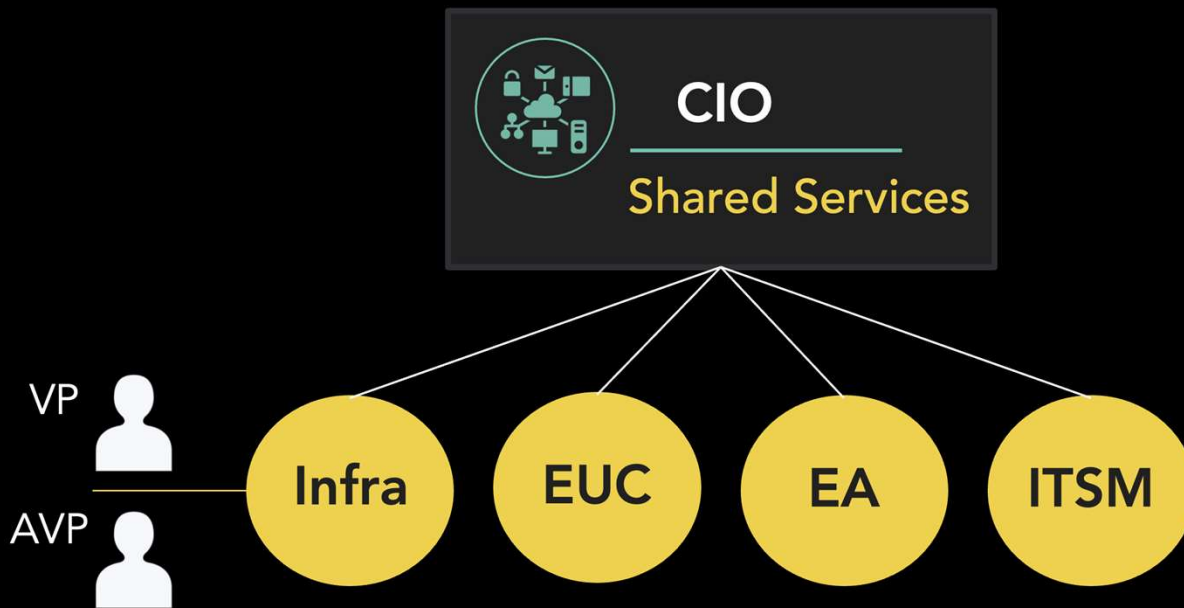
Good ideas alone can't create change – influence transforms great technical solutions into realities.



By bridging technical and business perspectives, you have a better shot at translating your technical prowess into organizational impact that is valuable to executives.

# Building Organizational *Influence*

## *Mapping the Org Chart*



### Formal Hierarchy

What's on paper?

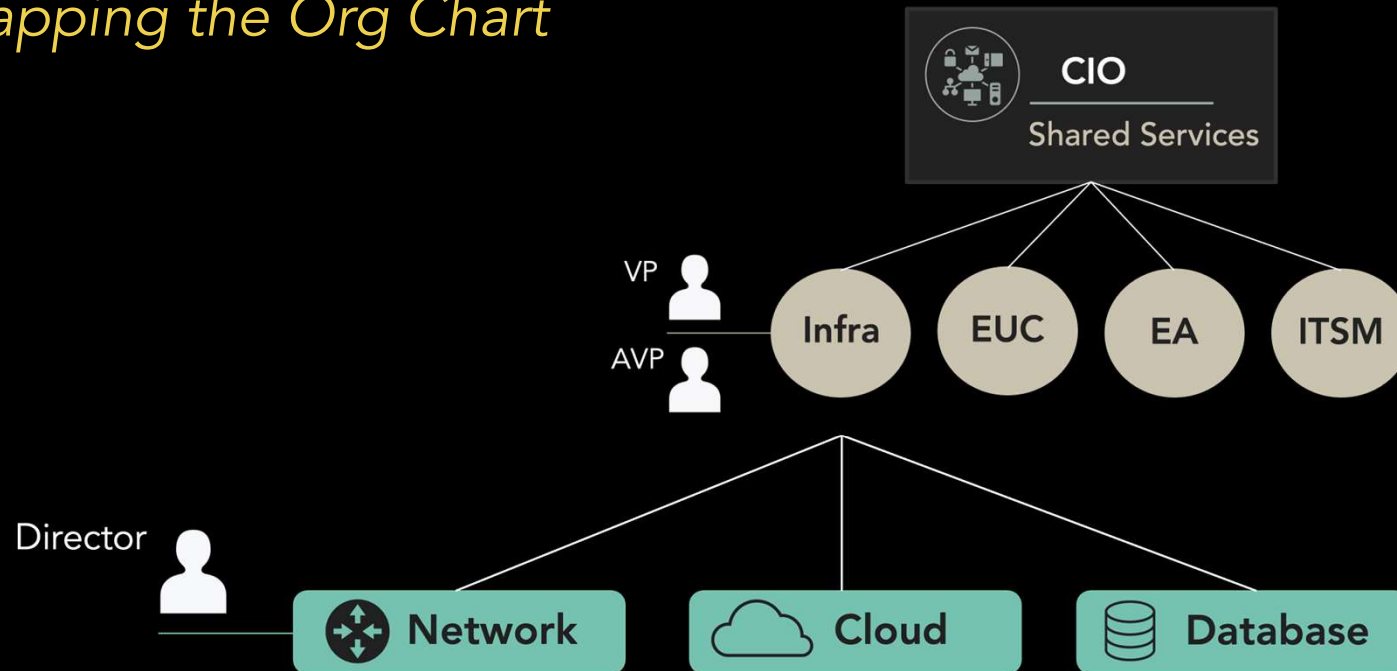


### Informal Hierarchy

Who are the real *Power Brokers*?

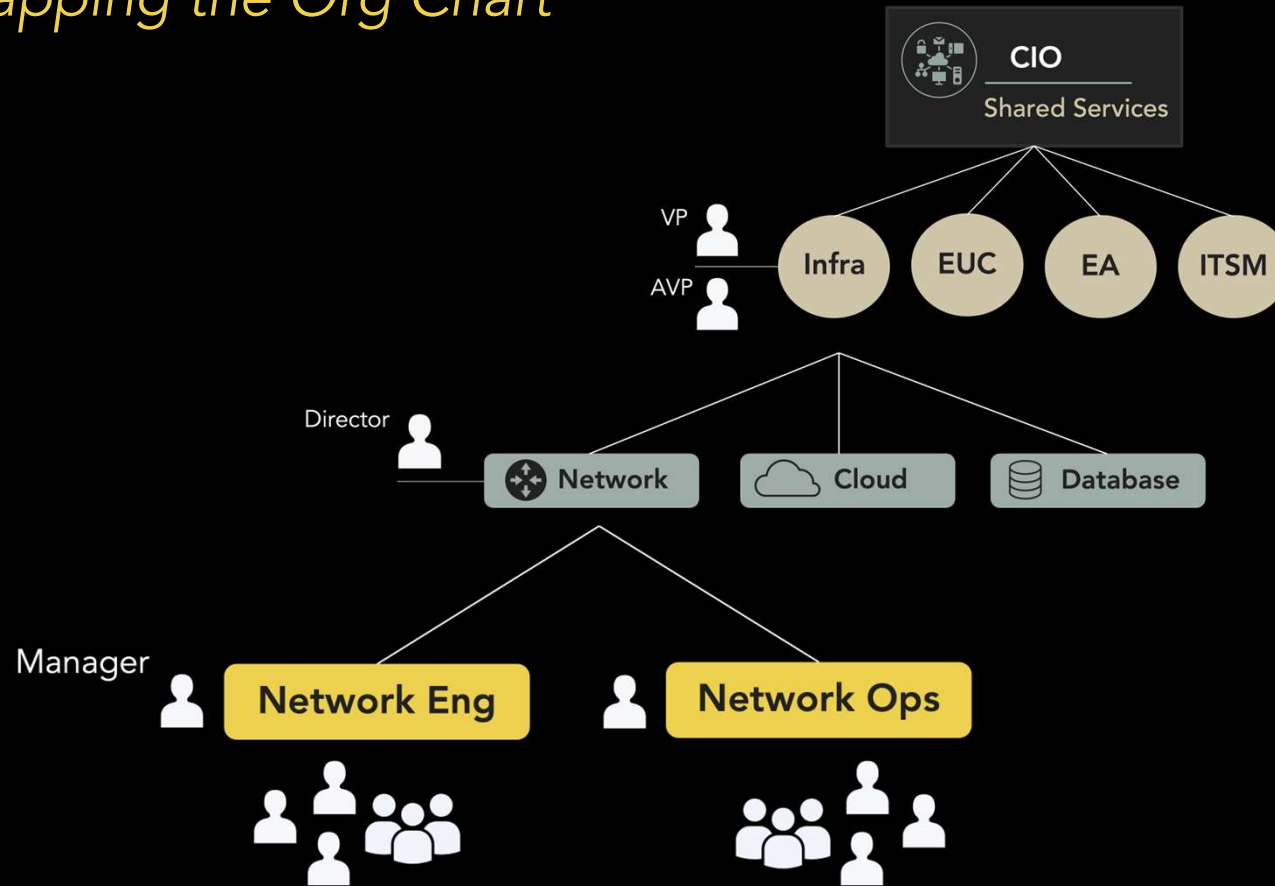
# Building Organizational *Influence*

## *Mapping the Org Chart*



# Building Organizational *Influence*

## *Mapping the Org Chart*

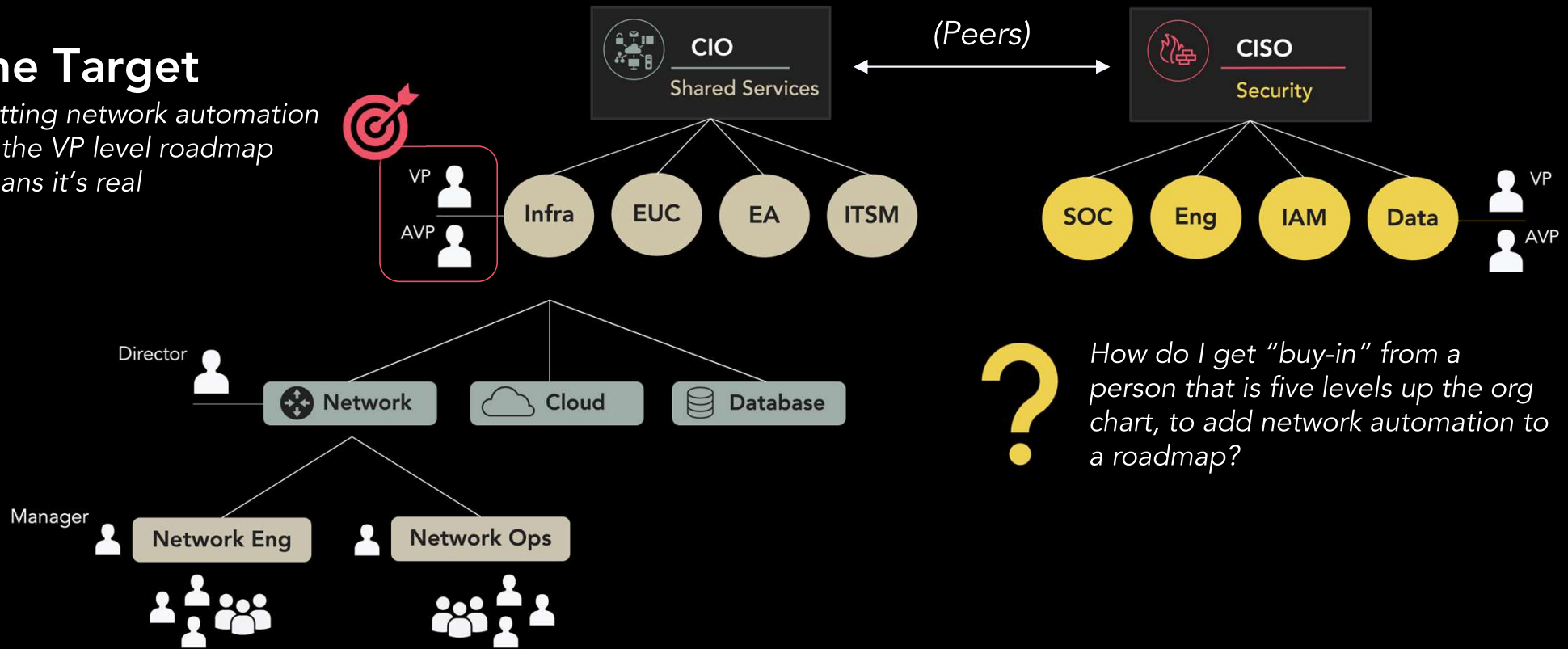


# Building Organizational *Influence*

## Mapping the Org Chart

### The Target

Getting network automation on the VP level roadmap means it's real

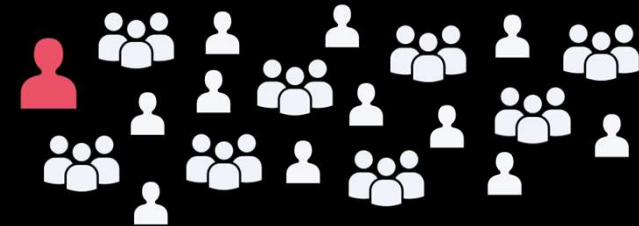


# Building Organizational *Influence*

## *Establishing Alliances*

✓ Technical

**Interfaces:** Cross-Team Interactions



Individual contributors with influence and decision-making power exist up and down the org chart. You just have to find them!



# Building Organizational *Influence*

## *Establishing Alliances*

✓ Technical

**Interfaces:** Cross-Team Interactions

✓ Tactical

**Addressing Scheme:** Knowing who to talk to



# Capitalizing on Opportunity

“ I say luck is when an opportunity comes along,  
and you're prepared for it

- **Denzel Washington**

# Capitalizing on Opportunity

## *Packaging Ideas for Different Audiences*

### Engineers, Architects



**Understand:** BGP, IPsec, APIs, Git, Python, Ansible, Terraform, Pipelines, etc.

### CIO, CISO, VP



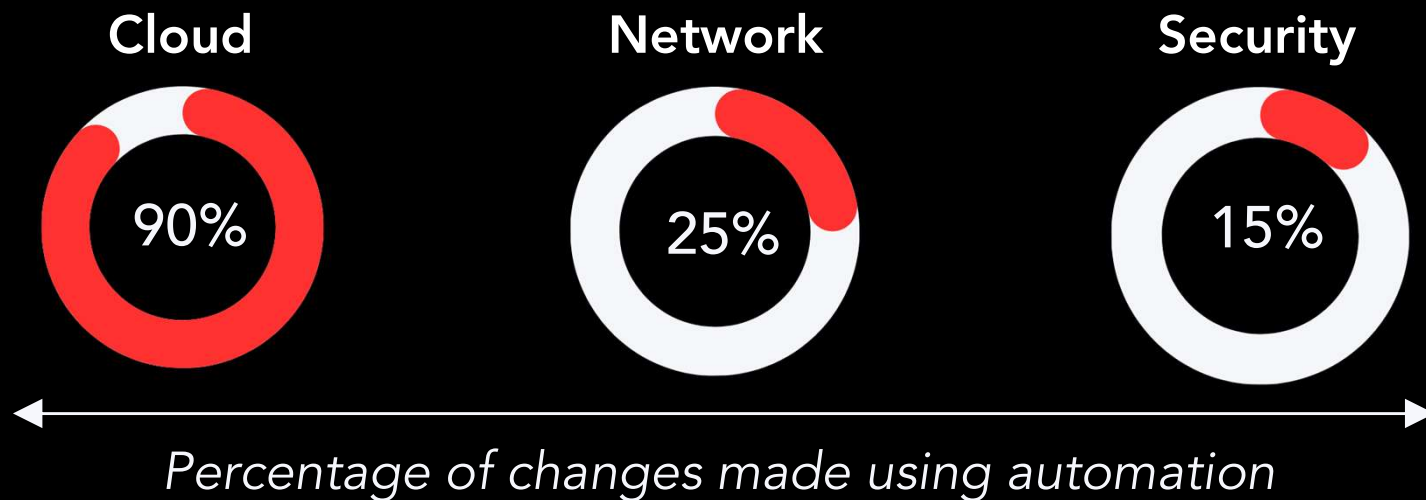
**Understand:** Data, Budget, Spreadsheets, PowerPoints, ROI, Risk, Compliance, etc.



How do you translate your technical expertise and ideas into executive speak?

# Capitalizing on Opportunity

*Preparation meets Timing*



1.

Data  
Gathering

2.

Story  
Telling



**Opportunity**



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The Cloud Gambit

