



# Dustin Kehoe, Program Director & Telecom Lead IDC AP

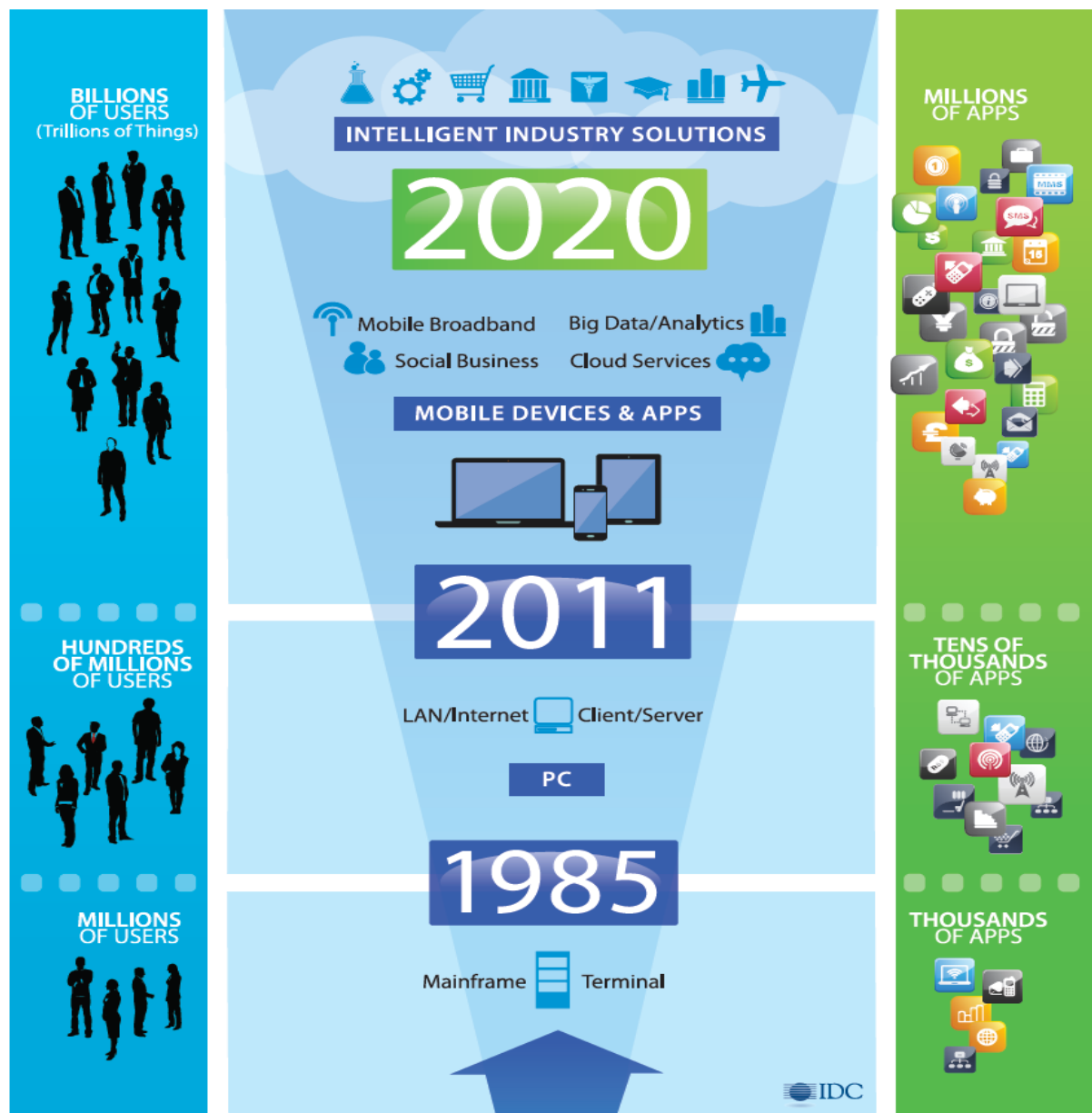
*Conference Debate Session I—“Between the  
clouds” – the challenges facing Data Center  
interconnection*

*November 20-21 2013*

- 90% of IT Growth is in 3<sup>rd</sup> Platform from 2013 to 2020
- 80% of competitive energy must be on 3<sup>rd</sup> Platform

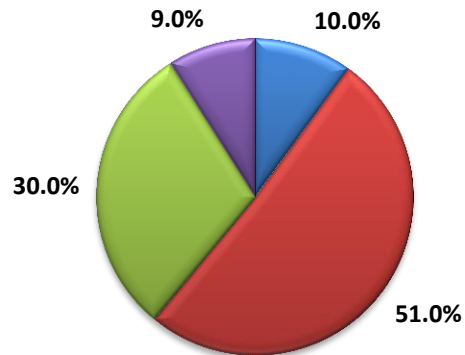
# THE 3rd PLATFORM

Defining the integration and intersection of mobile, cloud, social, and big data

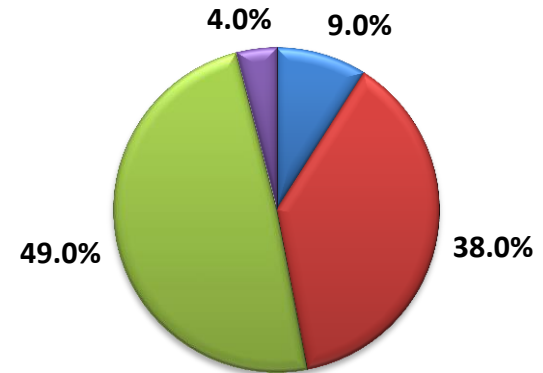


# 2012-2013 Technology Investments

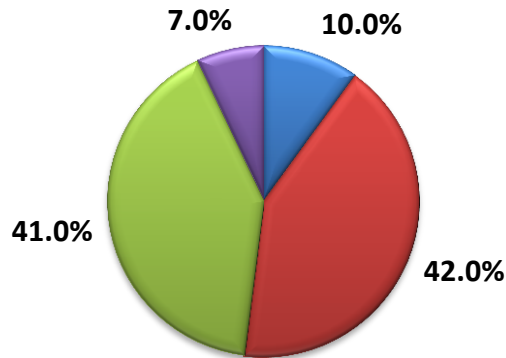
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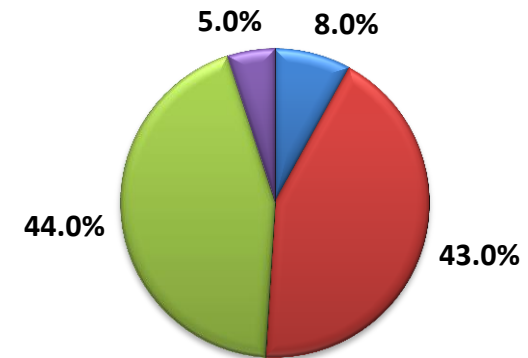
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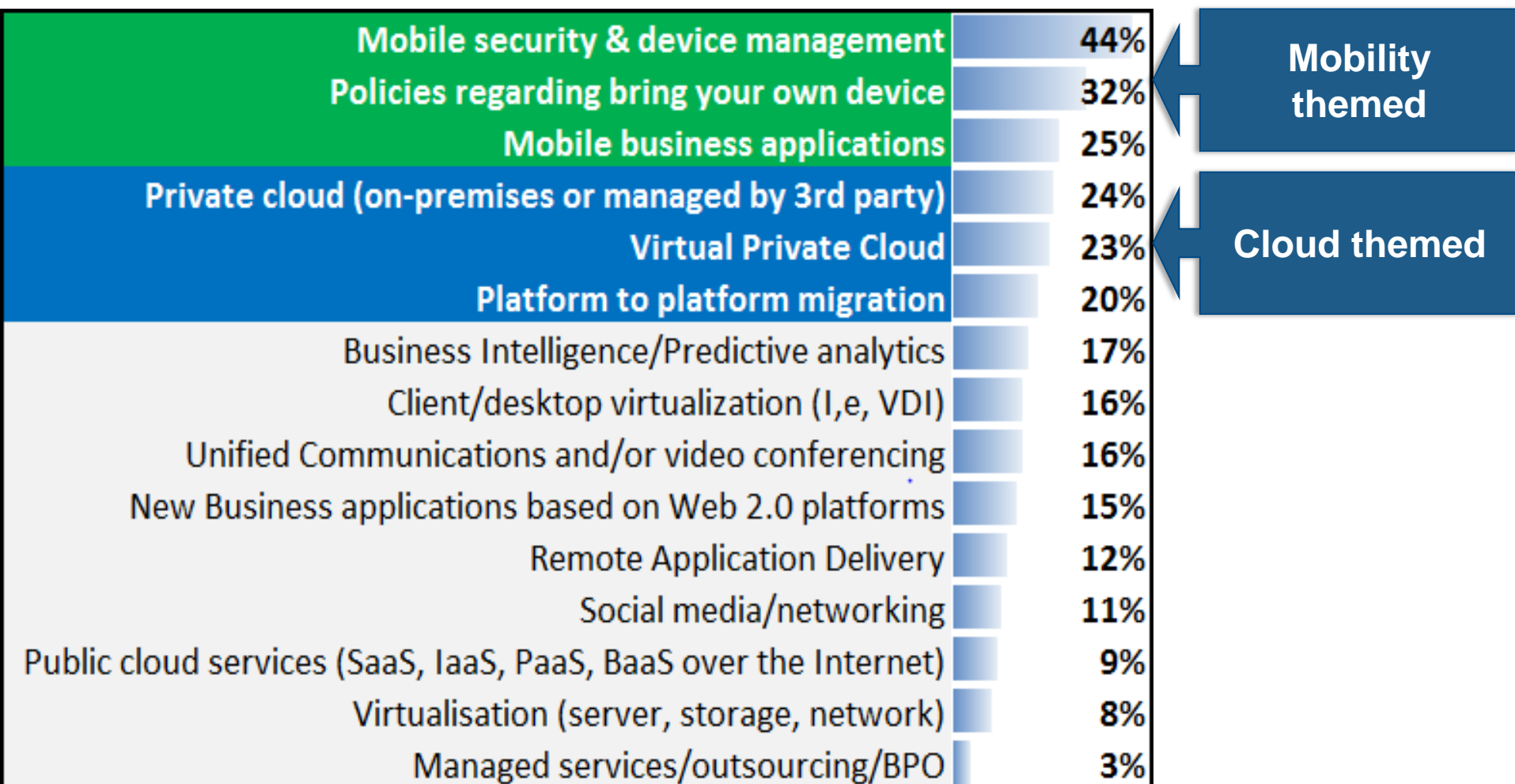
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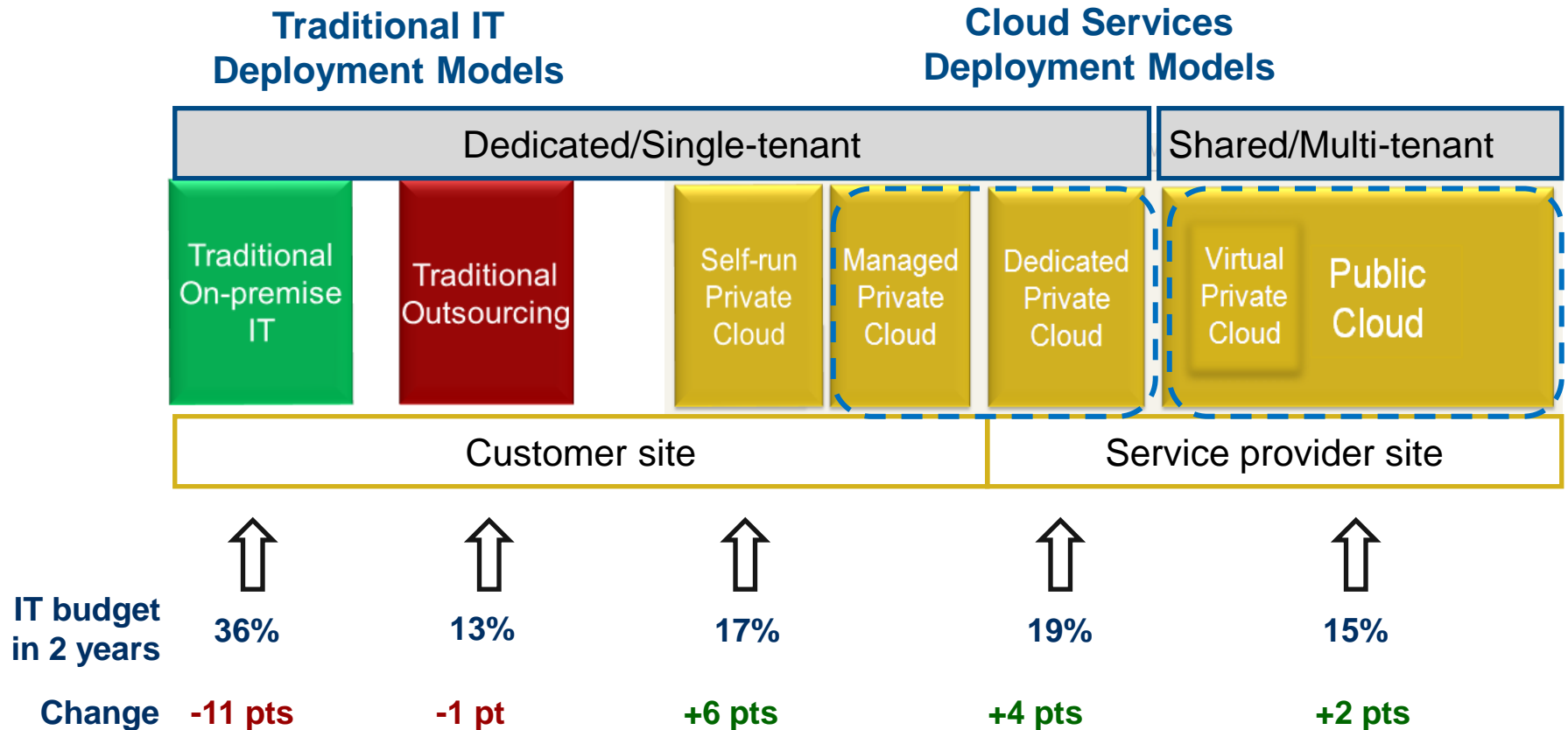


# IT Deployment: Mobility is the mega-trend

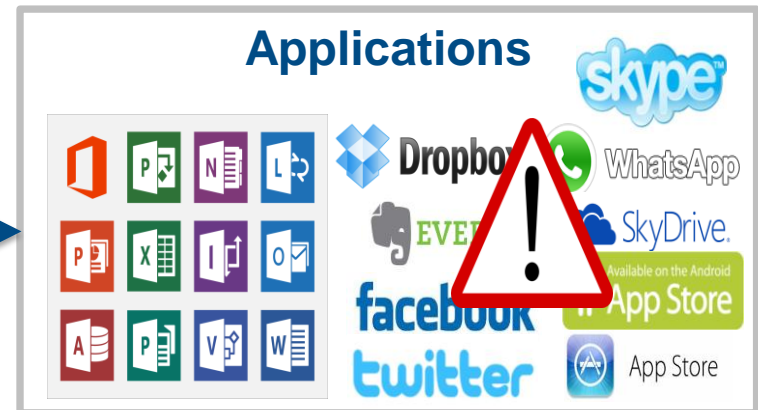
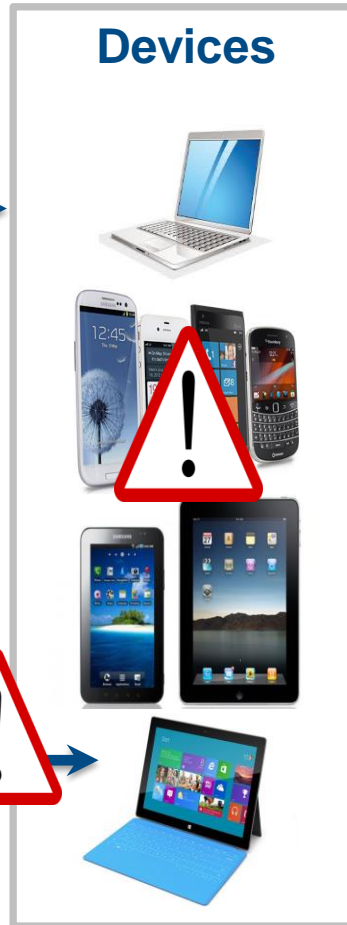
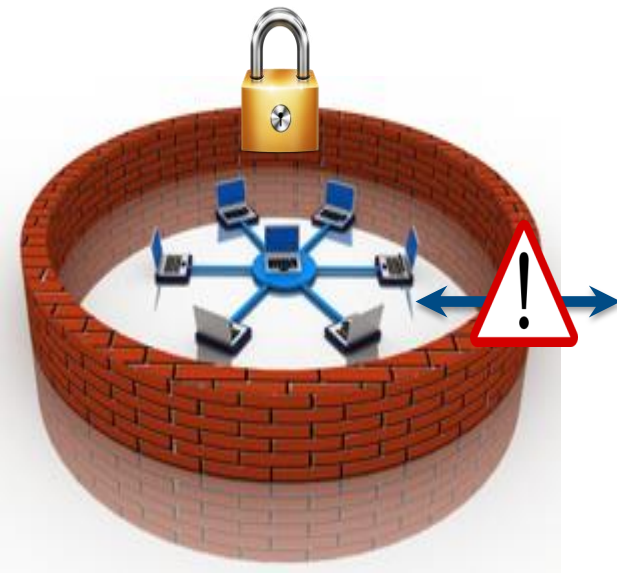


# Plans for Cloud Now and in 2 Years

Q. How much of your company's IT budget is allocated to buying/managing these different types of IT services, today and in 24 months?

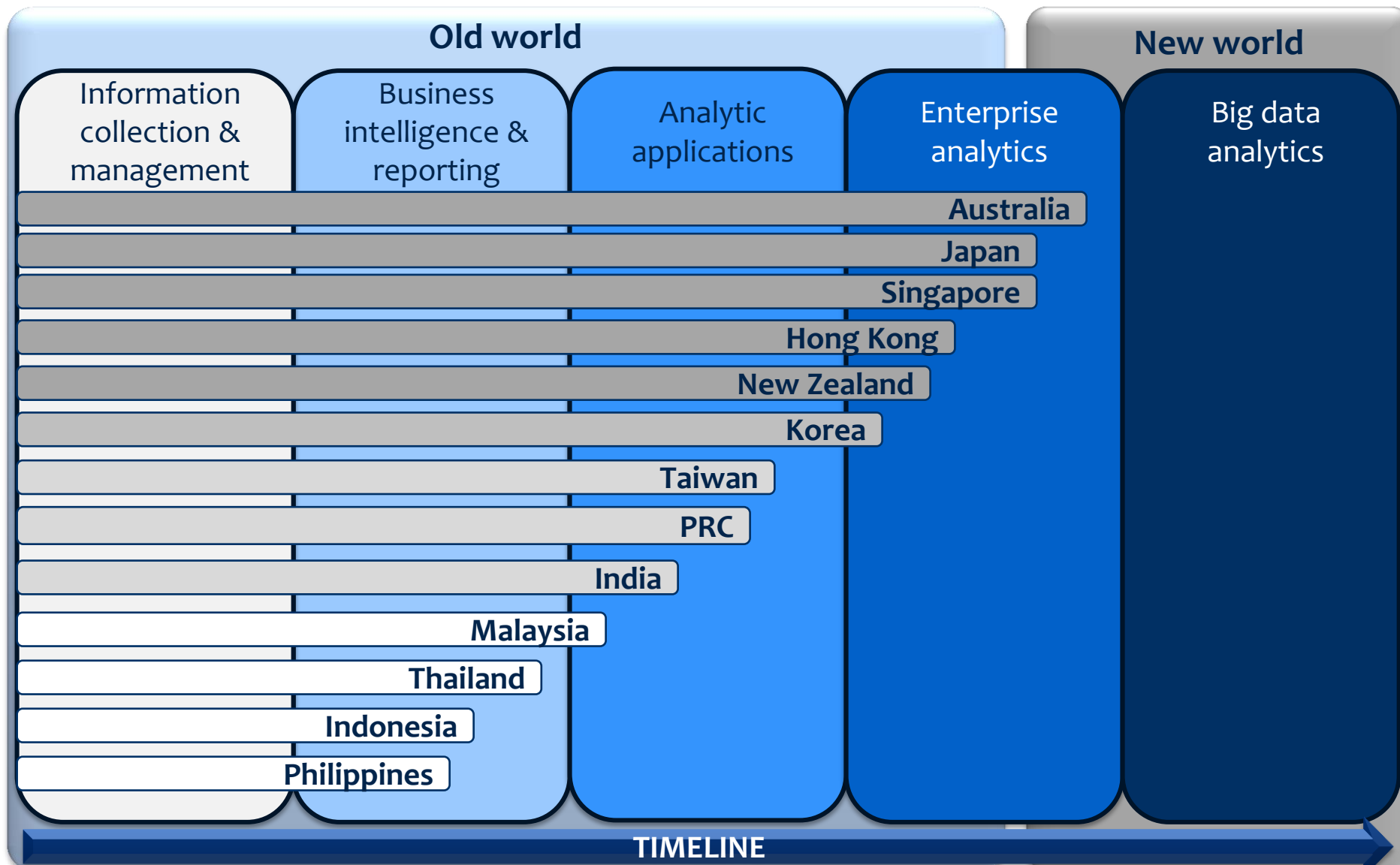


# The changing world for enterprise IT





# The Big Data Journey



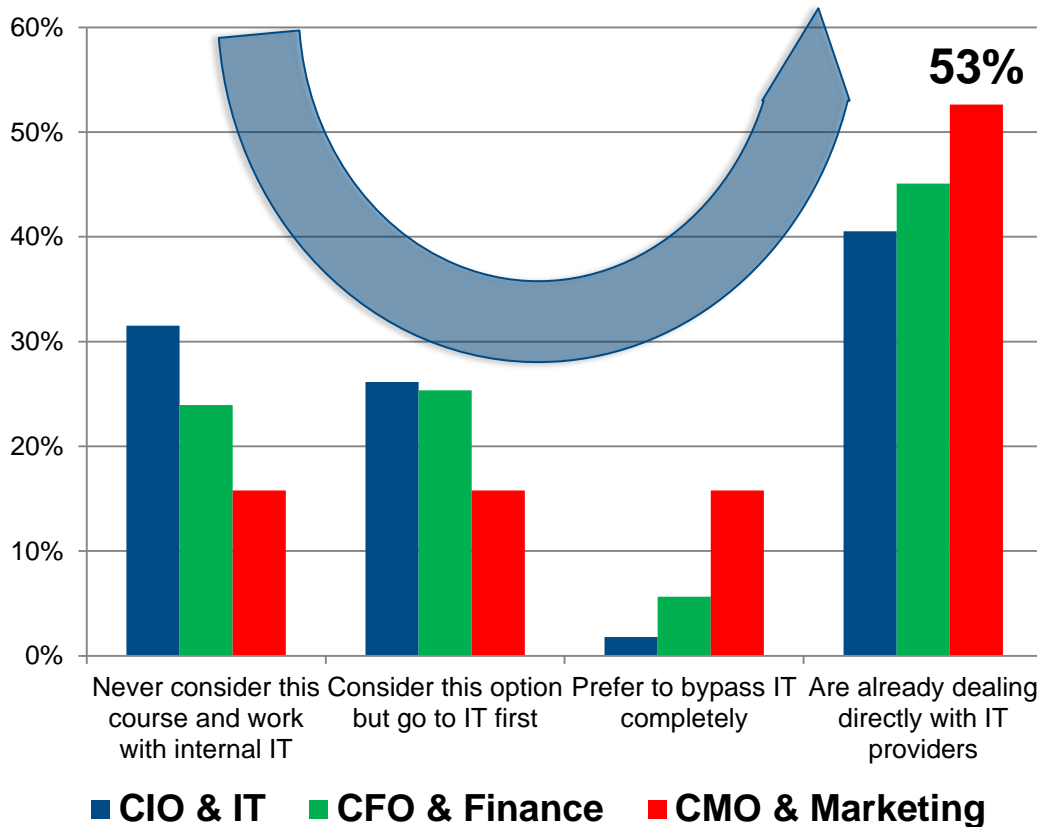
# CIO Priorities and Influence of LOB





# C-Suite: Would You Bypass IT?

On the topic of sourcing IT products or services directly from a supplier bypassing your internal IT function, would you:



- Moving to the right increases autonomy
- 53% of CMOs are already dealing with external suppliers
- CMOs are the most likely function to go it alone
- CIO must align strategy with departments going external

# Panel Session