



# RHIPE CLOUD SUMMIT 2016



**rhipe** BE INNOVATIVE. BE THE DISRUPTOR.  
The Cloud Channel Company™





# FROM RESEARCH TO REALITY

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BE INNOVATIVE. BE THE DISRUPTOR.



# Be innovative. Be the disruptor

WE ARE NICE  
PEOPLE

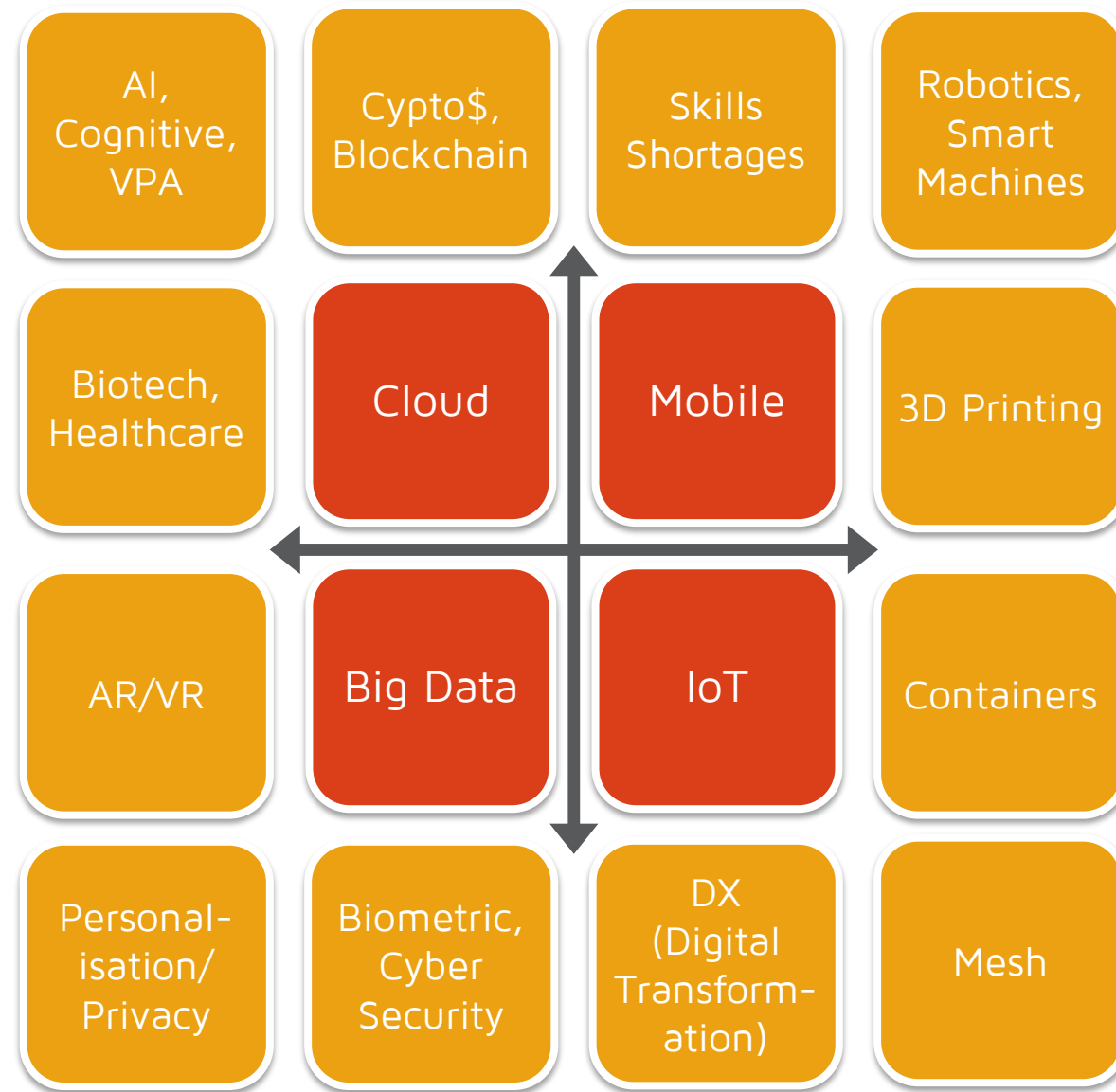
WE LISTEN  
TO OUR CUSTOMERS

WE DELIVER GREAT  
SOLUTIONS

WE CHARGE A  
FAIR PRICE



# What's being talked about?



## CORE

- Cloud & Mobile core platform
- Democratised Big data
- IoT explosive growth
- Where did Enterprise Social go?

## ACCELERATORS

- Building on core creating differentiation
- Security is everywhere



# What are the numbers saying?

## IDC 2019 PUBLIC CLOUD MARKET FORECAST

2014 – 2019 19.4% CAGR

Worldwide  
**USD141.2bn**

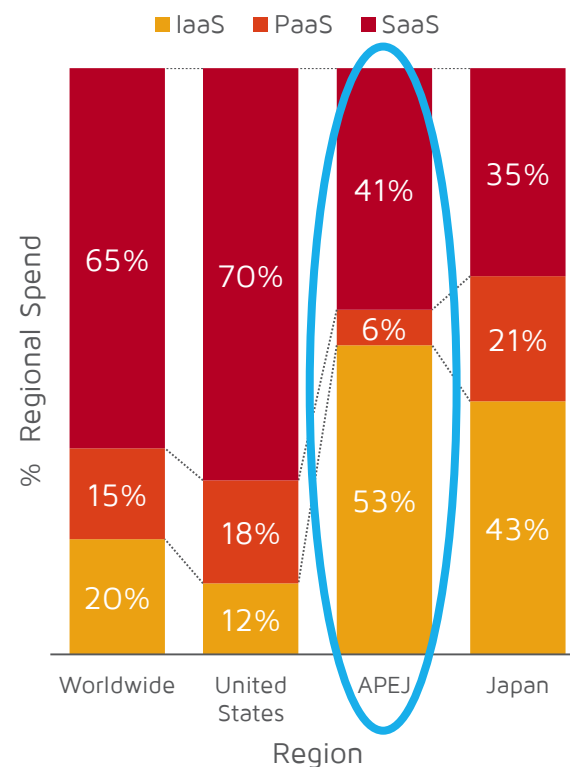
Still Overall IT  
**6X** market  
growth

APAC (ex Japan)

**USD10.6bn**  
24.1% CAGR

IDC – #US40709515 Dec 2015

## REGIONAL SERVICE MODEL VARIATIONS 2019



IDC – #US40709515 Dec 2015

## WIKIBON 2026 PUBLIC CLOUD MARKET FORECAST

2014 – 2026 19.8% CAGR

Worldwide  
**USD492.9bn**

Wikibon: 7 Aug 2015

## IDC 2019 IOT MARKET FORECAST

2014 – 2019 17% CAGR

Worldwide  
**USD1.3tn**  
25.6bn things

APAC (ex Japan)

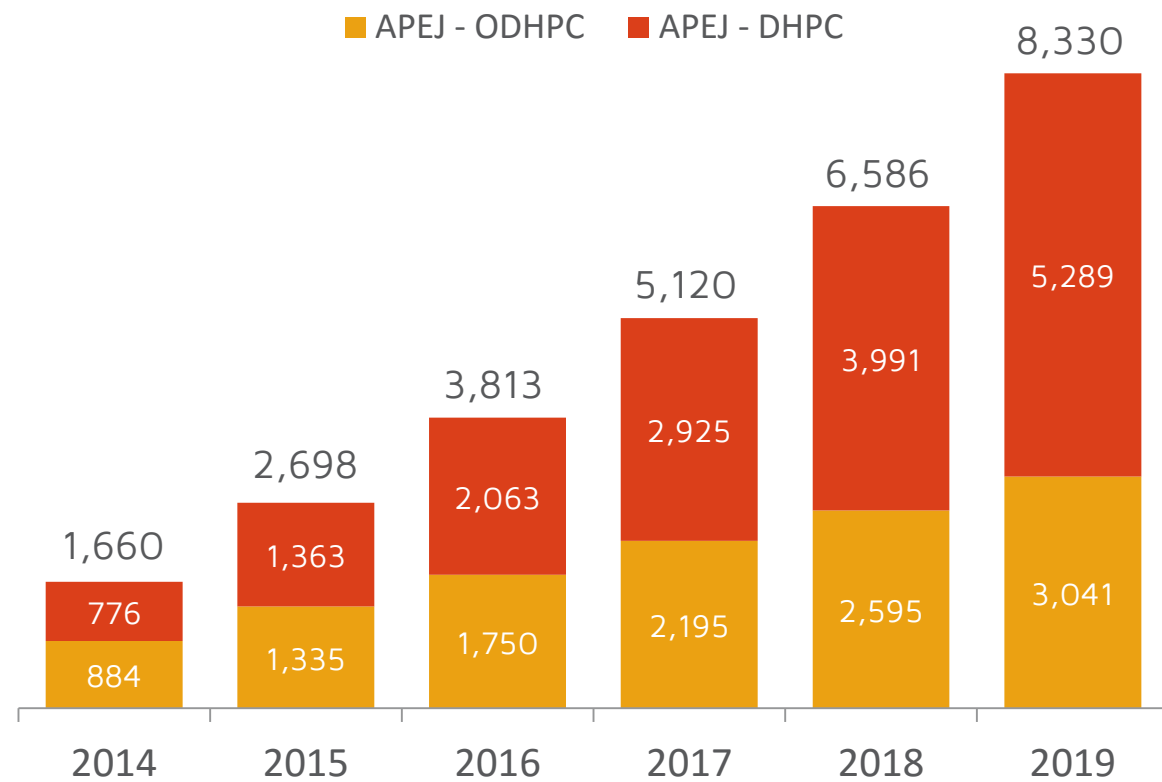
**USD618.5bn**  
47.4% share

IDC – #US40983216 Feb 2016



# Asia Pacific (ex-Japan) cloud growth – a hybrid story

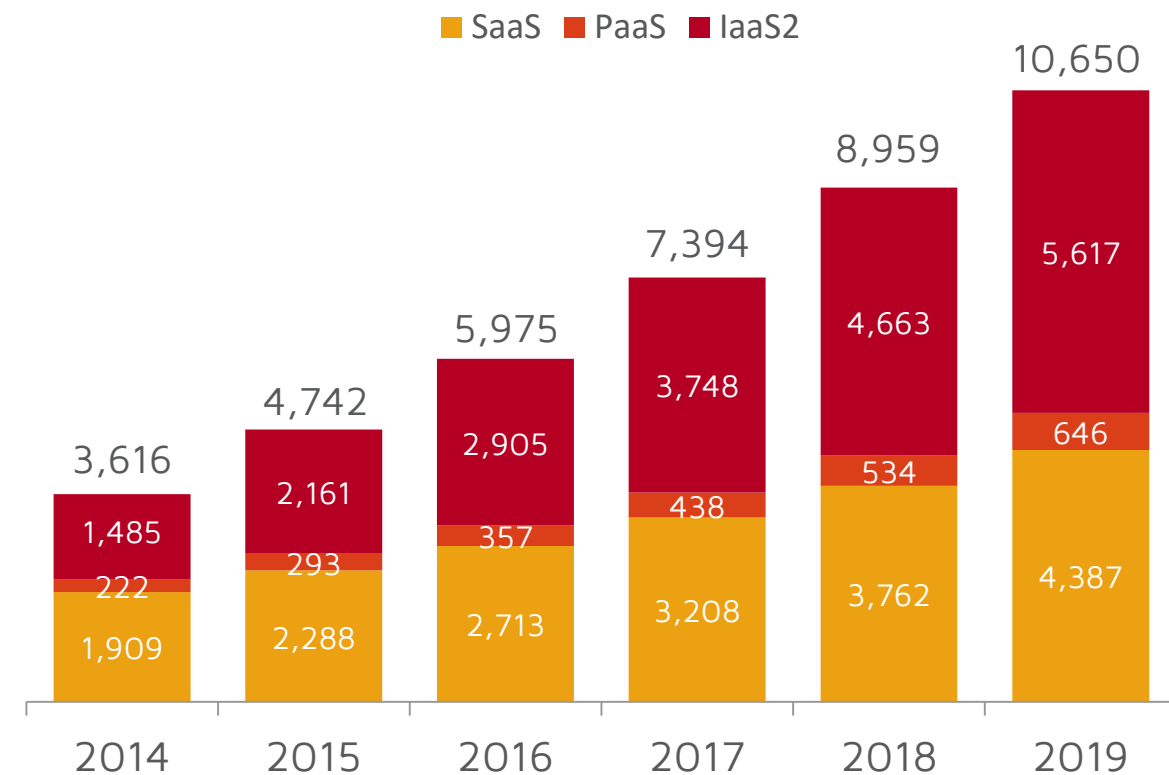
APEJ HOSTED PRIVATE CLOUD SERVICES  
(ON DEMAND & DEDICATED), REVENUE USDM'S



CAGR = 38.1% (35.4% WW)

IDC – #259066, Sept 2015

APEJ PUBLIC CLOUD  
(BY SERVICE MODEL), REVENUE USDM'S

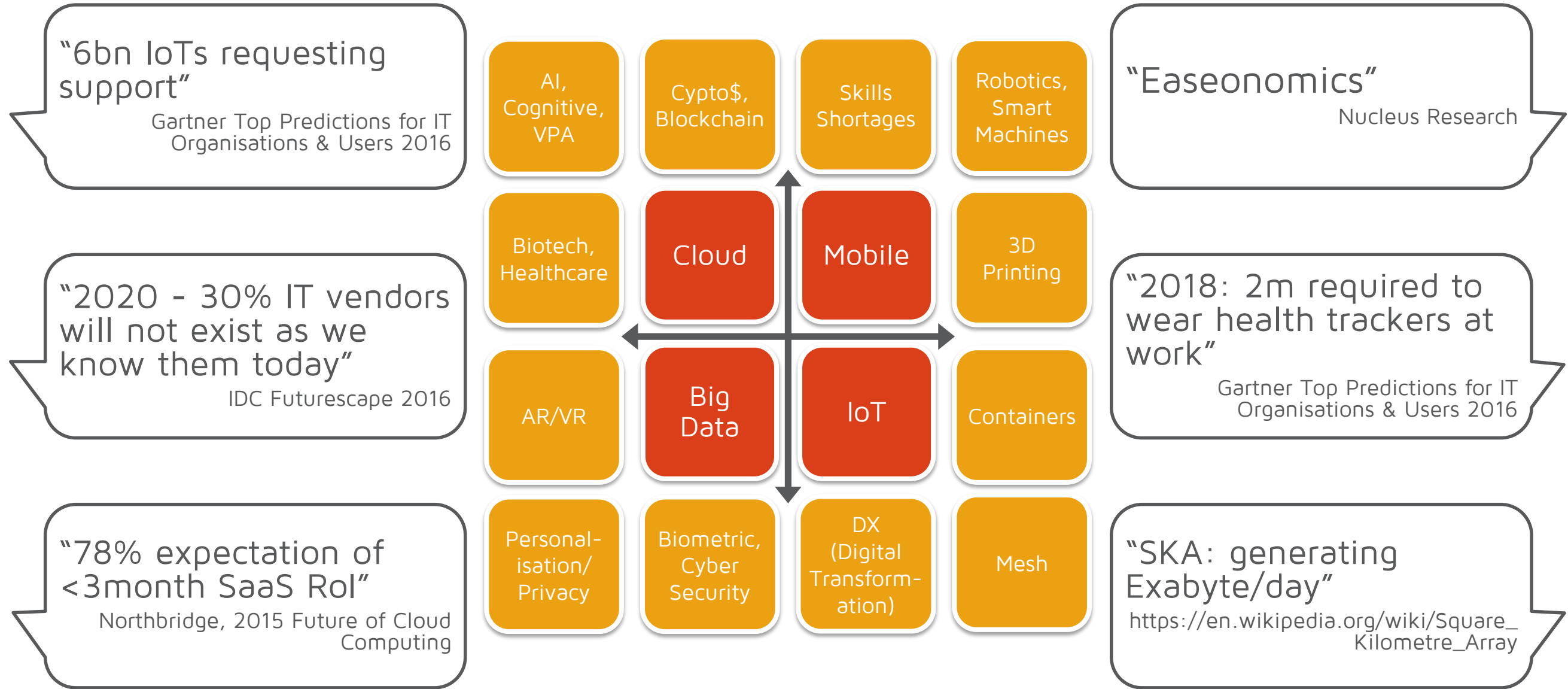


CAGR = 24.1% (19.4% WW)

IDC – #US40709515 Dec 2015



# What caught my eye?



# IDC – Futurescape 2016

## DATACENTER

“2018 – 40% Data centre obsolescence. Hyperconverged, Software defined, 3rd platform use cases”

- Covering predictions across 33 areas from CIO to Smart Cities
- Free on-demand video content
- <http://www.idc.com/idcfuturescapes2016>

## MOBILE

“2020 – APAC 2bn mobile first internet users”

## CLOUD

“2017 – 65% (80% WW) Enterprise IT orgs will commit to Hybrid cloud architectures”

## SECURITY

“2020 – 50% AP transactions authorised biometrically (20% WW)”

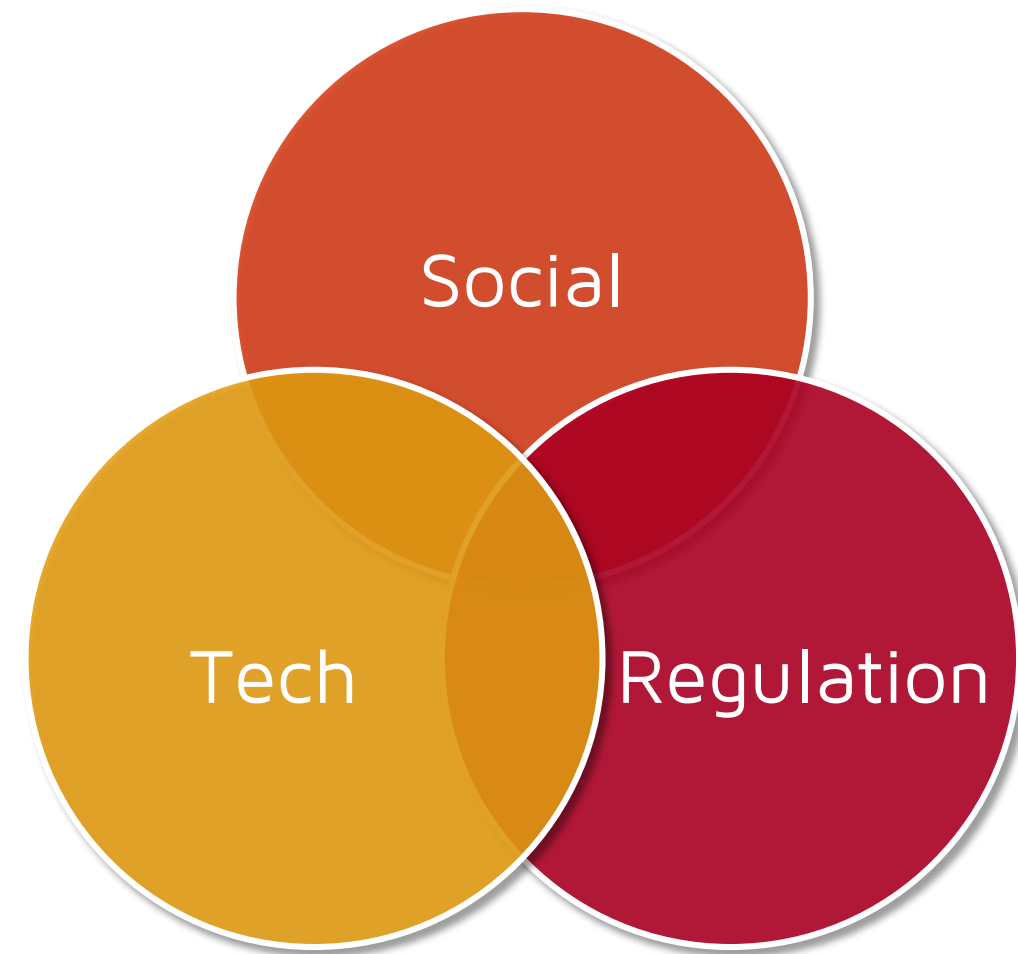
## BIG DATA

“Cognitive everything.”  
By 2020 over 50% of developers will embed cognitive capabilities in their apps (up from less than 1% today)”





# Differentiation & disruption



- Look for perfect storms
  - The Sharing Economy
- Niche/vertical focus
- Outcomes NOT products

# TRUST IS EVERYTHING



# References & resources

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- **Citrix 2020 report** - <http://cto.citrix.com>
- **KPMG** - <https://www.kpmg-institutes.com/institutes/global-enterprise-institute/events/2015/10/tech-innovation-global.html>
- **NorthBridge** - [http://www.slideshare.net/North\\_Bridge/2015-future-of-cloud-computing-study/](http://www.slideshare.net/North_Bridge/2015-future-of-cloud-computing-study/)
- **Wikibon** - <http://wikibon.com/public-cloud-market-forecast-2015-2026/>
- **Frost & Sullivan** - <http://www.prnewswire.com/news-releases/five-big-technology-predictions-into-2016-frost--sullivan-300183051.html>
- **Forrester** - [https://solutions.forrester.com/Global/FileLib/AoC\\_Campaign/Forrester-2016-AOC-Predictions.pdf](https://solutions.forrester.com/Global/FileLib/AoC_Campaign/Forrester-2016-AOC-Predictions.pdf)
- **Nucleusresearch** - <http://nucleusresearch.com/research/single/nucleus-top-ten-predictions-for-2016/>
- **CIO (Forrester & IDC summary)** - <http://www.cio.com/article/3006976/it-industry/5-it-industry-predictions-for-2016-from-forrester-and-idc.html>
- **Gartner Predictions**
  - <http://www.gartner.com/newsroom/id/3143718>
  - <http://www.gartner.com/newsroom/id/3143521>
- **Medium**
  - <https://medium.com/mobile-lifestyle/top-10-analyst-tech-predictions-for-2016-51cdbbd3f44>
- **RightScale** - <https://www.rightscale.com/lp/state-of-the-cloud>
- **ACS Digital Pulse** - <https://www.acs.org.au/news-and-media/news/2015/ict-skills-shortage-points-to-enormous-career-opportunities-finds-acs-and-deloitte>





# THANK YOU

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