

# Industry Disruptions: The Must-Do Steps to Meet Competitive Challenges

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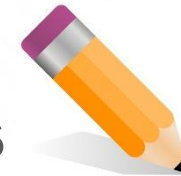
ITaaS Now, LLC – [www.itaasnow.com](http://www.itaasnow.com)

**Hamburg Aviation Conference 2017**

Aviation and Travel in the Age of the Hyper-Connected Consumer

# ITaaS Now At a Glance

- A digital transformation consulting startup specializing on transforming businesses to digital
- Mission: Help business leaders transform their business and IT to boost their digital performance
- Help organizations through two means:
  - Traditional consulting services
  - Online transformation consulting services



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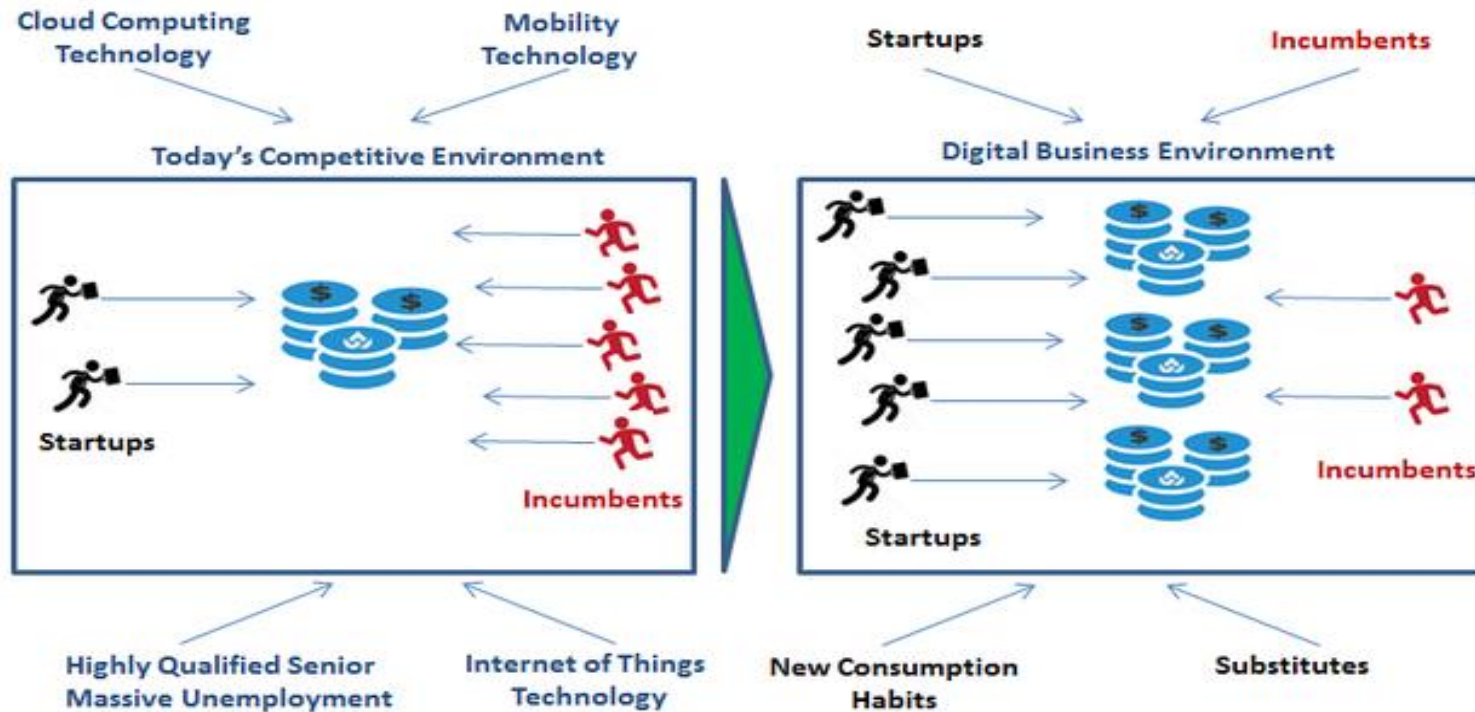
# Four Keys to Turning Your Industry's Disruption into Opportunities

- Tackle Your Industry Disruption as a Competitive Matter
- Adopt Innovation, Business Agility, Customer Loyalty and Digital Infrastructure as Your Competitive Advantages
- Adjust Your Value Stream into Digital, Don't Put Your Business Up and Down
- Transform Your IT Infrastructure into IT as a Service (ITaaS)



# Tackle Your Industry Disruption as a Competitive Matter

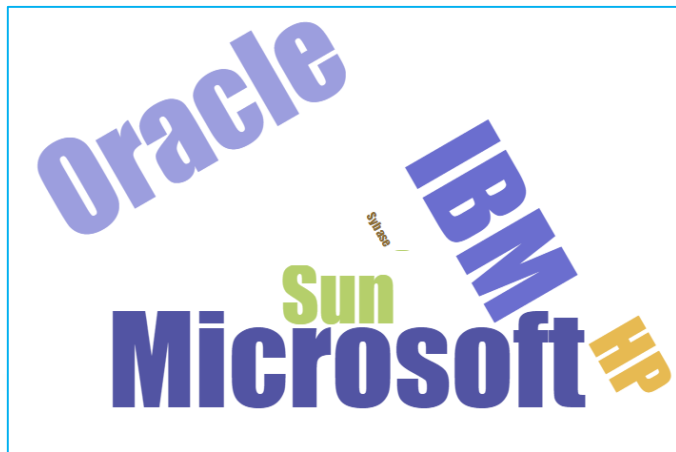
- Industry disruption is rather, a power and wealth transfer from dominant incumbents to innovative tech startups doubled with accelerating customer churn



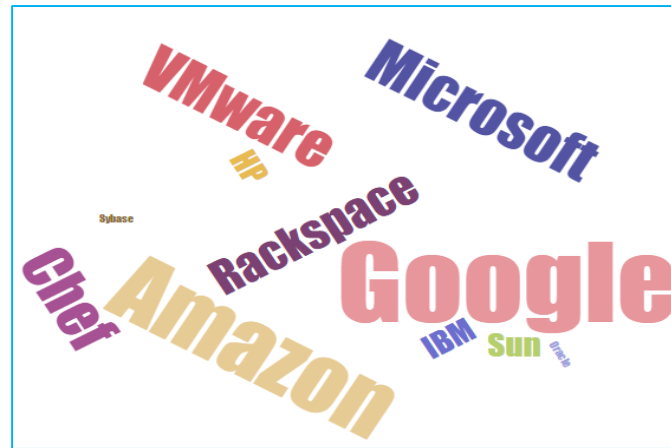
# Tackle Your Industry Disruption as a Competitive Matter (Cont'd)

- IBM and Oracle influence has declined in favor of Tech businesses including Google, VMware, Amazon, Rackspace or Chef

IT vendors landscape in 2005



IT vendors landscape in 2017





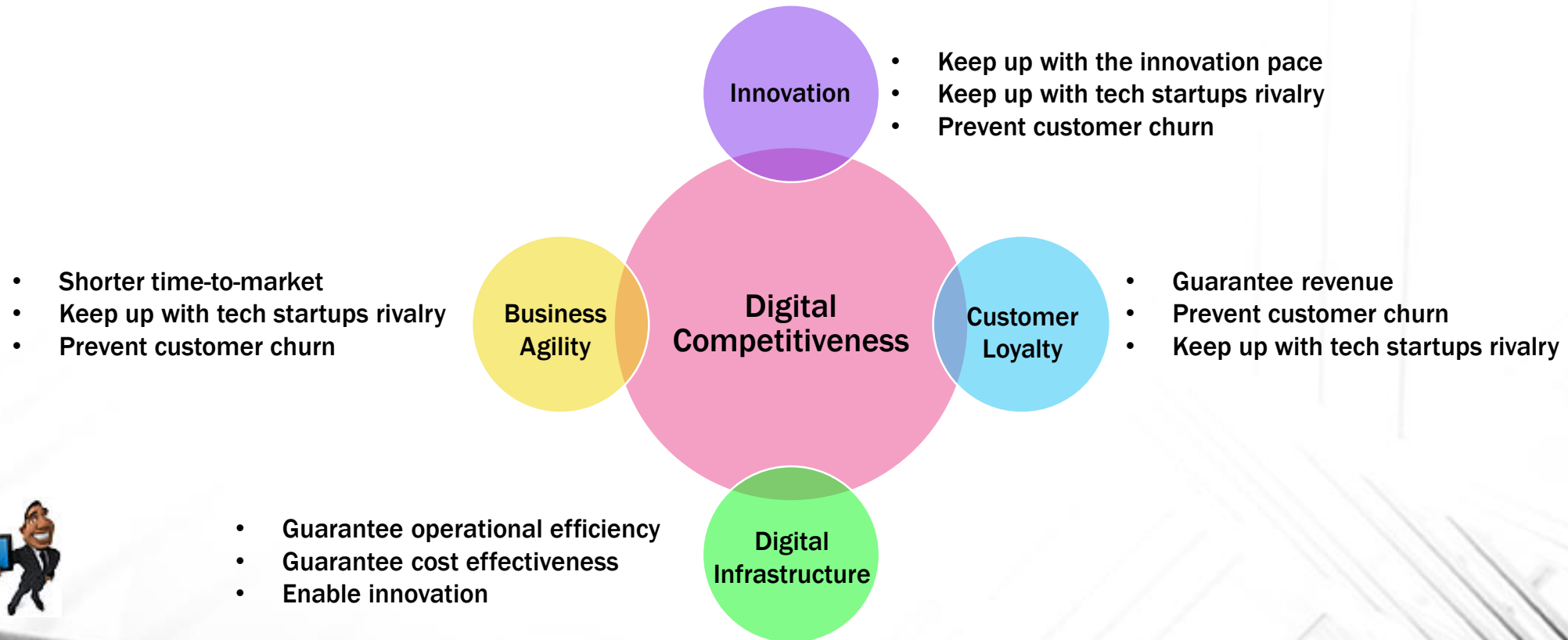
# Adopt Innovation, Agility, Customer Loyalty, and Digital Infrastructure As Your Competitive Advantages

- What primarily matters isn't only the technology, but how to deal with the overall competitive challenges:
  - Unprecedented tough competition and rivalry imposed by the proliferating tech startups
  - Increasing adoption of digital services at the expense of traditional services
  - Accelerating customer churn resulting from the increasing adoption of proliferating digital services



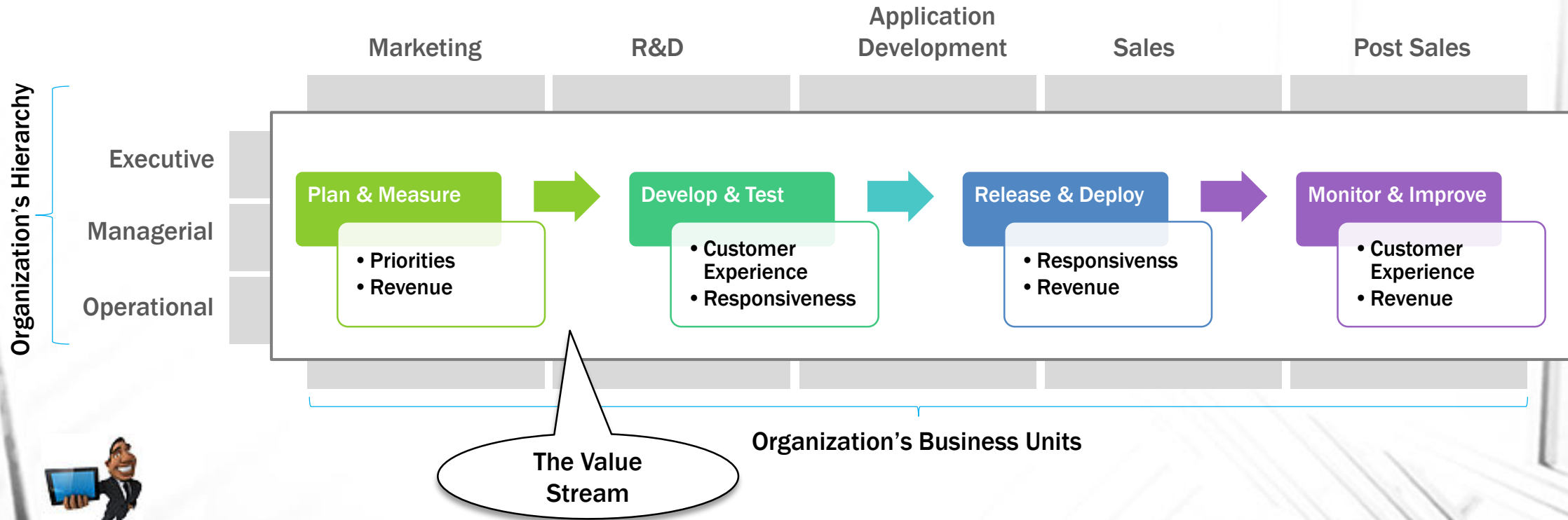
# Adopt Innovation, Agility, Customer Loyalty, and Digital Infrastructure As Your Competitive Advantages (Cont'd)

- Culture of innovation, agility and customer service combined with adoption of digital infrastructure strengthen competitiveness



# Adjust Your Value Stream into Digital, Don't Put Your Business Up and Down

- Transforming into digital isn't the predicted organizational big bang, it's about adjusting the most strategic piece of your business: **The Value Stream.**





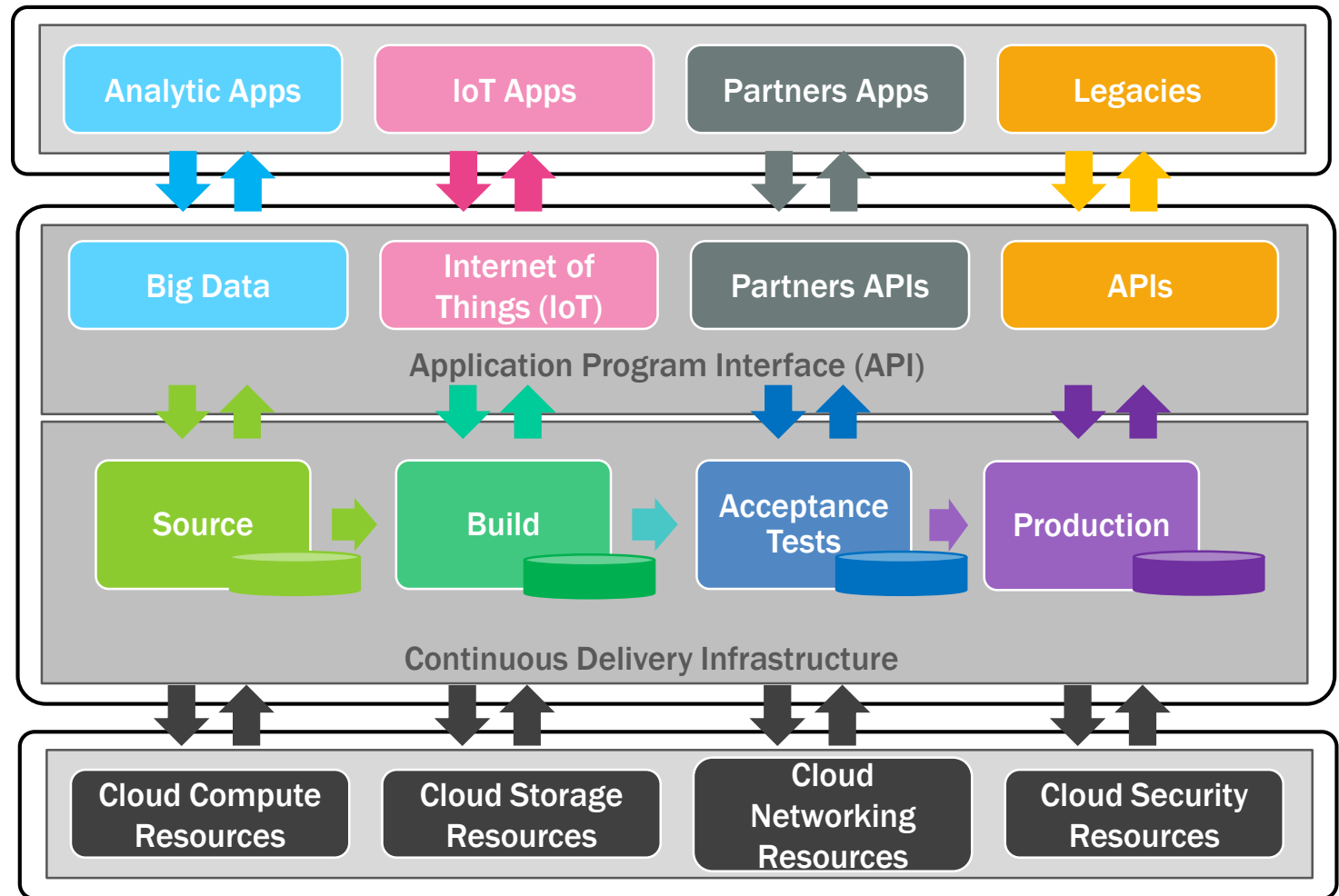
# Transform Your IT Infrastructure into IT as a Service

- Make your value stream agile to unlock its potential with IT as a Service (ITaaS) platform

**Software as a Service (SaaS):**  
Fast and on-demand access to various apps

**Platform as a Service (PaaS):**  
Automated IT processes enabling apps continuous (non-stop) delivery

**Infrastructure as a Service (IaaS):**  
Automated IT processes enabling fast and on-demand resources provisioning



# Summing It Up

- Address your industry disruption as a competitive matter
- Reinvent your competitive advantages around
  - Innovation
  - Business agility
  - Customer loyalty
  - Digital infrastructure
- Transform your organization's value stream into agile practices
- Transform your IT into IT as a Service



# Questions & Answers

