



**The Resource
for Information
Executives**

The Business Case For Adopting Grids

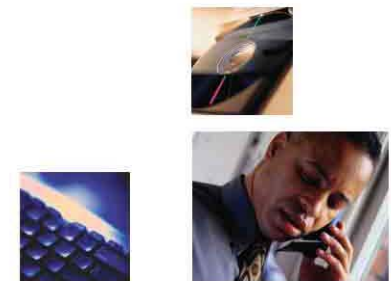
Gary Beach
Publisher
CIO magazine
gbeach@cio.com



Keynote agenda



- Business landscape
- Grid landscape
- Call to action



Shoot your tech strategy

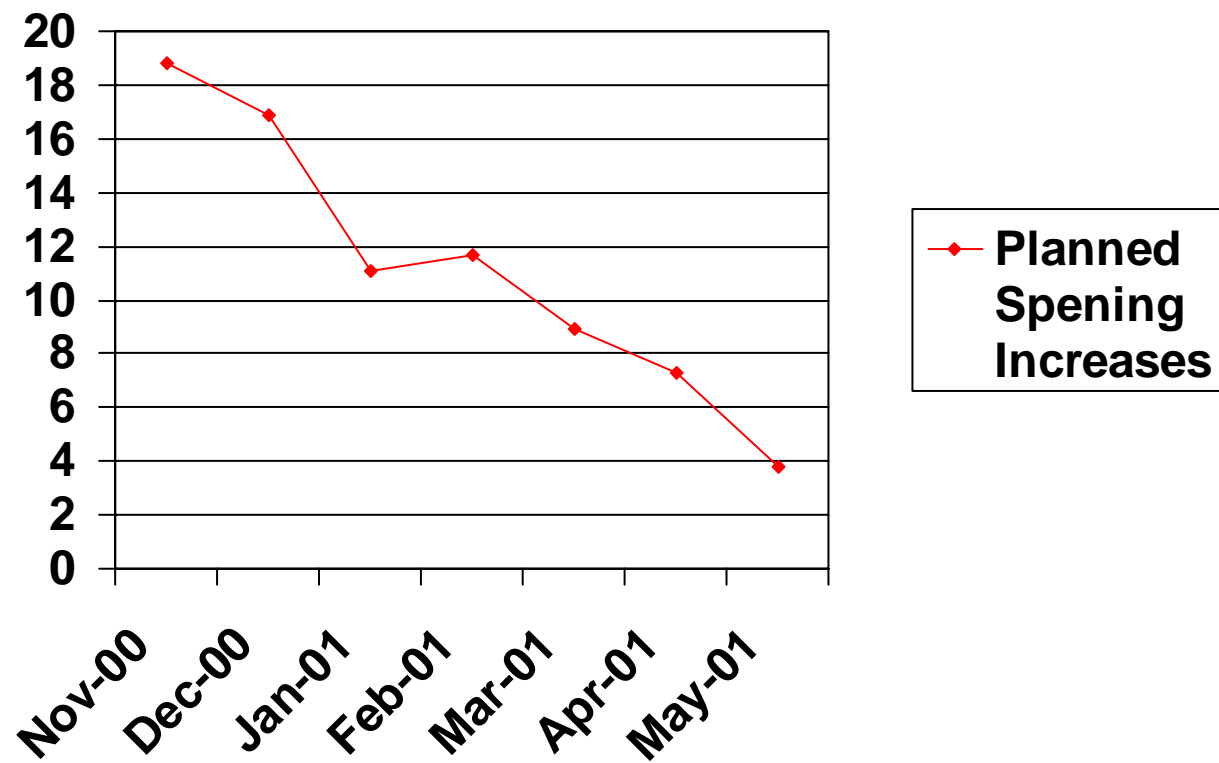


“We are globally competitive because we do not have a technology strategy.”

William Shaw
Chief Operating Officer
Marriott Corporation



Lost in translation



Source: CIO Tech Poll, June 1, 2001



Change the business



“IT executives and their staff are being asked to morph from technology caretakers to business brokers.”

Ralph Szygenda
SVP/CIO
General Motors



Bottom line = Top priority



“To keep their jobs technology executives must shift from having a technical capacity to having a business capacity.”

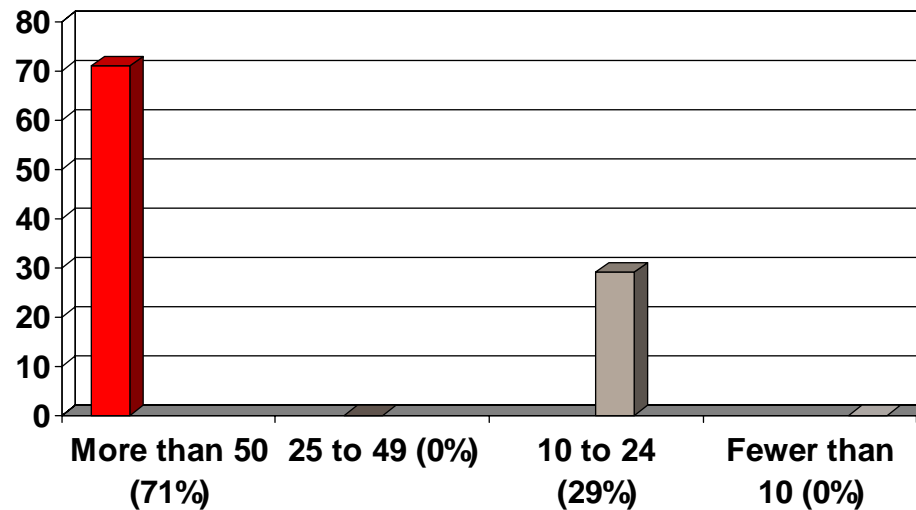
Michael Schrage
MIT



Overwhelming Application Backlog



How many projects are in your application backlog?



Marching orders for 2006



10. Change the company's culture
9. Change the company's business model
8. Run IT more efficiently
7. Attract new customers
6. Generate new revenues
5. Add IT functionality to support business growth
4. Reduce operating costs
3. Increase customer loyalty
2. Create new products and/or services
1. Develop new business capabilities

Question: What was the goal of your bold initiative/project (check all that apply)?
Source: CIO 100 Editorial Research, August 2005



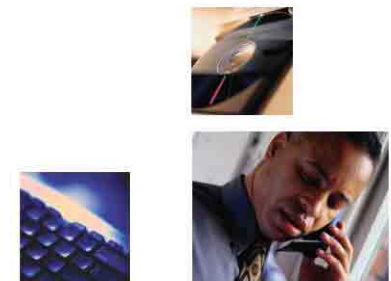
The new mantra



“Do More, More Quickly”

Jory Morino

Heidrich & Struggles



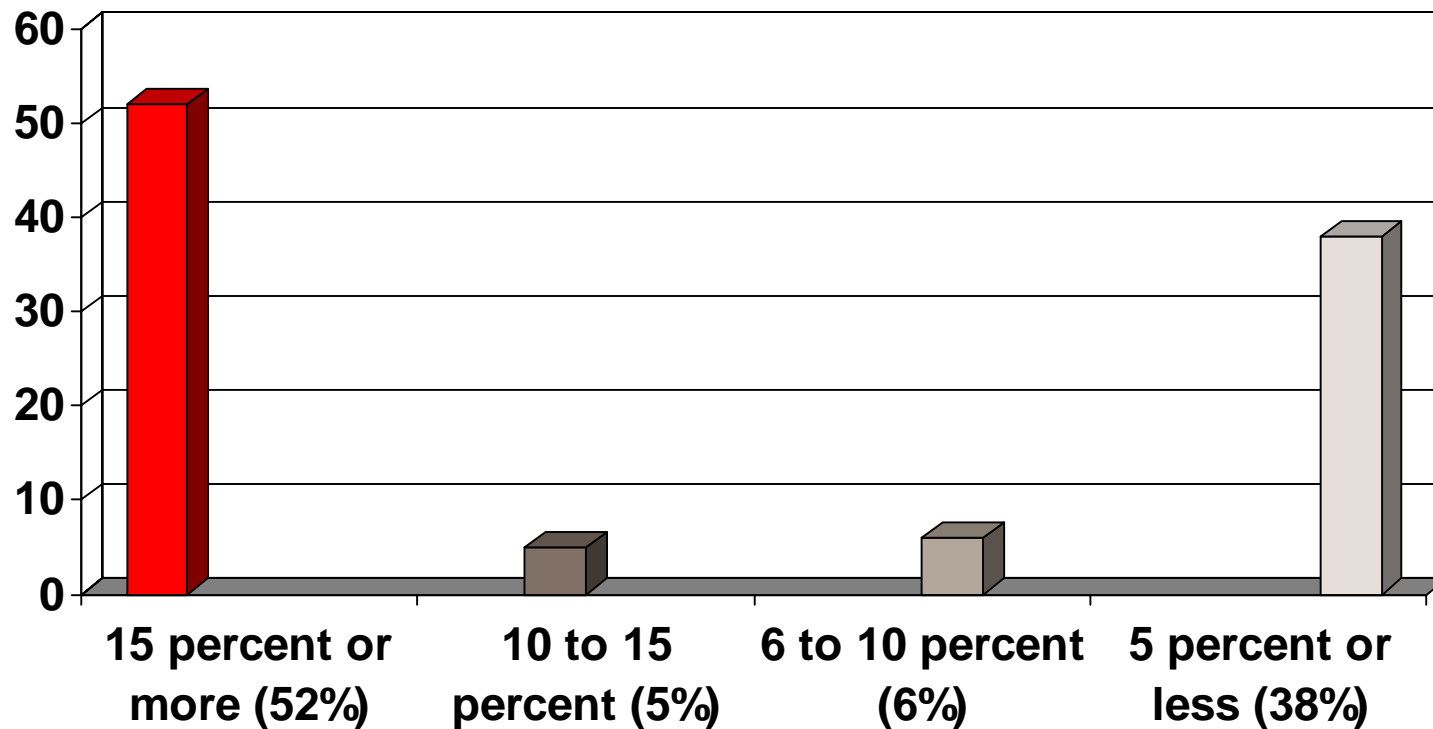
What's the business case for grid computing?



10% server utilization!



What percent of your installed servers are being used?



Source: CIO magazine Quick Poll

CIO perspective



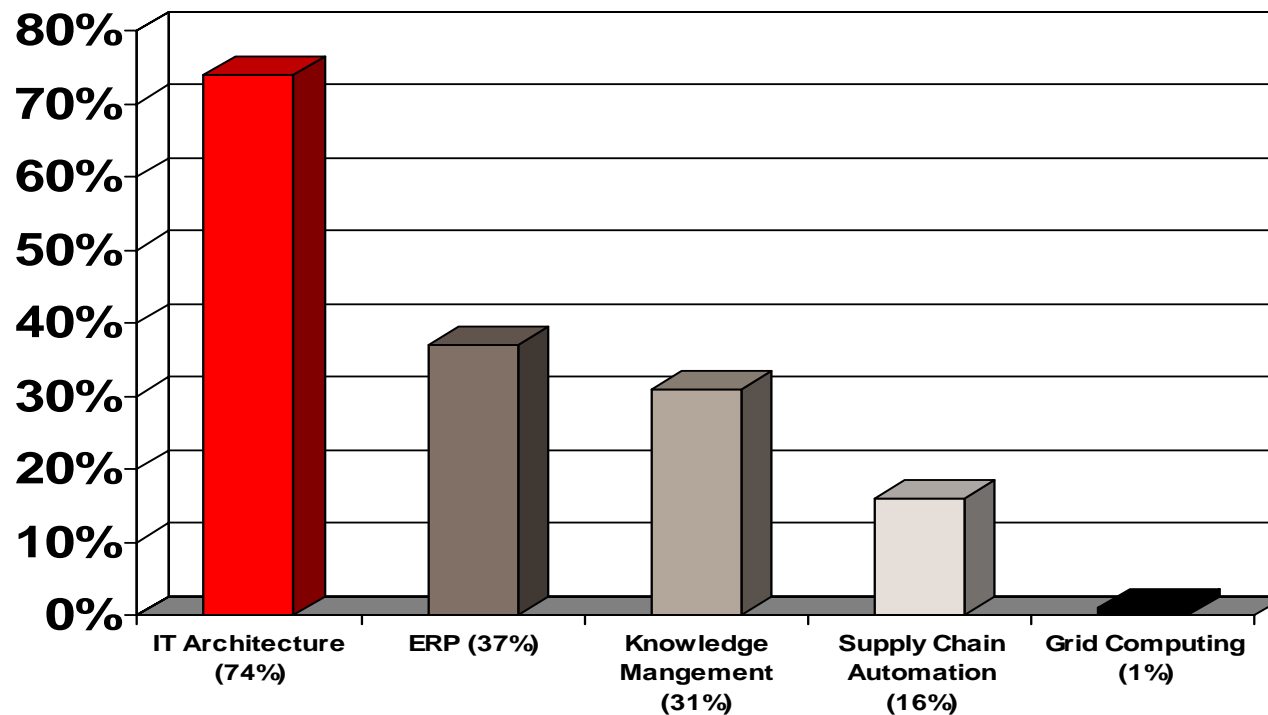
- “Great for scientific community”
- “Long way to go before business is ready”
- “Difficult to install”
- “Don’t like current status of protocols between servers”



The grid disconnect — The waiting is the hardest part



Technology that supports innovation



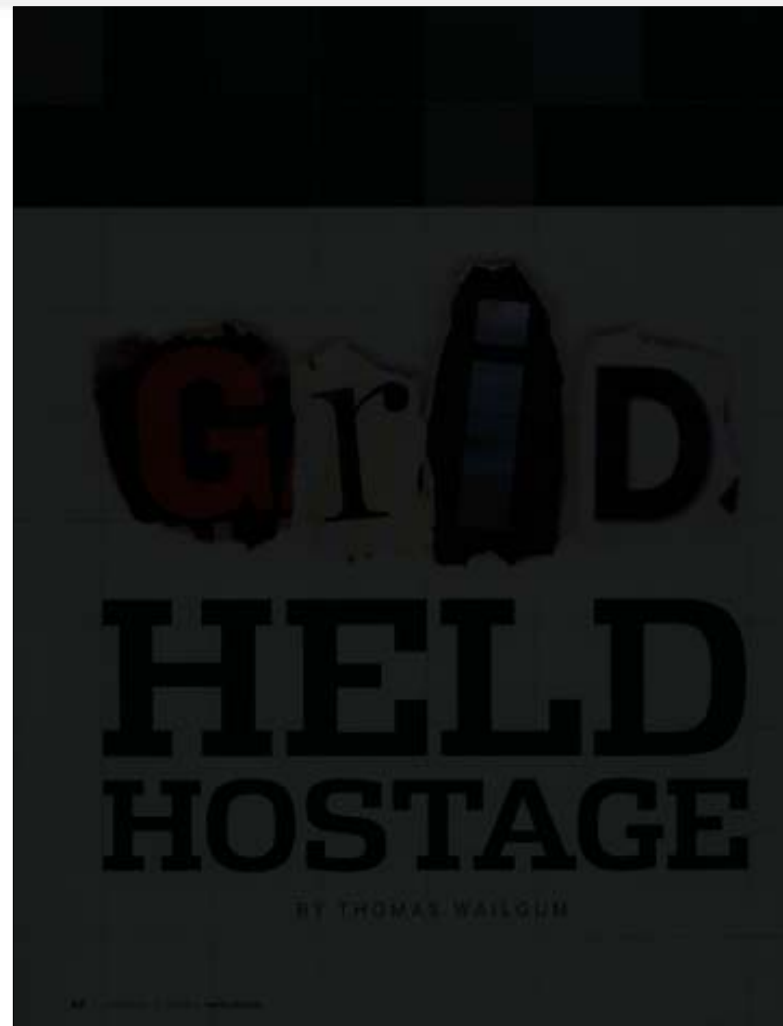
Source: "IT-Enables Innovation," *CIO*, Nov. 2004

Grid is innovative...



“But innovation is not about what innovators do...
It’s about what customers adopt.”





CIO magazine position



“You need grid computing. It could save you millions. It could provide competitive advantage.”

CIO magazine
August 1, 2005



36 months to mainstream



“The performance of grid computing is awesome. There are real advantages in the long run...about three years away.”

CIO

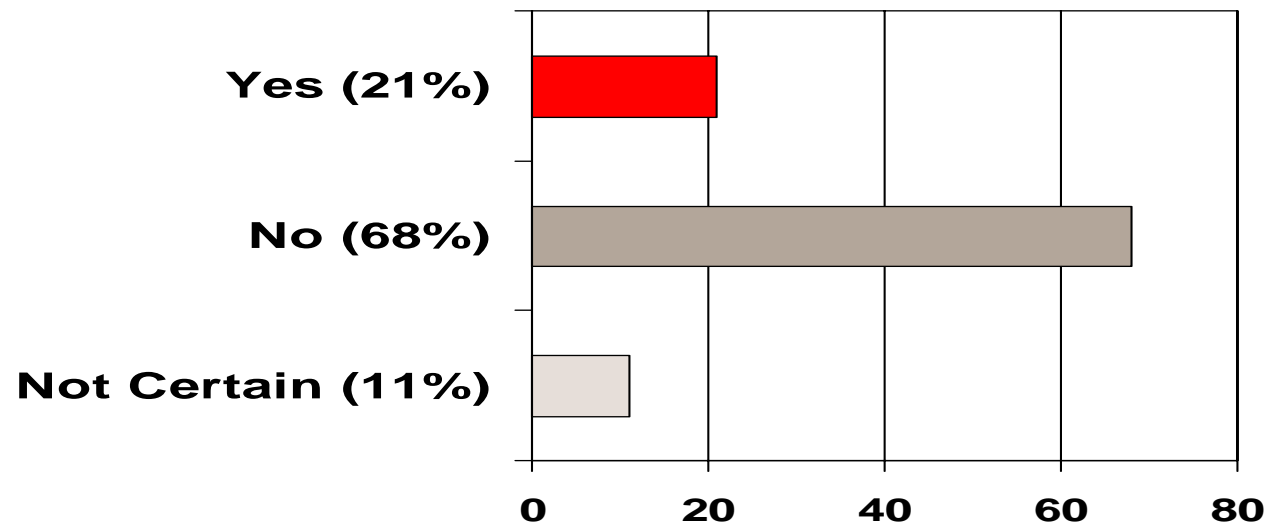
Major Financial Firm



Lots of opportunity



Will your firm be implementing a grid computing architecture in the next 12 months?



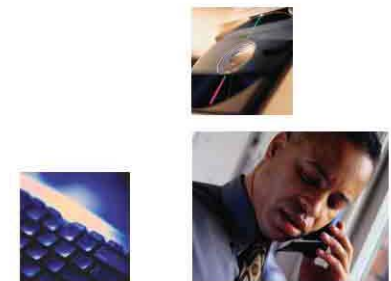
Source: CIO.com, Quick Poll, September 9, 2005



Key business challenges



- Money...Theirs
- Money...Yours
- Marketing hype
- Security
- Standards
- Application parsing
- Human resources



Why grids make cents



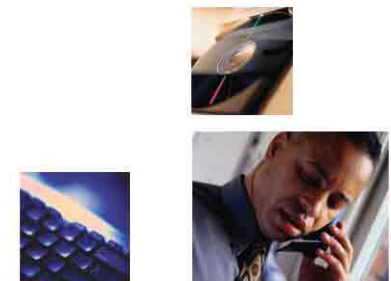
5. Overwhelming application backlog.
4. Improve corporate efficiency.
3. Do more, with more.
2. Build foundation of dynamic enterprise.
1. Help drive business growth.



Call to action



5. Take it to the bored.
4. Meet me in St. Louis.
3. Read my lips.
2. No train, no gain.
1. “ET, call the CEO.”



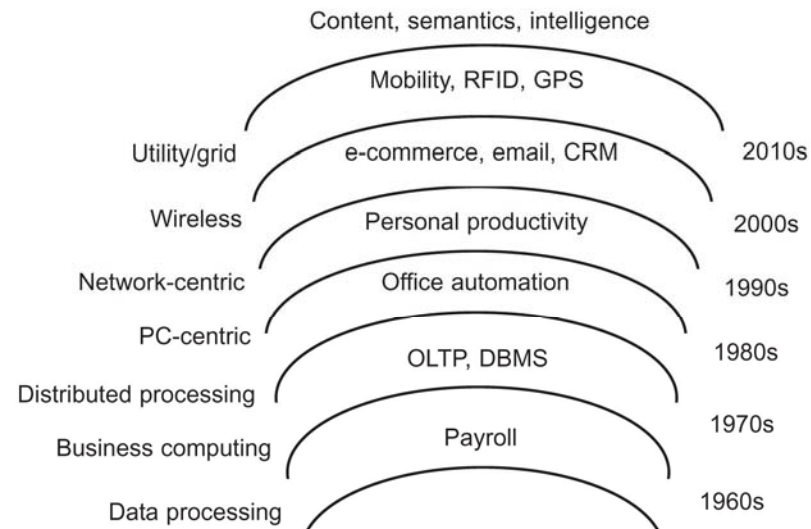
Old Balkan proverb



“The dogs bark but the caravan rolls on.”



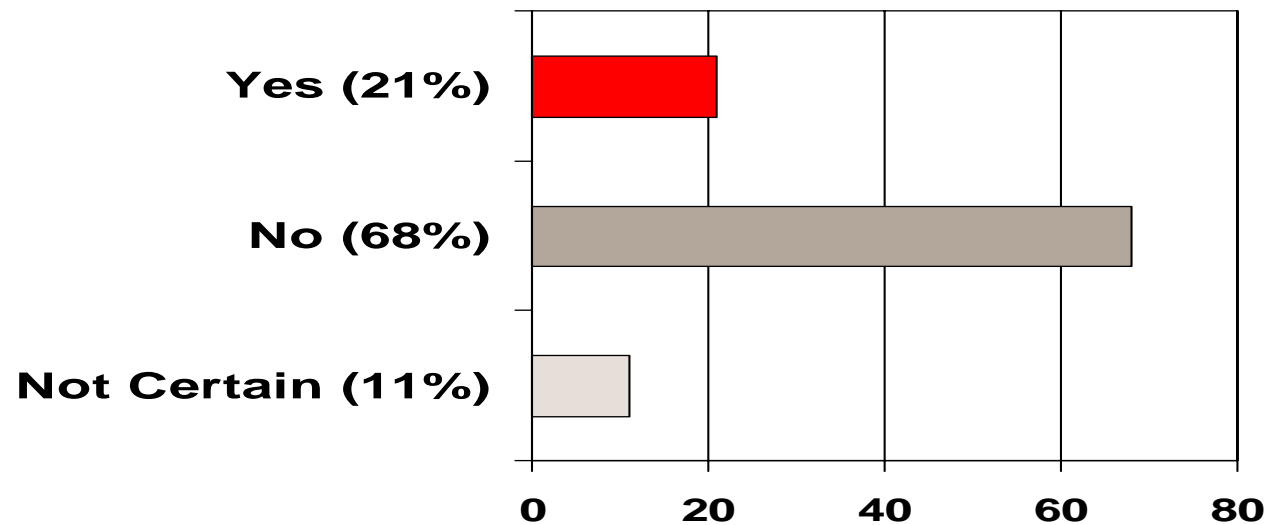
All roads lead to grid



Good luck Evangelists



Will your firm be implementing a grid computing architecture in the next 12 months?



Source: CIO.com, Quick Poll, September 9, 2005

