The Business Case For Adopting Grids

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C/O magazine
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Keynote agenda

- Business landscape
- Grid landscape
- Call to action
“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
“IT executives and their staff are being asked to morph from technology caretakers to business brokers.”

Ralph Szygenda
SVP/CIO
General Motors
“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?

![Bar chart showing the distribution of application backlog numbers: More than 50 (71%), 25 to 49 (0%), 10 to 24 (29%), Fewer than 10 (0%).]
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
“But innovation is not about what innovators do… It’s about what customers adopt.”
“You need grid computing. It could save you millions. It could provide competitive advantage.”

C/O magazine
August 1, 2005
“The performance of grid computing is awesome. There are real advantages in the long run…about three years away.”

CIO
Major Financial Firm
Will your firm be implementing a grid computing architecture in the next 12 months?

- Yes (21%)
- No (68%)
- Not Certain (11%)

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

- Yes (21%)
- No (68%)
- Not Certain (11%)

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