Understanding the Modern Software Landscape:
The Cloud is Now

Introduction

Who is Jonas Hospitality?

Who is Mark Loyd?

What are we trying to accomplish?

Part 1: Update on Relevant and Proven Tech

Part 2: Assessing Your Situation

Please feel free to interrupt and ask questions

By a show of hands…

1. Is your job specifically IT related, or do you spend more than 50% of your time in some way managing computer or software systems?

2. Are you a decision-maker in your business, and can you influence or specifically decide on your IT systems?

3. **Do you feel like you generally understand what the "cloud" is, and it's benefits?**

4. Do you use cloud-based software today?

5. Could your business significantly benefit from getting more modern software?

6. Are you in the wrong meeting?

Part 1: Update on Relevant and Proven Tech

Gartner's Top 10 Strategic Technology
Trends

1. Autonomous things

2. Augmented analysis

3. AI-driven development

4. Digital twins

5. Empowering Edge

6. Immersive experience

7. Blockchain

8. Smart spaces

9. Digital ethics and privacy

10. Quantum computing

cloud com·put·ing
Noun

1.the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.
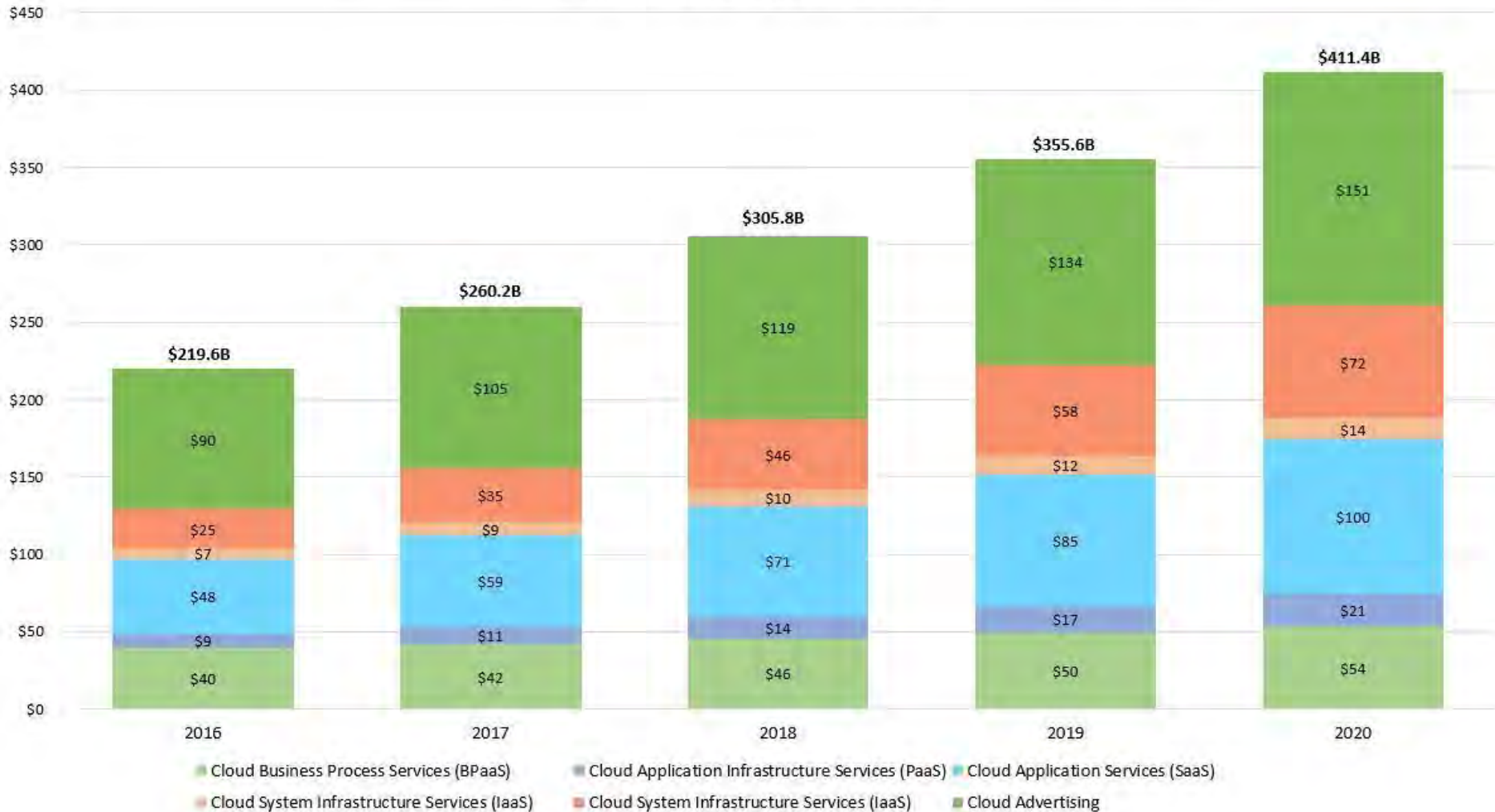
Why Cloud?

1. Connectivity
2. Stability
3. Security
4. Powers Platforms

So…what's new?

Worldwide Public Cloud Services Revenue Forecast (Billions of U.S. Dollars)
Source: Gartner (October 2017)

	2016	2017	2018	2019	2020
Total	$219.6B	$260.2B	$305.8B	$355.6B	$411.4B
Cloud Advertising	$90	$105	$119	$134	$151
Cloud System Infrastructure Services (IaaS)	$25	$35	$46	$58	$72
	$7	$9	$10	$12	$14
Cloud Application Services (SaaS)	$48	$59	$71	$85	$100
Cloud Application Infrastructure Services (PaaS)	$9	$11	$14	$17	$21
Cloud Business Process Services (BPaaS)	$40	$42	$46	$50	$54

Cloud Business Process Services (BPaaS)   Cloud Application Infrastructure Services (PaaS)   Cloud Application Services (SaaS)

Cloud System Infrastructure Services (IaaS)   Cloud System Infrastructure Services (IaaS)   Cloud Advertising

Some Stats

_____**87**___% of enterprise workloads will be in the cloud by 2020 (Forbes)

$___**410+**___ billion of revenue forecast for cloud services in 2020 (Gartner)

The cost of cloud computing continues to go ___**down**___ (many sources)
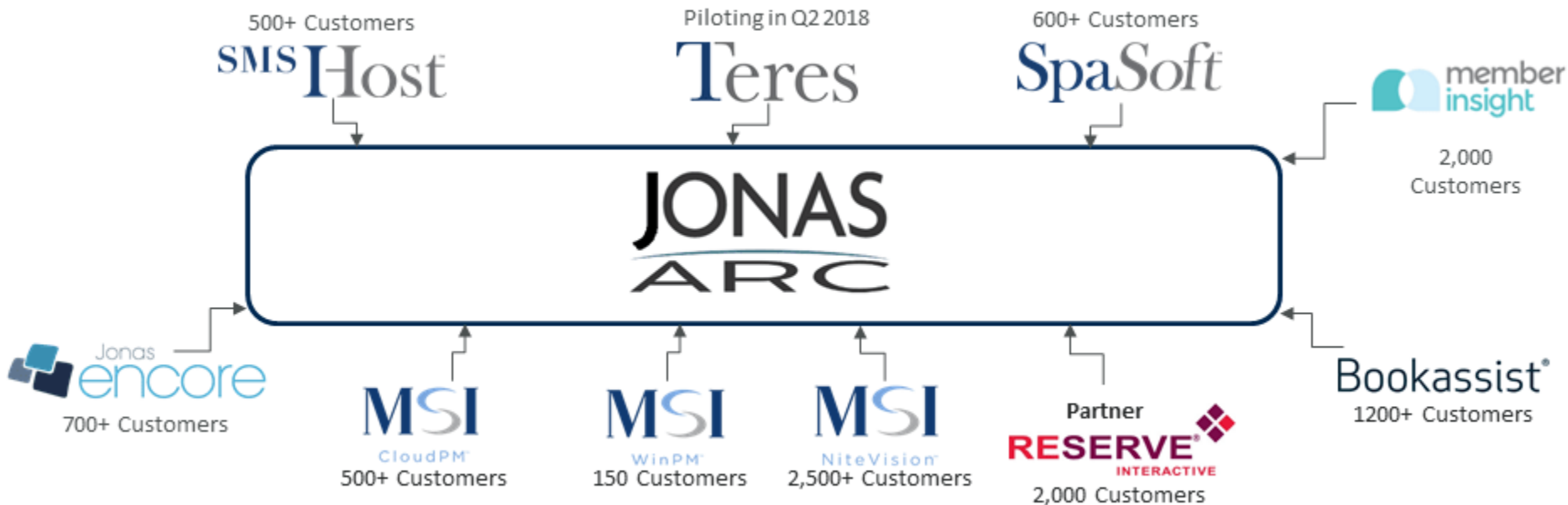
_____**87**___% of enterprises require their employees to use a mobile app (forbes)

_____**50+**___% of internet traffic is from mobile devices as of 2018 (statista.com)

Time spent ___**shopping**___ on mobile devices grew 54% YOY between 2016 and 2017 (statista.com)

What is a platform?

Part 2: Assessing Your Situation

1. When to consider a change

2. Warnings to be mindful of

3. Risk categories

4. Choosing the right solution

When to consider change

Are you at risk due to security vulnerability?

Is your software insufficient
- Causes regular interruption to operations or guest interactions
- Causes too much manual work; wasteful
- Lack of confidence in system or vendor

Are you paying too much for the software, overall in IT, or in training?

Do employees struggle to use your software effectively?

Are lack of capabilities significantly impacting your ability to accomplish primary objectives?

Warnings to be mindful of

Watch those emotions

    FOMO:

        Fear of Missing Out: a pervasive apprehension that others might be having rewarding experiences from which one is absent

Don't let the tail wag the dog

Discern between real value and theoretical value

Know your whole business

Change is never easy

Risk categories for new vendors and systems

JONAS HOSPITALITY

Low Risk

Software demonstrably addresses your need

Software is success and profitable

Vendor has experience with your specific needs

Software is based on mainstream platform

Software is provided off-the-shelf

Vendor ownership is stable

High Risk

Vendor will build functions to fit your need

Software is still young and losing money

Your situation is unique for this vendor

New software is built on aging technology

Software is customized for you

Vendor ownership is unstable

Choosing the right solution

1. Be mindful of the warnings and risks

2. Know your majors and minors/tier 1 and tier 2 needs

3. Analyze multiple options/pressure incumbent vendor

4. View in-depth demos with hands-on operators

5. Dig into reference accounts; find similar stories to yours

6. Understand the hidden costs
   Internet bandwidth, other infrastructure requirements
   Cost of change

7. Put in writing any implied or explicit future deliverables

8. Consult with an objective partner

9. Require onsite vendor visits

10. Create an RFP

System Scope
Complexity
Cost

Conclusion

Some tech trends to understand:

    The Cloud is Now

    Mobile is exploding, and shopping on mobile is growing fast

    Platform technology is advantageous

Making a decision a new system:

    Mark sure it's really time to change

    Be mindful of traps

    Assess your risk

    Choose the right solution