



MELBOURNE **IT**



/ WHITEPAPER /

THE BIMODAL IT APPROACH

By Melbourne IT Enterprise Services

THE BIMODAL IT APPROACH

IMPLEMENTING THE DYNAMIC COMPONENT FOR A DIGITAL WORLD

Among the IT operational models developed over the years, the recent release of Gartner's Bimodal IT research is generating both excitement and confusion. Bimodal IT is not a new operational model; rather, it is a formalization of a trend that's been evolving for the last few years as digital technologies transform corporate and government go-to-market and operations.

The demand on organisations to increase innovation rates, build greater customer intimacy, and drive more targeted initiatives through digital transformation places new demands on technology providers, including internal IT organizations.

Managing stability, governance, and operating on change cycles that are directly under the control of the IT organisation is based on skills and a culture that are completely different to managing change and innovation on a daily basis.

The result is that business units are side-stepping their IT departments and using external specialist providers to deliver on their business digital transformation objectives.

Unfortunately, this doesn't work in the long run. Without true integration with the IT back-end technology services, front-end digital transformation is at risk of not delivering true value. Add the increased risk to corporate security and it's clear that a new paradigm is required to meeting an organization's overall objectives.

TWO APPROACHES THAT REQUIRE COLLABORATION

MODE 1 is the traditional IT environment, which is focused on stability, efficiency, scalability, security, core enterprise resource planning, and customer relationship management.

The Mode 1 IT environment is the backbone for "systems of record" in organisations, such as billing systems and financial reporting systems.

MODE 2 is the flexible front-end digital environment, which is focused on market demands, analytics, rapid application delivery, and alignment with business unit initiatives.

The Mode 2 environment utilises digital technologies such as cloud, analytics, mobile, social, and security to deliver business outcomes.

Bimodal IT is not a model that discards the traditional Mode 1 IT environment and all of its invaluable investments. Herein lies some of the confusion about Bimodal IT; it is not the end of traditional IT as we know it. Rather, Bimodal IT adds the dynamic component (Mode 2) that allows organisations to meet the competitive demands of the modern digital world.

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CONSUMERS DEMAND IMMEDIACY

We've all heard this exchange in a meeting: The marketing or business person says "We need this today," and the IT person says "We can't do it, we are not set up for this." This is the defining moment for implementing a Mode 2 IT strategy.

For an organisation to become leading edge with the ability to adapt to changing market demands quickly, easily, and efficiently, it must incorporate a Mode 2 IT strategy. However, companies likely lack the culture, skills and expertise in-house to do so. Seeking these skills from their traditional IT vendors and partners results in the same problems as the internal IT department; the culture, skills, knowledge, and resources are not appropriate for this paradigm shift of delivering digital technology solutions.

The key for successfully implementing a Mode 2 IT environment is an understanding of—and expertise in— digital technologies, change management, and managed services. The most successful way to achieve this is with an enterprise-focused, pedigree Mode 2 IT solutions provider.

MELBOURNE IT DELIVERS TRUE DIGITAL TRANSFORMATION

Once you make the decision to implement a Mode 2 IT environment, you're likely leaping into a daily change model, building new services via experimentation and adjusting as you go, and running agile project schedules. You'll need cross functional teams that can work together and deliver new services by building applications that consume infrastructure as code, designed with cloud security embedded, and using mobile and social technologies for distribution and engagement. Navigating in this model will require strong analytics capabilities to continually adjust direction to always achieve the best possible outcomes.

By engaging with Melbourne IT, you're gaining your front-end IT enterprise-grade solution with a team that provides a deep understanding of managing the use and delivery of the CORE digital technologies that allow you to compete in the fast-paced market without increasing risk.

DEFINING THE CORE DIGITAL TECHNOLOGIES

A standardisation of technologies in Mode 2 IT has emerged, comprising the following: Cloud, Analytics, Mobile, Social. In addition, Gartner identifies machine learning techniques in sensor networks, and the Internet of Things (IOT). IBM identifies the four plus security (CANSS). You may hear other companies using the acronym SMAC.

We at Melbourne IT identify the core technologies—cloud, analytics, mobile, security—as the fundamental shared resources upon which the digital infrastructure is built. Of course social networks, sensor networks, IOT and other components can be utilised by the core resources. But the principal and most valuable investment that your organisation makes will be in these fundamental resources layers, which are configured for your specific business needs.

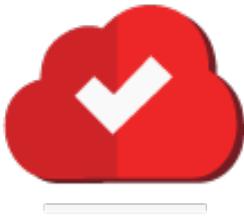
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DIGITAL TRANSFORMATION SERVICES FROM MELBOURNE IT

Melbourne IT enables digital transformation and provides solutions that enhance your business strategy, workflow, application delivery, web site design and performance, customer insights, and security and compliance.

The first strategic step is to move to the cloud and build your digital platform according to your business needs.

CLOUD



The alliance of Melbourne IT and Cloud Factory provider 2nd Watch provides the most comprehensive set of services and tools to assess, design, and rapidly migrate either entire data centres or individual workloads to the cloud. Whether your organisation is an SMB or large enterprise, we build, optimise, and manage your digital platform with proven tooling and methodologies that adhere to governance and compliance standards for your particular business—government, financial, health care, manufacturing, retail/e-commerce, education, electronics, or publishing, just to name a few.

ANALYTICS

The sheer volume and complexity of data available to marketing teams has grown exponentially over the past few years. The variety of sources and vendor applications compound the problem of extracting real value. The fundamental challenge is how to gain valuable insights into how users consume your content and interact with your business so you can optimise your user experience and drive revenue growth. We provide this service through professional services engagements that work collaboratively with client organisations and agnostically with vendor partners to design, build, and operate analytic solutions. Leveraging cloud services as the underlying platform foundation provides the elasticity to rapidly process data sets and deliver real-time business value.



MOBILE



The explosion of mobile device use is the driving force for establishing an optimal digital platform. The success of your online strategy is critical if you are to stay competitive and keep pace with the constant changes in the mobile world. Your web applications must be cloud-optimised to deliver rich and responsive customer experiences every time. Your web site platform must be agile and powerful enough to meet unexpected demands. Whether it's banking, e-commerce, or an emergency health situation, your customers expect detailed or rich content and rapid responses. The performance of your digital platform and application delivery—measured in seconds for page loads—will make or break your business. Melbourne IT maintains the performance, agility, and optimisation to ensure that your customer demands are always met.

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SECURITY

The increasing number of security breaches and the evolving threat landscape is changing the way companies think about their security requirements. Cyber crime and security-related legislation are driving change and as a result, companies are increasingly seeking outside help to manage their new reality.

Melbourne IT has been operating online platforms for over 15 years, and through this experience our Security Team has developed proven processes and tooling to efficiently assess and recommend solutions to ensure that platform risks and exposures are appropriately mitigated.

Melbourne IT's suite of market leading security capabilities provide end-to-end solutions for physical, virtual, and cloud servers from a single, integrated platform. Our extensive range of services, automation tools, and 24/7 Operations Teams ensures that our customers get the best support in the industry. Melbourne IT's Managed Security Services are ideal where there is either a limited capability internally or where greater experience is desirable. Melbourne IT services provide for improved efficiency and reduced internal workload as a trusted external provider.



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CASE STUDIES TELL THE STORY

CASE STUDY ONE

An online retailer has embraced the online world with over 60% of their revenues driven through the online channel. Their pace of change had outstripped the capabilities of their traditional hosting provider, and they had to move to a new platform and partner that was aligned to their online needs. The decision to move came with a challenge of 12 weeks for completion with no loss of their online service.

Melbourne IT delivered a dynamic engagement to design and implement a managed cloud platform adaptable to changing business needs expanding their capability to an integrated global platform covering six countries. We then transitioned them to this platform with no loss of service or revenue within one week. The proof of the success of this project to drive agility and innovation was the launch of a new, unique service offering. This was internally released on a Friday, the platform adaptations were confirmed on Sunday, it was deployed and tested on Monday and launched to the public on Tuesday.

CASE STUDY TWO

A local media provider was well aware of the upcoming threat from streaming services to their core business and knew they had to transform the online customer experience and the pace of innovation. Over the past year Melbourne IT has worked with this client on the transformation of the business to an agile online organisation operating at Mode 2. The culmination of this being the transition to a fully orchestrated platform where automated tooling versions the infrastructure, core software, each code release, and the customer experience. Deployment of new customer functionality follows defined pipelines that allocate responsibilities among developers, the client, and Melbourne IT. The joint responsibility model has accelerated end-user functional deployments from months down to days.

CONCLUSION: DON'T GET LEFT BEHIND

Any organisation that is not planning its Digital Transformation is falling behind its competitors at an ever increasing speed. For those organisations that have started on the journey, not recognising the need for Mode 1 and Mode 2 operational models will constrain growth and the viability of the transformation. Failing to understand in depth the challenges of this operational transition will leave people in a worse situation and stuck in the "timid middle", as defined by Gartner. The fastest way to achieve success in this transition is to work with a trusted partner such as Melbourne IT for enablement or complete outsource.

SOURCES

- i. Gartner, "Gartner Says a Bimodal Organization Requires Adaptive Sourcing", May 21, 2015.



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ABOUT MELBOURNE IT

Melbourne IT Enterprise Services designs, builds and manages cloud solutions for Australia's leading enterprises. Its expert staff help solve business challenges and build cultures that enable organisations to use technology investments efficiently and improve long-term value. With more than 15 years' experience in delivering managed outcomes to Australian enterprises, Melbourne IT has been long associated with enabling success. Its certified cloud, consulting, and security experts repeatedly deliver results. This is why many of the brands you already know and trust, rely on Melbourne IT.

THE RIGHT SOLUTION IS MELBOURNE IT

melbourneitenterprise.com.au

1800 664 222 corporate.sales@melbourneit.com.au