



The Top Ten Cloud Computing and Big Data Trends

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Business Agility. Cost-effectiveness. Accelerated innovation. Service quality. Customer analytics. If you want to know what's next here it is—Cloud Computing and Big Data. If you want to be out in front of the next wave of the innovation economy, as I have been stating in my books, keynotes and social media here it is.

We are at the edge of a fundamental transformation in business, led by IT that will offer an entirely new enterprise strategy. This global strategy will redefine the productivity of the enterprise and cut across all industries worldwide influencing customers, partners and every enterprise.

Cloud computing and Big Data is the Next Innovation Wave. It will change every enterprise. It is a smarter way to create velocity and intelligence that will propel the enterprise to focus, deliver and monetize information. This will be the chief competitive advantage for business. Coupled with the megatrends of social media and mobile, location services, Cloud Computing and Big Data create a completely new business infrastructure to compete smarter. The winners and the losers will be defined by how they leverage these two new tool sets. Will you be ready to meet the challenges of the Cloud Computing and Big Data Era?

Rarely does a transformation in IT, not lead to a break-through in business, as is the case with cloud computing and big data. There is no trend though that is more comprehensive today, and that will drive the future of business, then cloud computing. It is a shift in how we design, sell, deliver, structure and manage services. Even the type of new services we will invent will be based on a cloud-based and big data architecture, much of it just emerging.

Cloud computing is fast redefining the innovative tool set of key business applications, platforms, processes and services that business relies on. I predict that cloud computing will drive competitive advantage well into the future for those enterprises that embrace it. The message here is “more fast before your competition does” or embrace The Cloud before non-traditional competitors leverage The Cloud and embrace your customers before you do. Yes, it could happen to you.

Cloud computing and Big Data is the Innovation Wave that will propel the enterprise into new dimensions of service quality, interoperability and business process change. It will offer the enterprise a powerful and unique set of capabilities that will

empower the customer as much as alter the very landscape of the enterprise—offering more opportunity and upside potential for growth. Empowering the customer to have more access, intention, information and interaction with business will be a continuing upside trend here.

The bottom line is that cloud computing and Big Data will give the enterprise innovation agility not seen before; not even possible. This is about creating applications on demand, deciphering in real time the metrics and analytics currently locked in information. Monetizing information to identify customers, products and new opportunities for growth, profit and competitive advantage. This is the ability to innovate and deploy fast, to bring value to the customer and the enterprise, to change, adjust, adapt and even to be predictive—to be able forecast what's ahead. Being predictive, with Big Data analytics, will be a new IT science that is the future key to profitability for every enterprise in the future—starting NOW. Get Ready.

The following are the Top Ten Cloud Computing and Big Data Trends that will transform IT and the enterprise across every industry:

1. Cloud computing and Big Data will enable the enterprise to deliver a new era of agile, cost-effective and customized innovation solutions for customers worldwide leveraging a convergence of video, data, voice cloud based services, that can be streamed from the Web, freed from the desktop, computer or mobile device.
2. There will be private and public clouds. The enhanced IT cloud computing and Big Data management of essential enterprise services such as finance, CRM, logistics, HR, sales, research and R&D will become a new standard of operations excellence.
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4. Cloud computing and Big Data will offer a new era in security platform that can be more effectively governed, managed and controlled at the network level and eliminate vulnerabilities, hacks, waste, corporate espionage and cyber-theft.
5. Better supply chain optimization and visibility maybe possible with cloud computing (real-time GPS and locations services) and Big Data platforms, which will be centralized and share a common view. More control by more visualization of business processes will lead to cost savings and higher revenue opportunities with focus
6. Cloud level business process and business analytics will bring new understanding, visibility and value to the enterprise to determine who are the right customers, partners and employees to connect with and why.
7. Given the explosion of data management needs across numerous global industries from media, health care to pharmaceuticals, financial services and energy, logistics cloud computing and Big Data maybe the only way to manage the growing cross border diversity of global customers needs.
8. Every service will either be or enhanced by, SaS, software as service, offered, sold, managed and delivered globally downloaded from the cloud to global customers operating from autos, mobile, computer, kiosk, phone, tablet and TV.
9. Deeper collaboration among global eco-systems of partners, vendors, suppliers, enablers and customers may only be possible over cloud computing an Big Data networks, due to the Exabyte universe—the overwhelming demand to monetize knowledge from information.
10. Mobile Web 2.0 and 3.0 applications, 4G, social media, global communities of end users, will demand access to services that must be always on, real-time aware, pervasive, agnostic to devices and operate anywhere anytime—this can only be delivered by Big Data analytics and Cloud Computing.
11. Rich web social media streaming, data storage, visualization and cloud data access will be the norm, as every application and service will demand a cloud based network infrastructure.

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