


Pivotal®

Making All This Real

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This is what we mean by “Transformation”



Dramatically
increase
Speed to Market

**Customer
Focus:**
Deliver improved
customer
experience &
value

**Engaged
Workforce:**
Better engage and
excite the
workforce

Transformation is...

- Ability to respond to customer needs immediately
- Fast feedback loops reduce risk and validate assumptions
- Cloud Native Platform enables automation of previously manual tasks - driving efficiency
- Customer driven product development limits waste, reduces investment in non ROI products
- Improved employee happiness - working on customer valued products that change the business outcomes of a company
- Developers who love their job
- Business & IT working together to deliver products to customers - revenue growth
- Reduction in attrition
- Easy to hire top talent

REALITY

Transformation is **tedious & repetitive, political & uncomfortable**.

Those that wait for direction **need to act**, those that dictate **need to let go**.

Ways of working - get started, start small, **do the right thing** and **do it right**.

Decentralize **decision making**, centralized **vision**.

In order to go fast you need to have **brakes.... and precise steering**.

Don't do **everything at once**, small wins create winds in your sails and **measure**

Capability (people & skills) is the next big constraint - prepare early.

In summary:

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- #1: Build the right thing**
 - #2: Build the thing right**
 - #3: Build the right team
and automate**
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