

HOW TO SURVIVE THE SOFTWARE REVOLUTION



We are in the middle of a revolution: every business is becoming a software business. **Regardless of industry.**

Just think about Alibaba, or Uber, or Airbnb. They don't own any stock, taxis or hotel rooms. They are crushing the competition. **With software alone.**

How can your business survive this tidal wave of software?

Answer: constant application innovation



But how do you do this?
You need a high-performing IT team that is aligned with your business priorities.

Meet Jim and Jane.

Jim and Jane both run IT teams in average mid-market companies. But Jim doesn't take the software revolution seriously. Jane lives and breathes it.

In the software revolution
high-performing teams deploy

- > **30x more frequently** with
- > **200x shorter lead times** and
- > **60x fewer failures** than low-performing teams.¹

Jim

and his team are reactive. If it ain't broke, don't fix it!

Result:
Deployments are infrequent and his team's potential for innovation is cut off at the root.

Jane

and her team are proactive and aligned with business objectives.

Result:
Constant innovation in software delivery creates killer applications that stay ahead of the competition.



90% of organisations say that managed services free up their time so they can concentrate resources on more strategic business requirements.²

Jim

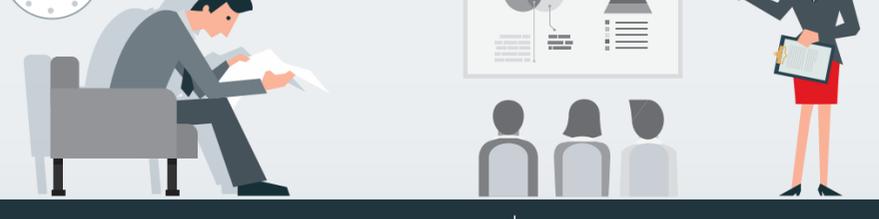
insists on managing everything in-house.

Result:
His IT team is stretched to the limit – there's no time to even think about software innovation.

Jane

trusts others to manage the non-differentiating aspects of her IT set-up.

Result:
Her IT team has more time to innovate in areas which truly contribute to the business.



85% of organisations want to deploy new applications faster but only **18%** have the means to do so³

Jim

thinks his website and applications are fine. Why invest in improving them now?

Result:
User frustration sends them to competitors in droves.

Jane

embraces an application-first mentality, prioritising innovation.

Result:
Her team can sustainably accelerate the application life-cycle.



47%⁴ From 2015 to 2020 usage of managed services providers in the UK set to increase by

Jim

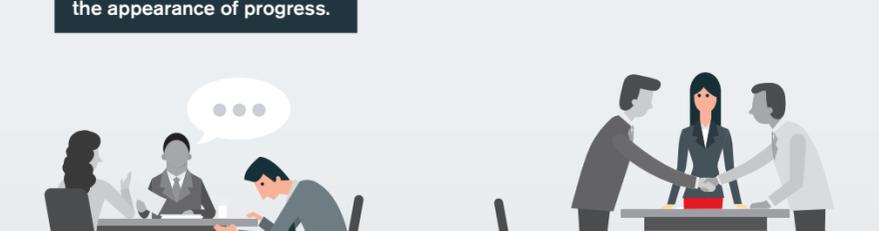
is skeptical about the benefits of using a managed services provider to help improve.

Result:
Speed and stability are sacrificed for the sake of the appearance of progress.

Jane

trusts the right partner to design, build, manage, and continually evolve her IT infrastructure.

Result:
Gets more done faster.



Who will survive the software revolution?

Jim

has less time, resources and interest when it comes to helping his team to contribute directly to business success.

Jane

has empowered her IT team to focus on improving mission-critical applications.



In the software revolution, Jim's survival is in the balance. Jane will thrive!

Your IT team is now the most important team in your business. But they have limits. Claranet's experience and best practice approach means we support your IT and development teams to innovate more and innovate faster.

"Claranet's platform has given us the headroom to Claranet's platform has given us the headroom to think strategically about technology and how we can use it to grow the business."
Susan Pym, Head of Finance and IT at **LED**

Discover how our hosting solutions and expert teams are helping our customers make a real difference in the world.

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claranet.co.uk/case-studies

1 - Puppet Labs. State of DevOps 2015
2 - http://www.smallbusinesscomputing.com/webmaster/article.php/3880576/No-Time-for-IT-Try-Managed-Services.htm
3 - http://www.smallbusinesscomputing.com/webmaster/article.php/3880576/No-Time-for-IT-Try-Managed-Services.htm
4 - Claranet Research Report: Innovation in European IT