



Enter Service Brokering

5 Thought Leaders



Hewlett Packard
Enterprise



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Introduction

The world is changing. We are experiencing the digitization of everything, the rise of augmented man and a new set of rules—as well as a new endless scope of possibilities—for the future of IT in business. As this change occurs, service brokers become key players in the paradigm shift, as the new style of IT presents the challenges of transforming to a hybrid infrastructure, protecting the digital enterprise, enabling workplace productivity, and empowering the data-driven organization.

Hewlett Packard Enterprise is one of the leading technology companies in the world and we are meeting this challenge head on. That is why we have collaborated with some of the most influential thought leaders in the business world to put together a series of articles that will provoke discussion and provide answers to the big IT issues of our time, focusing on the role of service providers and how they can help your business evolve.

This interactive book is your gateway to these articles and to the inspirational knowledge of our thought leaders.



Architecture and governance

“Risk does not go away just because new technology is cool. You need governance and architecture, even in this new world of Cloud and Agile. But your company cannot go back to the bad old days of months-long approvals and provisioning cycles. Your people expect to have their infrastructure on demand, so they can rapidly start building the next generation of your digital value systems. That is non-negotiable—you understand that delay costs money, maybe more than foregoing some vendor leverage.”

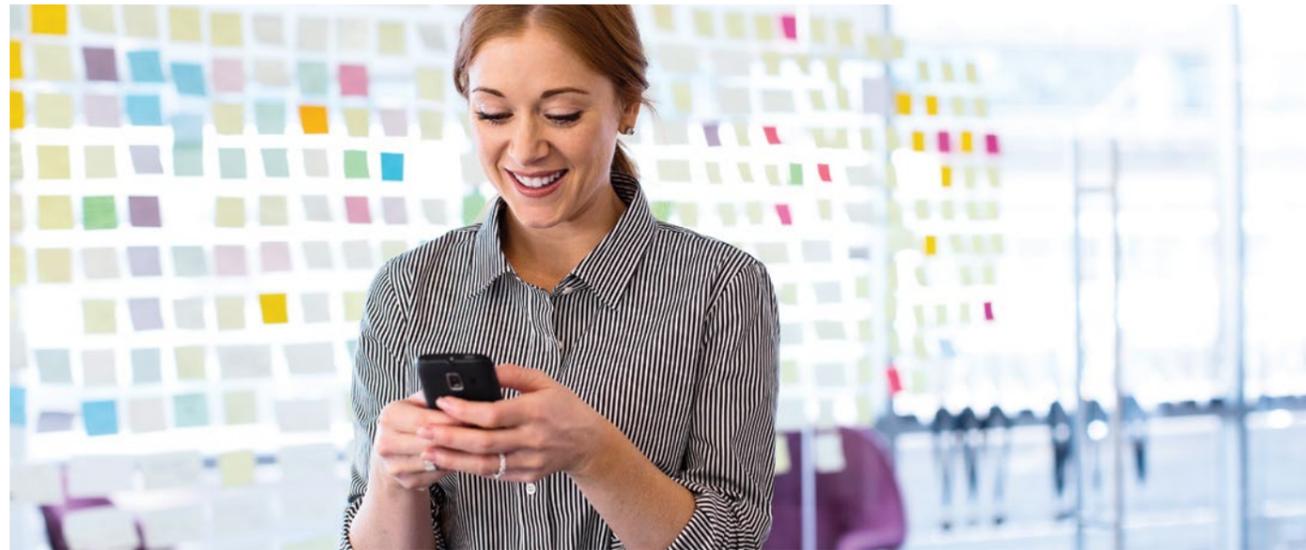
The rewards of using new technology are often clear... but are the risks? No matter how enticing it is to switch straight over to a new style of IT, Charles Betz makes the case for architecture and governance that strengthen the new infrastructure to bring value and security. Read more of his compelling argument.



About the author

Charles Betz has been called “one of the world’s foremost experts in the practice of IT management.” He is the author of the first comprehensive reference architecture for the “business of IT,” *Architecture and Patterns for IT Management*, and has served as an ITIL reviewer and COBIT author. Currently, he is active in the IT4IT Forum, a new IT management standard launched under The Open Group.

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The citizen developer

“We need to stop thinking that only central IT can create applications and conduct data science. By 2020, application creation and data science will be performed by all kinds of teams within the enterprise (and outside the enterprise, for that matter). We will thus see a rise in the number of “citizen developers” who sit outside central IT, but who create applications and perform data science.”

Our private and work lives are changing. The new becomes the familiar in the blink of an eye. But it is not only the result that is new, the source of this change is also evolving. The IT specialist as we knew him is being consigned to the history books, as the citizen developer arises. Read more about what this shift means for your company and how you can embrace it to create the future in the present.

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About the author

Mike Shaw is a member of the HPE Software Strategic Marketing team creating thought leadership in the areas of Big Data, the Enterprise of the Future, and the Digitization of Everything and Bimodal IT. He has a degree in Physics from the University of Manchester and a Masters in Control Engineering and Operations Research from Cambridge University.





Systems of engagement



About the author

Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Mohr Davidow portfolio and established high-tech enterprises, most recently including Salesforce, Microsoft, Intel, Box, Aruba, Cognizant, and Rackspace. Moore's life's work has focused on the market dynamics surrounding disruptive innovations. His first book, Crossing the Chasm, focuses on the challenges start-up companies face transitioning from early adopting to mainstream customers.

“Systems of Engagement represent a remarkable opportunity to dramatically improve the productivity of your enterprise—and win a whole lot of new friends to boot. They are not easy to implement, but the industry has gained enough experience with them to know that they are no longer high-risk undertakings. For the remainder of this decade, they are probably your best bet to deliver IT applications that make a difference.”

To follow your customer base into the brave new era of IT and engagement, you need systems that harness the perfect storm of mobile, social, cloud, and big data innovation to deliver apps and smart products directly in the context of the daily lives and real-time workflows of customers, partners, and employees. Geoffrey Moore is the father of systems of engagement; his eye-opening article outlines how twenty-first century enterprises can leverage service brokering to harness this power.

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Reverse engineering



About the author

During his career, Jim has held a series of global CIO roles in multiple industry sectors. He was Global Head of IT Strategy/Architecture/Security for BP, Managing Director of IT for Merrill Lynch, Group Vice President and CIO of Altria Group (Philip Morris, Kraft & Miller), and Senior Vice President and CIO at AOL Time Warner. Prior to AOL Time Warner, Jim had been with General Motors, where he was based in Detroit as Chief Technology Strategy Officer, moving to that assignment from the role of CIO of General Motors International, where he was responsible for all IT activities outside of North America.

“In the last couple of years, we have entered a whole new era in sourcing strategy for IT and Business Process. While it has taken longer than we anticipated for web services and a Service-Oriented Architecture (SOA) to become a practical reality, the impact is proving to be quite extraordinary. The benefits of this shift can be truly game changing: business agility through faster outcomes, less capital investment, greater flexibility, escaping the treadmill of software version upgrades, and a technology catalyst for introducing business process best practices.”

Big companies no longer have the unfair advantage of scale and pick of the best vendors in the IT world. The shift from one large vendor to a large number of small vendors is bringing opportunities to the market for companies of all sizes. Fortune favors not only the brave but those willing to place the relatively insignificant cost of IT infrastructure progression above the higher costs of being left behind as the train to the technology of the future leaves the station. Find out more in Jim Noble's intriguing article.

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If it ain't brokered, you can't fix it

“There is the need to build a compelling case for change, to paint a vision of the future and of the sorts of skills required both inside and outside of your organization. Moreover, there is the need to help your teams understand that, with demand for service brokering and hybrid IT skills set to explode, these changes should be embraced rather than feared.”

Big changes in the IT world come with big fears for those used to the status quo who wonder if the paradigm shift will endanger their bottom line. In order to embrace change, you must first understand where you can go and what is the safest course to get there. Paul Muller outlines the essential areas that companies who are transforming through service brokering need to be fully clued up on—from push back within the organization to how to best manage risk. Knowledge is power and power leads only to better business outcomes.



About the author

Paul Muller leads global strategic marketing within the Software business at Hewlett Packard Enterprise and is responsible for building awareness and implementation of best practices across all elements of the IT value chain, as well as technology domains including Cloud, Security, Mobility and Big Data, amongst IT and line-of-business executives alike, contributing best-practice in helping business and IT perform better.

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HPE Propel

Service brokering from Hewlett Packard Enterprise

Every business now operates in digital world. Technology is disrupting and reinventing markets, products and services. IT is in the center stage as the forefront of the customer experience and interaction, driving innovation in services and products, enabling new business models and supporting business digital transformation. At the same time, the power is in the hands of the customers and end users like never before. Today end users have a world of services at their fingertips with the Internet. They expect an Amazon.com-like shopping experience to get what they want, when they want it.

Central IT and CIOs are challenged to improve user satisfaction, improve speed, responsiveness and time to value, and still reduce the costs to stay competitive with external service providers. HPE Propel helps transition IT into a true services broker. End users interact with IT through the Systems of Engagement, from their mobile devices or desktops, which offers them single consumer experience. HPE Propel aggregates service catalogs, knowledge and support tickets from HPE and non-HPE systems, and you can build many other custom single apps, such as Hot News, chat, etcetera. The backbone of HPE Propel is the open Service Exchange which brokers services from internal and external providers through plug-and-play integration of your existing and third party IT systems, on premise or cloud, ending the headaches of cobbling together of point solutions, hard coded point integrations and forklift replacements.

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