



Business Track

**CloudOps:
agile cloudbeheer voor
maximale flexibiliteit**



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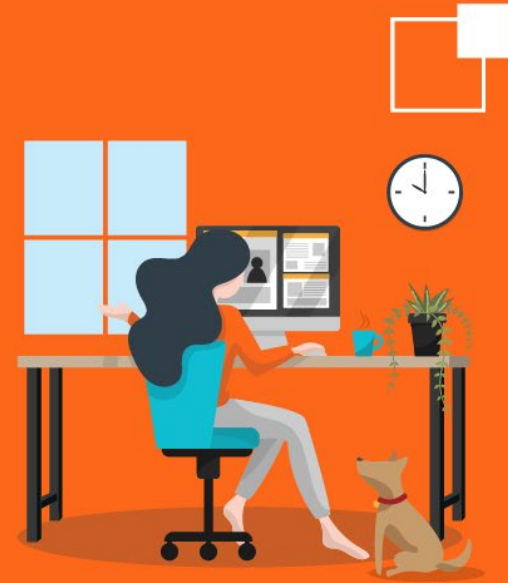
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**CHANGES IN
CONSUMER BEHAVIOR
ARE CREATING THE**
'Decade of the Home'



**Our lives have
changed**

And will continue to do so in coming years

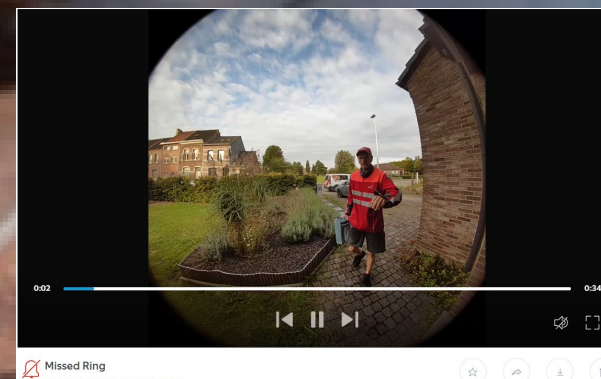
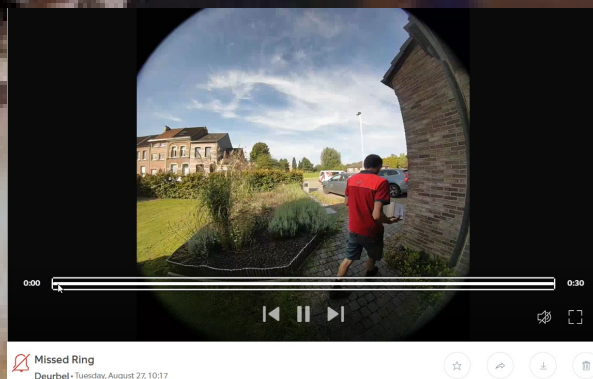
**We work from
home**



**We order drinks by
scanning a code**



We shop online for practically everything...

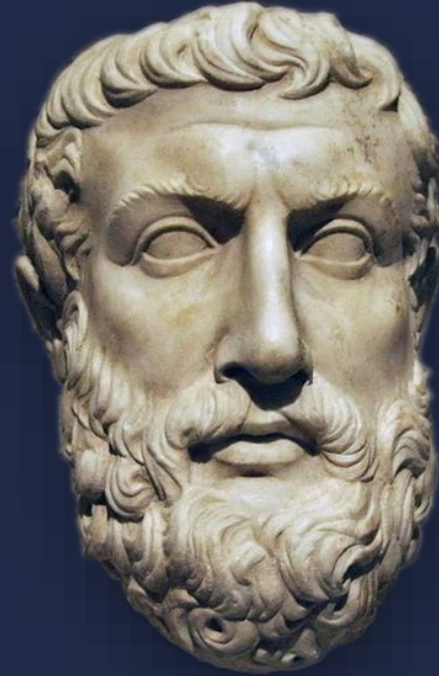




**For more than two decades,
sectors have been **changing** under
the impulse of digital disruption.**

Banks, retailers, classic media, transport companies and so many other organizations are experiencing the power of digitalization and the **challenges** it brings.

All sectors are **in their own storm** where digital forces are pushing them into new positions.



“Change is the only constant in life”

Heraclitus, c. 535BC – 475BC



As an organization it is not easy to deal with this new situation. Competition can come from outside your industry.

A book company is disrupting IT. With their updated app, a bank is trying to position itself in the retail market.

Because industries are redefined, organizations need to fundamentally think about their future. Manufacturers are becoming retail and marketplace players.



The largest movie house
owns no cinemas
(Netflix)



The world's largest taxi
company owns no taxis
(Uber)



The largest provider of
accommodations owns no
real estate
(Airbnb)



Large phone companies
own no telecom
infrastructure
(Skype, WhatsApp)



Large software vendors
don't write the apps
(Apple/Google)



Popular media owners
create no content
(Facebook)



(Bank) Applications
integrate other markets
(KBC)



Manufacturers become b2c
players
(Marie-Jo, Nike)



The changes aren't only related to technology. Our society is **changing**.

Our expectations for work, leisure, transport, ...
are changing because of **trends and evolutions**.

For companies and organizations, it also means they will
have to **adapt** to changing markets , different value
chains, changing customer behavior,...



Crucial key conditions for Digital

How to become digital and have a digital operating model



Crucial key conditions for Digital

#1 Data is the fuel for digital innovation

It is the core of an organization and can be used to improve operational excellence, customer satisfaction or drive lean product innovation.

#2 Digitize your operational backbone

Where data is the new fuel, an integrated digital core are the refineries and pipelines of your operational backbone.

#3 Create a digital platform

This is fundamental to create the business agility, customer experience and business outcomes for your digitized and new digital business.

#4 Connect with partners & the market

Businesses don't stop at the borders of the organisation your are in. The need for digital connections is becoming increasingly important.

#5 Create a digital operating model

A land and expand approach using design thinking and a lean development approach can be a way to learn how digital should work for you.



inetum.

Digital Platform

Digital
Experience
Platform

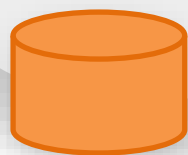
Collaboration
platform

Digital
Identity

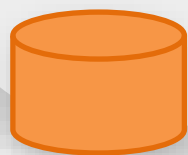
Partner
API's

Systems of integration

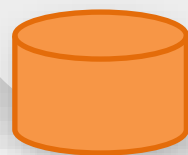
Smart Services



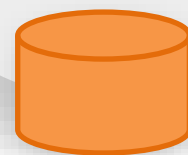
Business
systems



Business
applications
(CRM)



Business
applications
(ERP)



Business
applications
(custom)

Reliable, scalable & secure
cloud foundations

Delight customers and
improve overall interaction
with your organisation

Integrate for agility and
consistency of service

Smart data & services for
loose coupling and smart
value added services

Your systems of record
integrated and open for
extension

But the Cloud has consequences...



- Cost and cost visibility
- Skill gaps and cultural change
- Managing legacy applications



- Observability
- AIOps
- Lack of insights in underlying infrastructure



- (Auto-)scalability
- Real-time Monitoring
- Incident response
- Cost Management and control

... You can't operate it like traditional infrastructure.

Crucial key condition #2

Digitize your operational backbone



Customers
Great service
great UX
Quick consistent response



Partners
Easy to integrate
Enhance trust
Positive sum



Employees
Employee productivity,
Tools that excite
Togetherness

Modernize your core application infrastructure
Create a **cloud operation foundation** for better agility & scalability
Happy customers require happy employees



Your business systems



Your process



Your data



Your tools



Your infrastructure

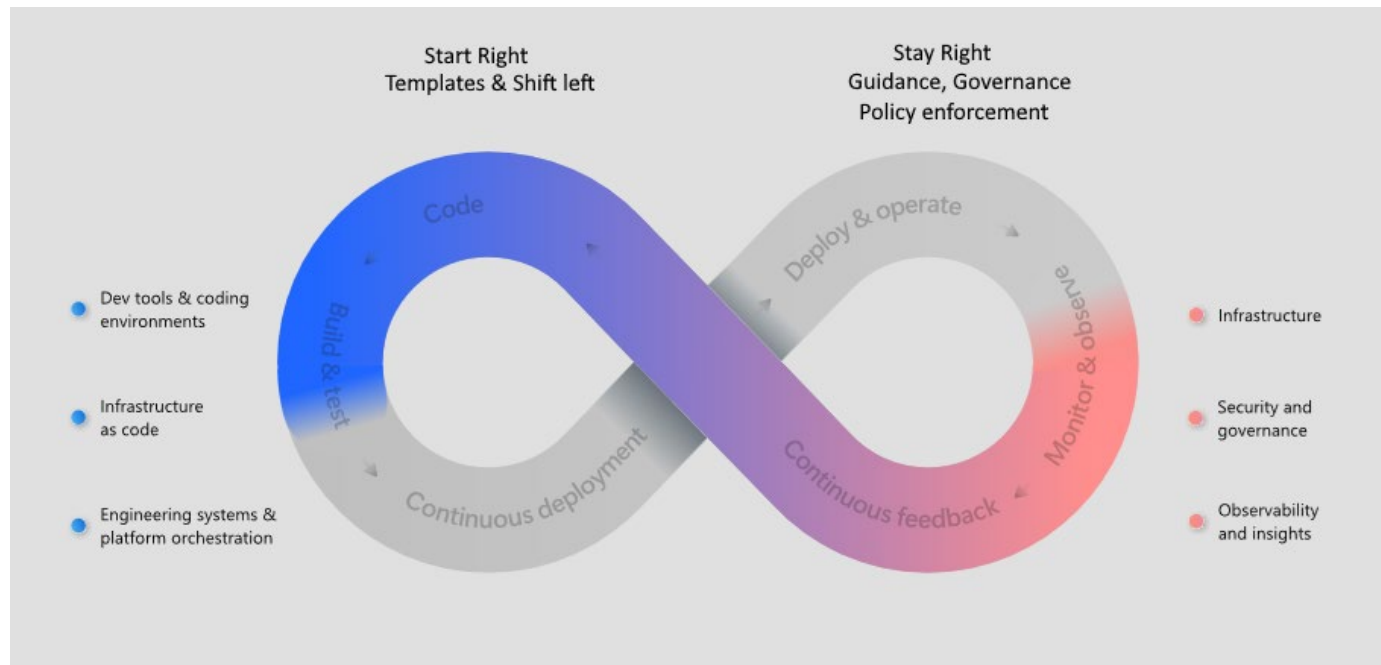
A brief introduction to CloudOps

“CloudOps streamlines processes to maximize cloud ROI, helping businesses focus on growth rather than infrastructure.”

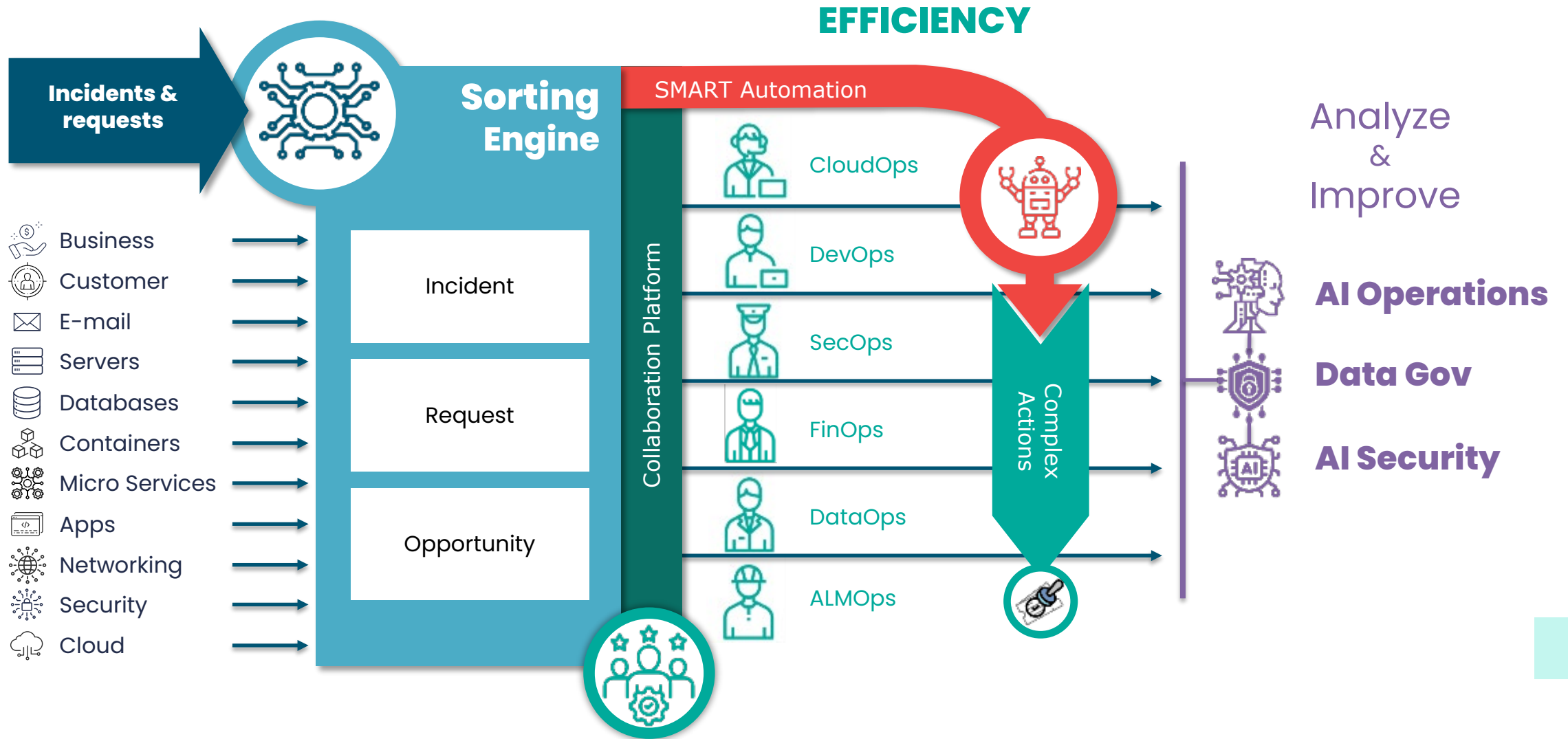
Splunk Blogs: An introduction to CloudOps

“A CloudOps strategy encompasses automation, monitoring, cost management, security, scalability, governance, and collaboration. These components work together to ensure that cloud infrastructure remains optimized, cost-effective, secure, and agile. By adopting CloudOps, organizations can shift from reactive to proactive cloud management, driving business outcomes effectively while minimizing risk and inefficiency”

Bart Van Ingelghem – Solution Manager Cloud Platforms – Inetum Belgium



The CloudOps operating model



Key References

A couple of highlighted references

Samsonite



First customer of the renewed CloudOps model since October 2021. Through **cost management** practices and automation their monthly operational cost has decreased by 10K €.

RE RETAIL
ESTATES



Retail Estates leverages the public cloud as a hub for their business-critical SAP system. Azure Platform Solution was the ideal fit, working in an **agile** way, focussing on **ownership** and **Automation** gave Retail Estates peace of mind.

media
dpg



Managing multiple teams that work together is critical for DPG Media, their Jira system is at the core of this teamwork. **Inetum manages** their **cloud Kubernetes clusters** to ensure business continuity. This enables DPG Media to focus on the core of their business.

CRE-DEN-DO



Driving for sustainability and independence, Credendo moves their data center from a privately owned server park towards Microsoft Azure. The **CloudOps team supports** both the **Build and Run**, running the lift & shift migration and supporting environment after the go-live.

Thank you

Q&A

Key Takeaways (zaal Memling)