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How SMB Partners can achieve business transformation

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<http://about.me/ciaops>

Agenda

- What's coming?
- What to invest in?
- Transforming your business
- Conclusion

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What's coming?

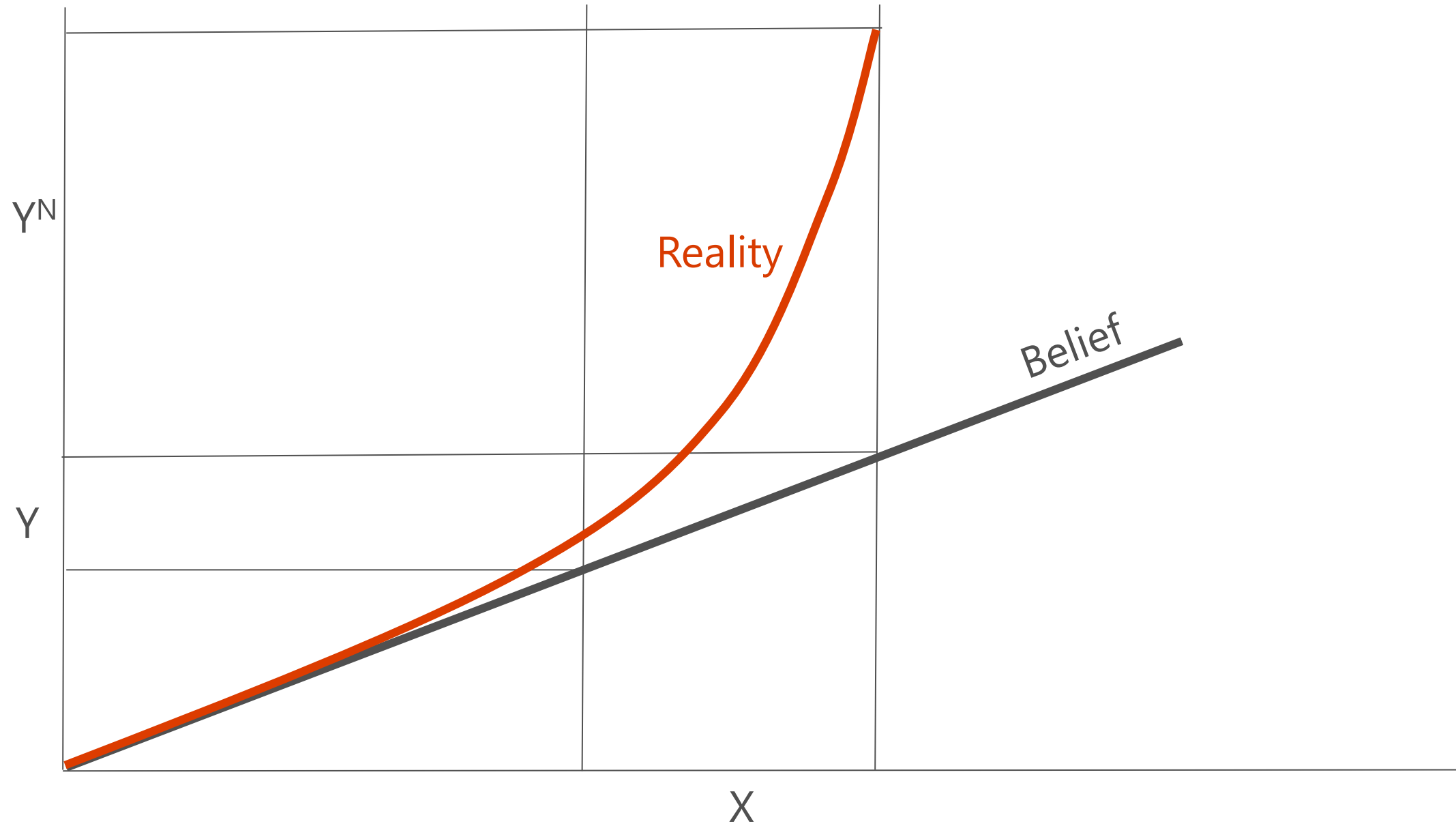
The world's very different
today from what you probably
think

Video

The Fourth Industrial Revolution

<https://www.youtube.com/watch?v=6ZOkoRuV1R0>

We live in exponential times



Consider the following

- In 2015 millennials became the largest demographic in the global workforce
- In 2015 mobile browsing became the most common way to access the Internet
- Technology is pervasive
- Need to think globally
- Commoditisation

Major trends

- Automation
- Machine Learning and Artificial Intelligence
- Big data thanks to the Internet of Things
- Mobility for devices and information
- Augmented reality
- White collar crime

Macro trends

- Technology is the competitive advantage
- Helping customers grow their business
- Consulting rather than reselling
- Re-engineer customer's business
- Change is hard. No one likes it but it is necessary to stay competitive

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What to invest in?

Software will eat the world

- IaaS giving way to SaaS
- DevOps
- PowerShell
- Web technologies
- Automation tools - Flow, IFTTT, Zapier, etc
- Full blown software development

The phone is the desktop

- Many are only now coming online via a mobile
- People typically update their phones annually
- Your phone is your identity
- Who is managing your customer's mobile devices today?

Tailored service

- For a specific target market
- Focused on providing value in customer's mind
- Look to premium brands and services for inspiration
- Price becomes the focus when value is unclear

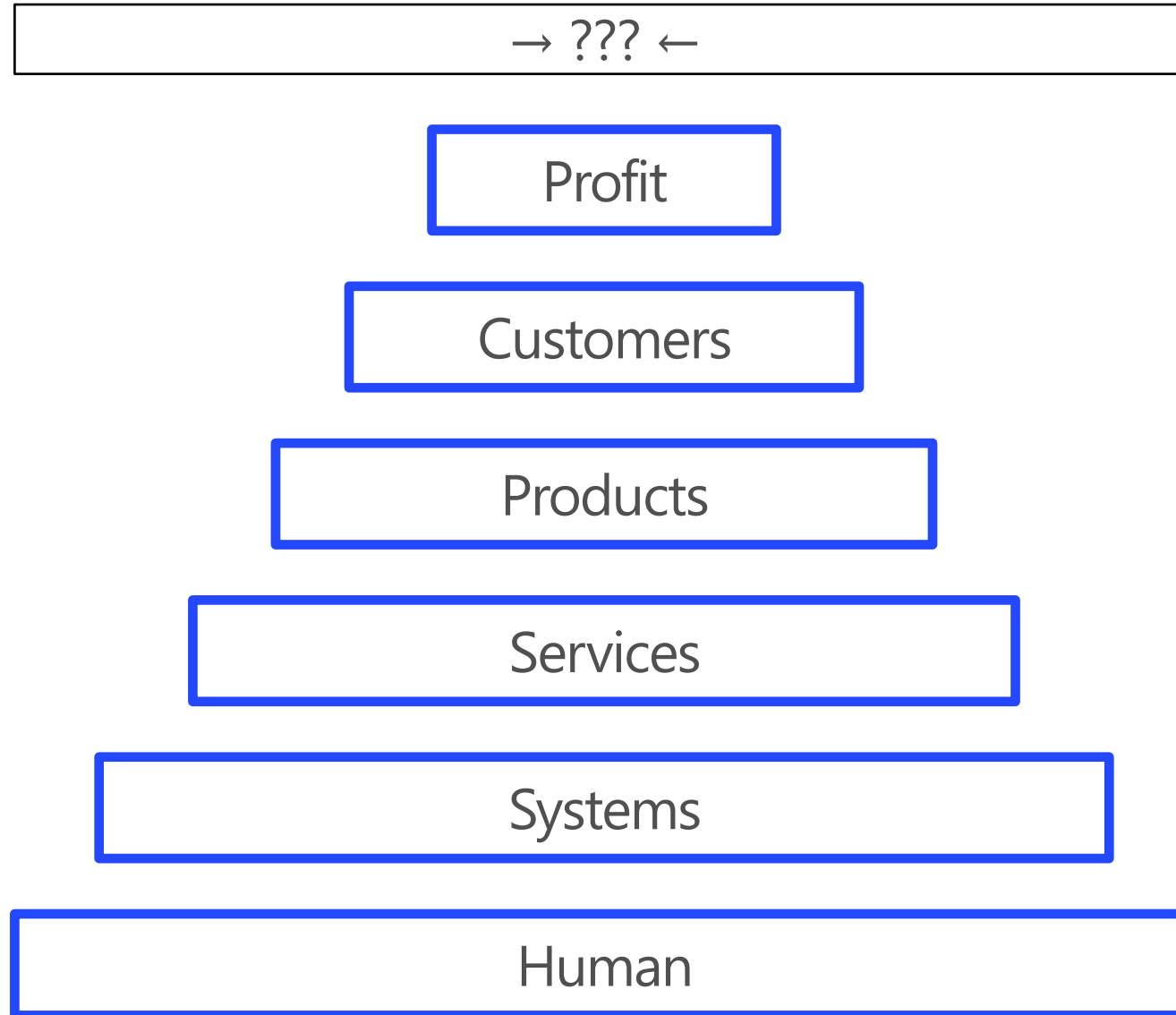
Value add

- Focus on adding business value
- Focus where it matters to the business
- Focus on simplification, less things break
- End to end solutions
- What new technologies will add value for your customers?

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Transforming your Business

The middle age spread



1. Profit

- What is your purpose?
- Why do you do what you do?
- How much money would you like to make?
- Define your end game
- Aim for multiple profit streams
- Revenue is folly, profit is sanity

2. Customers

- The more variation the more costs
- Varied customers means multiple billing arrangements, support systems, configurations, etc.
- Pick a niche and stick to it
- Focus on this niche and jettison the rest
- Focus on becoming THE stand out provider for that niche

3. Products

- Resale of products is simply a bonus
- Pick the right products to service customers
- Pick products you can build additional services around
- Pick products which you can add unique value to
- Pick products you can distinguish yourself with
- Find a 'signature product' and become world beating

4. Services

- Break down services into components
- Optimise these components for efficiency
- Look for synergies
- Don't build services haphazardly
- Develop end to end services
- Always have an upsell option

5. Systems

- Create solid, reliable, repeatable internal systems
- People need a reference and to be shown
- Creation AND maintenance of these is the challenge
- Where are your systems today? Can people easily find them?
- If your systems are not efficient, neither is your business

6. Human

- What should you be doing?
- What are you good at?
- What shouldn't be doing?
- What can you outsource?
- Find the right people
- Develop a focus on the high value items
- Ability to succeed is always constrained by time

7. Marketing

- How do you get business today?
- Do you have a system to foster that?
- Create market leading attractive content
- Automation is your marketing friend
- Using modern methods is imperative. Fish where the fish are
- Be so good they can't ignore you

Lookin' good, feelin' fine



The how

- Clean house thoroughly
- Get rid of old products, services and clients
- Create a streamlining system for anyone to follow
- Keep removing the unnecessary and the distractions
- Measure, refine and repeat

Conclusion

- If you change nothing then nothing changes for you but the world changes
- Doing the same thing and expecting a different outcome is insanity
- If you have six hours to chop down a tree spend the first four hours sharpening your axe
- Do today what others won't, so tomorrow you can do what others can't

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Questions / Feedback?

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Slides

[http://docs.com/ciaops/7775/
presentations](http://docs.com/ciaops/7775/presentations)

CIAOPS Resources



- Blog – <http://blog.ciaops.com>
- Free SharePoint Training via email – <http://bit.ly/gs-spo>
- Free Office 365, Azure Administration newsletter – <http://bit.ly/o365-tech>
- Free Office 365, Azure video tutorials – <http://www.youtube.com/directorciaops>
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