




The Channel Theory of Everything

Diana Mirakaj & Larry Walsh



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A background image showing a scene from the Transformers movie franchise. Optimus Prime, a large blue and red robot, is in the center, surrounded by other Transformers in a city setting. There is a lot of smoke and fire, suggesting a battle. The Transformers are in various poses, some looking towards the camera and others looking away. The city buildings are visible in the background, and the overall atmosphere is one of intense action.

**“We are going through the greatest
transformative period in the history
of our industry.”**

- Said *Everyone*

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Legacy Technology Market

- Customers didn't know what they didn't know
- Required skills low to moderate; commensurate with complexity
- Technology satisfied a function not an outcome
- Product sales in units not solutions
- Value-add equaled support and advice
- Sales and revenue were episodic (CapEx)





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Evolution of Trends

1980 to 2007: Trends Changed Every 3 to 5 Years



2008 to 2020: Change and Disruption is Continuous





Cloud Computing

Virtual applications and infrastructure

\$250
billion



Ubiquitous Mobility

Devices for any time, any place, anywhere access

\$340
billion



Internet of Things

IP-enabled autonomous and semi-autonomous devices

\$19
trillion



Big Data

Conversion of raw data into actionable intelligence

\$114
billion



Cognitive Computing

Thinking machines for autonomous, natural processing

\$12.5
billion

Changing Everything

+	OBVIOUS	×	NOT OBVIOUS
✓	Business Models	✓	Expectations
✓	Costs and Budgeting	✓	Social Impact
✓	Technology & Information Management Consumption	✓	Risk and Risk
✓	Speed	✓	New Business Models
✓	Work/Life Balance	✓	Innovation
✓	Automation & Accessibility	✓	Imagination
		✓	Unbridled Possibilities

**The future is about outcome-based systems
not individual products**

Pop Quiz

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2004



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Pop Quiz

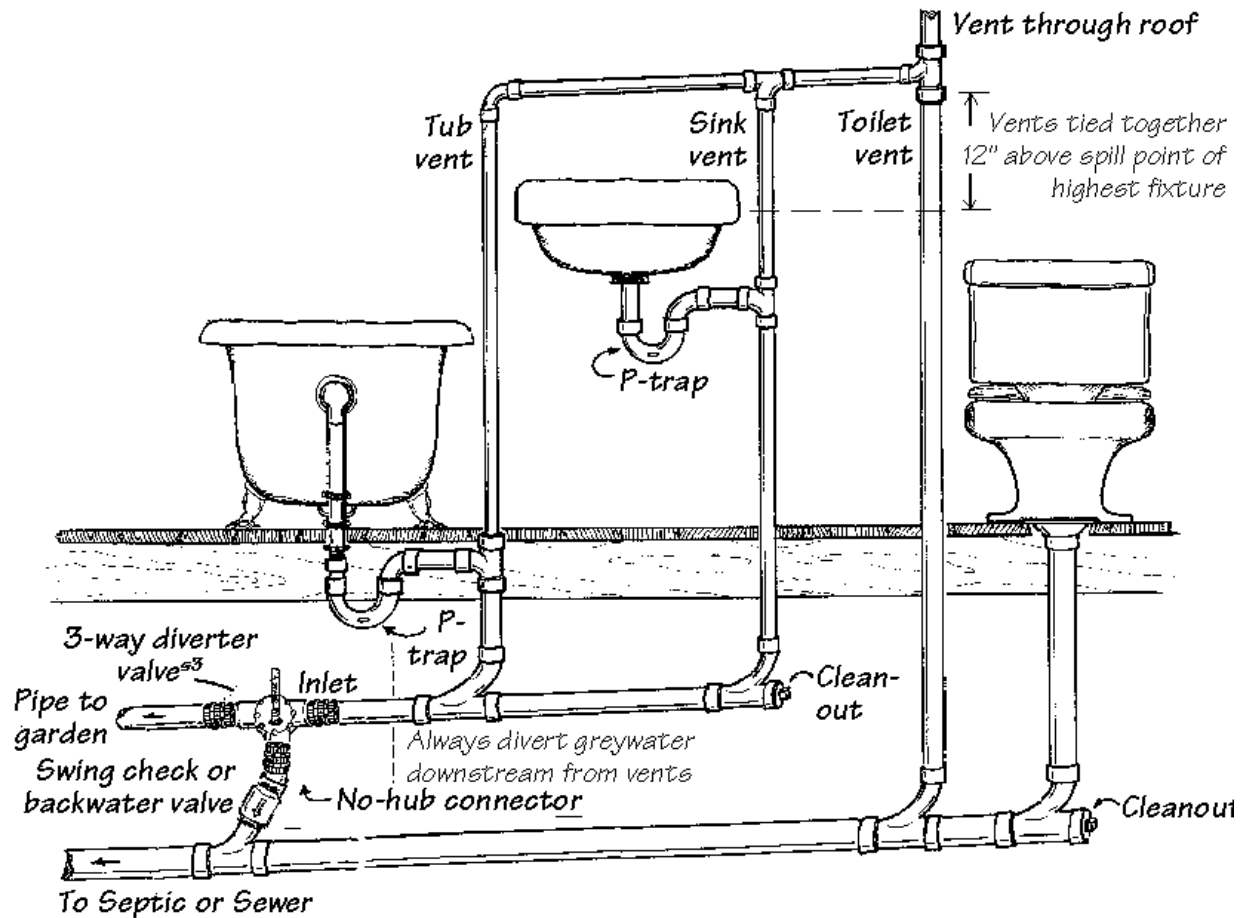


Guess What Most People Picked



**No technology or
innovation created in the
last 40 years have
surpassed the imperative
value of technology that's
more than a century old.**







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The Channel Theory of Everything: Tying IT Together Strategically



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“The whole is greater than
the sum of its parts.”

- *Aristotle*





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A background image showing two characters from Star Wars, Han Solo and Chewbacca, from behind as they sit in the cockpit of a landspeeder. The view through the front window is a high-speed, stylized representation of a desert landscape, with horizontal lines radiating from a central point, creating a sense of rapid motion. The image is in color, with a purple tint overlaid on the left side.

Don't Buy Into the Hype



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A person stands on a rocky ledge, looking out over a vast, layered canyon landscape under a clear sky. The person is seen from behind, wearing a dark long-sleeved shirt and shorts. The canyon features numerous peaks and valleys, with some greenery visible in the lower reaches.

What to Expect

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Great Expectations

- 
- Drive recurring revenue
 - Create value and outcomes
 - Manage customer relationships
 - Reduce vendor costs
 - Perform - not just be present
 - Engage strategically
 - Inspire and Innovate



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A large, jagged glacier wall is shown, with a massive chunk of ice calving into the water, creating a large splash and mist. The ice is a deep blue color, and the water is a dark green. The sky is not visible.

Addressing Change and Evolving Trends

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Change = Constant Evolution



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A ginger cat is shown in profile, looking into a small, oval-shaped mirror. The mirror is mounted on a dark wooden stand. The reflection in the mirror is a majestic lion's face, looking directly at the viewer. The contrast between the small, fluffy cat and the large, powerful lion is the central visual metaphor.

Self Assess. Honestly.



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A close-up, low-angle shot of a soccer ball hitting the back of a goal net. The ball is black and white, and the net is white. The background is a clear blue sky with some light clouds. The image is used as a background for the slide.

Set Goals



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Customer Identification



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ROI Potential



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Measure Results



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Wash, Rinse, Repeat



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The Ocean Is Too Big To Boil



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A close-up portrait of a man with dark hair, wearing a dark pinstripe suit, white shirt, and dark tie. He is winking with his left eye and smiling broadly, revealing a gold tooth in his lower teeth. The background is a plain, light-colored wall.

Don't Be This Guy



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A young boy with brown hair and blue-rimmed glasses is leaning over a reflective table. He is looking intently at a red velvet cupcake with white frosting and a cherry on top, which is on the left. A large red apple is on the right. His hands are clasped together on the table. The background is a plain, light-colored wall.

Be Selective



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A close-up photograph of a polar bear's head and shoulders as it emerges from the water. The bear is looking directly at the camera with a calm expression. A single drop of water is falling from its snout. The background is a soft-focus view of the ocean with white-capped waves.

Be There For Your Customer



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An aerial, high-angle view of a construction site. Two large yellow tower cranes are positioned on the left and right sides of the frame. In the center, a modern building with a blue glass facade is under construction. The building is surrounded by a network of roads and other construction elements. The background shows more construction activity and large cylindrical structures.

Architect Your Transformation



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A close-up photograph of a chessboard with alternating light and dark squares. In the center, a small brown clock with two white faces and black hands sits on the board. A hand is visible in the upper right corner, moving a yellow chess piece. Several other chess pieces, including a large yellow king in the foreground and various black and yellow pieces, are scattered across the board. The background is a deep red.

Manage Change Strategically



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A close-up, low-angle shot of a person's leg in a gold sequined dress running on a red track. The leg is positioned over a starting block, which is a grey metal device with a red rubber footplate. The track is red with yellow lane markings. The background is blurred, showing the person's torso and the track extending into the distance.

Set Your Own Pace



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**What Problem
Do You Solve?**



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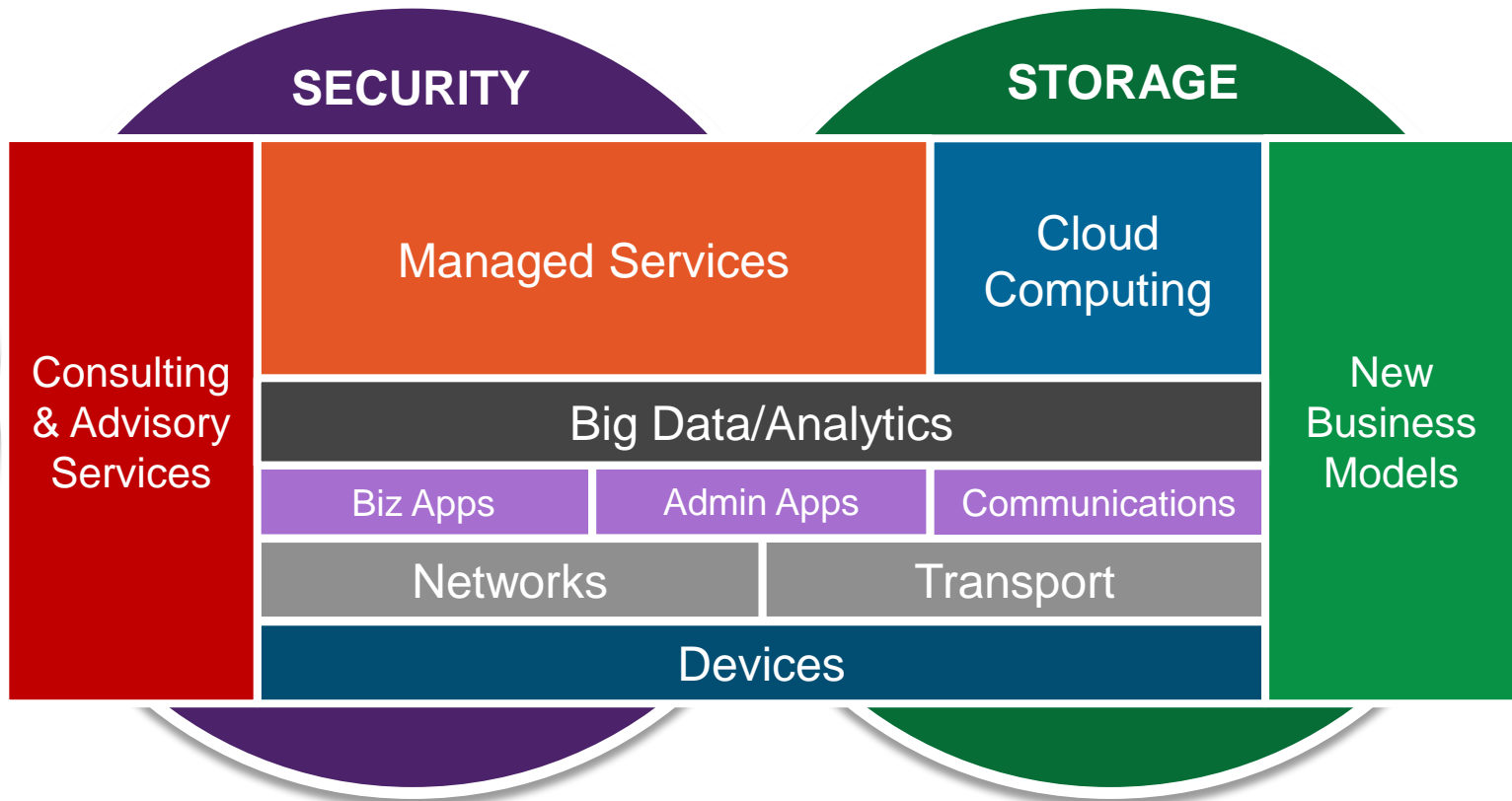
Change is Not a Choice

- Keep Pace
- Be Agile
- Remain Competitive
- Maintain Relevancy
- Refine Capabilities
- Always Evolve



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A background image of Sherlock Holmes (played by Benedict Cumberbatch) sitting in a chair, leaning back with his hands clasped near his mouth in a 'fish face' expression, suggesting deep thought or a question. He is wearing a dark jacket over a light-colored shirt. The setting appears to be a cluttered room, possibly a study or a workshop.

QUESTIONS

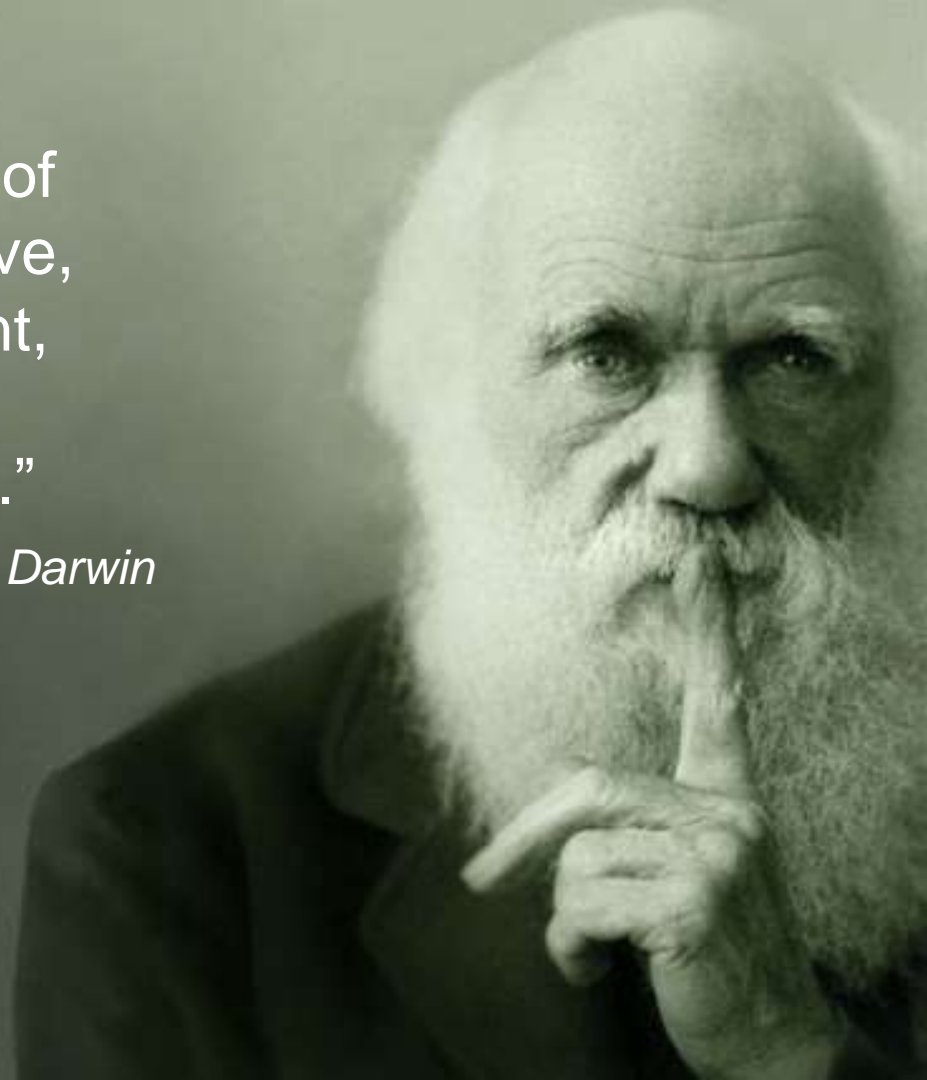


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“It’s not the strongest of
the species that survive,
nor the most intelligent,
but the ones most
responsive to change.”

- *Charles Darwin*



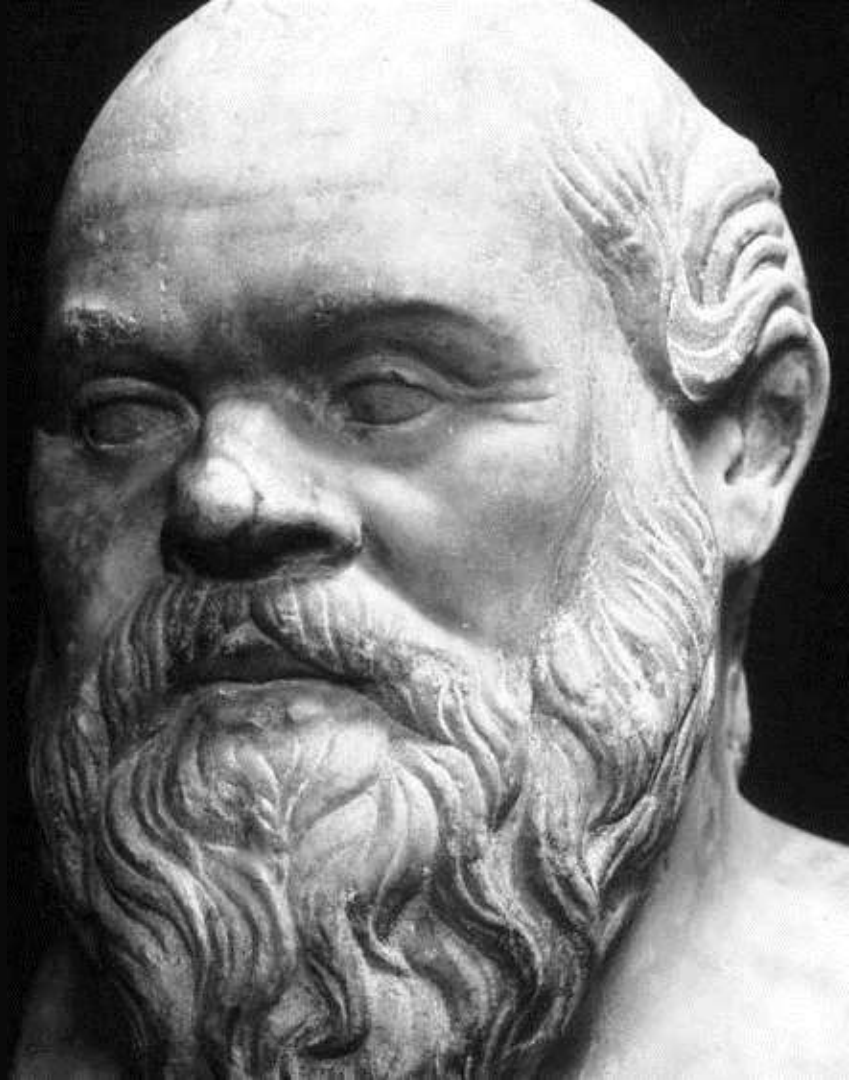


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“The secret of change
is to focus all of your
energy, not on fighting
the old, but on building
the new.”

- *Socrates*





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