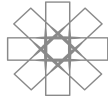


# Delivering the digital enterprise

The five stages of infrastructure evolution

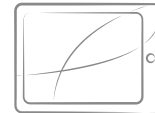
Paolo Lossa  
Regional Director, Italy and Iberia



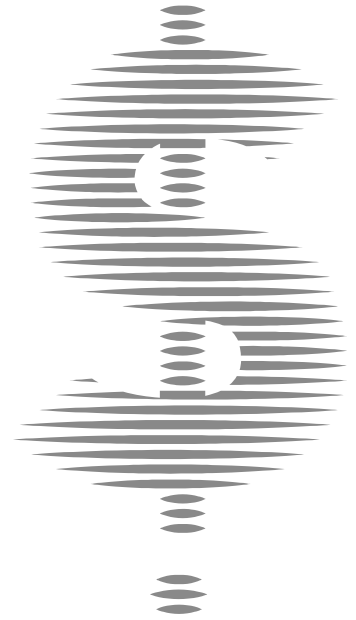


All

# CHANGE



What does  
**DIGITAL**  
mean for you?



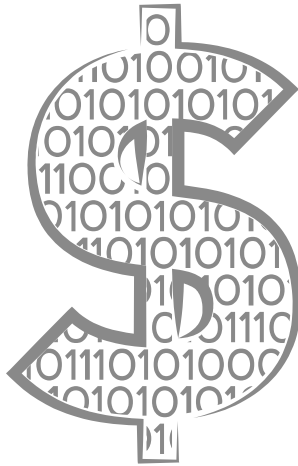
2017

WHAT DOES IT MEAN TO YOUR BUSINESS?



# The cost of digital divergence

Ability to embrace digital will decide the winners and the losers for the next decade



“..the productivity problem isn’t a lack of global innovation. It’s a failure by many firms to adopt new technologies and best practices”.  
(OECD 2015)

Companies with greater digital capabilities can convert sales at a rate 2.5 times greater than those without those capabilities  
(McKinsey 2015)



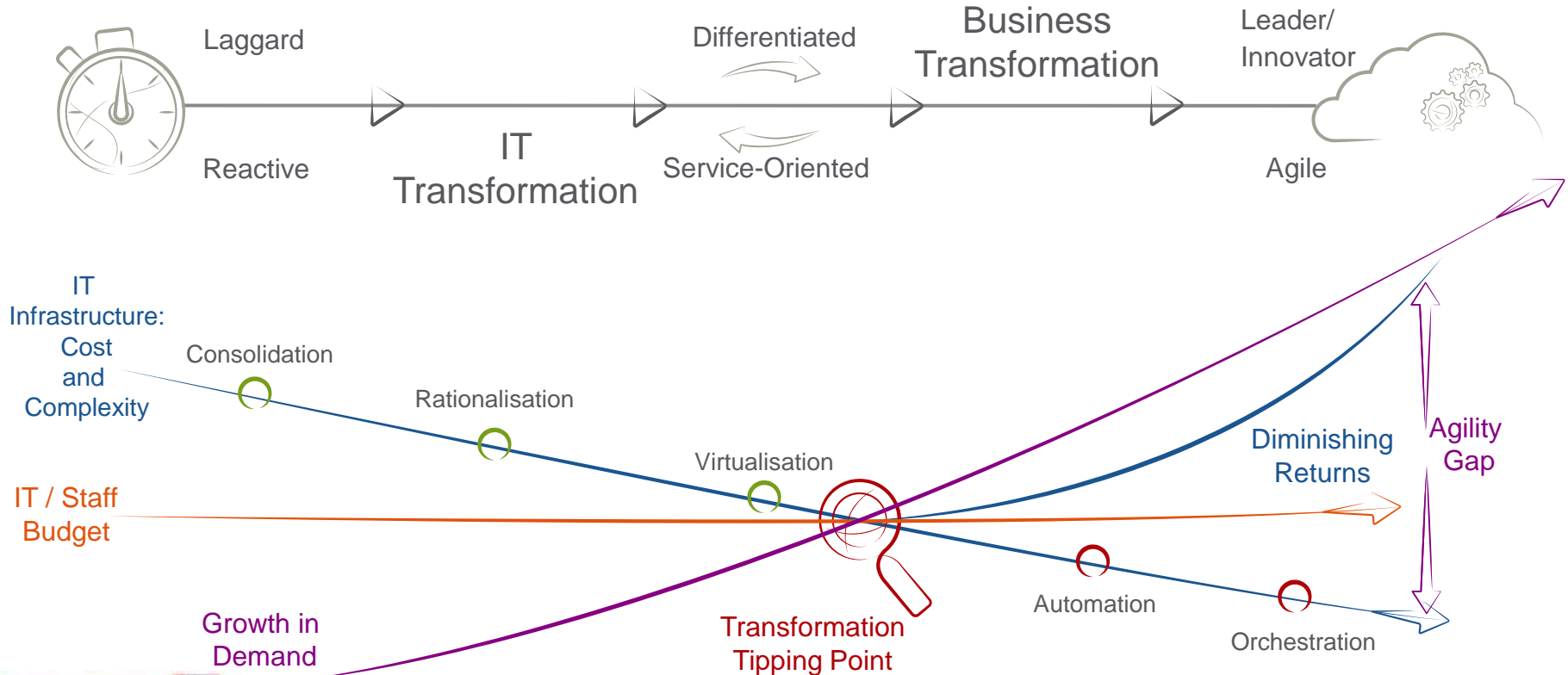
# It's time to talk about the network

75% of CIOs say the network is an issue in achieving their organizations goals

A quarter say it is a **significant** issue...



# Transformation tipping point



2017

# The Five Fundamentals you need from your network

Zero  
downtime



Automation &  
Analytics



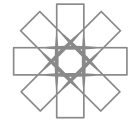
Availability &  
Performance



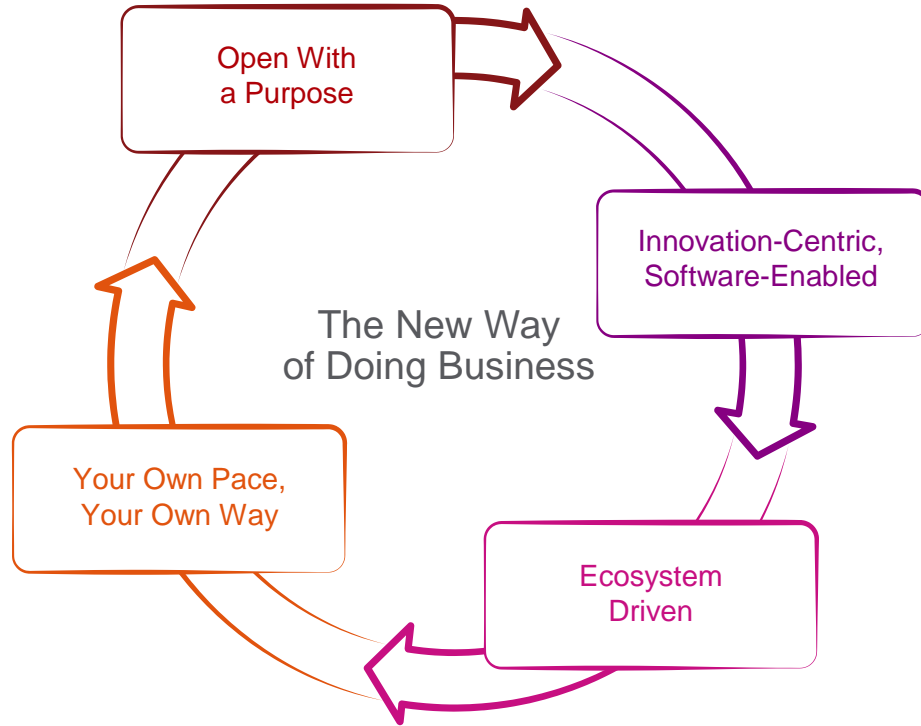
Software-  
enabled



Open for  
innovation



# The New IP is Transforming IT



- Open keeps pace with the rate of innovation, reduces vendor lock-in, and reduces cost and complexity
- Software-Enabled Innovation improves time to value and customer experience
- The Ecosystem provides a pool resources to accelerate innovation
- Transform your business on your own time, on your own terms

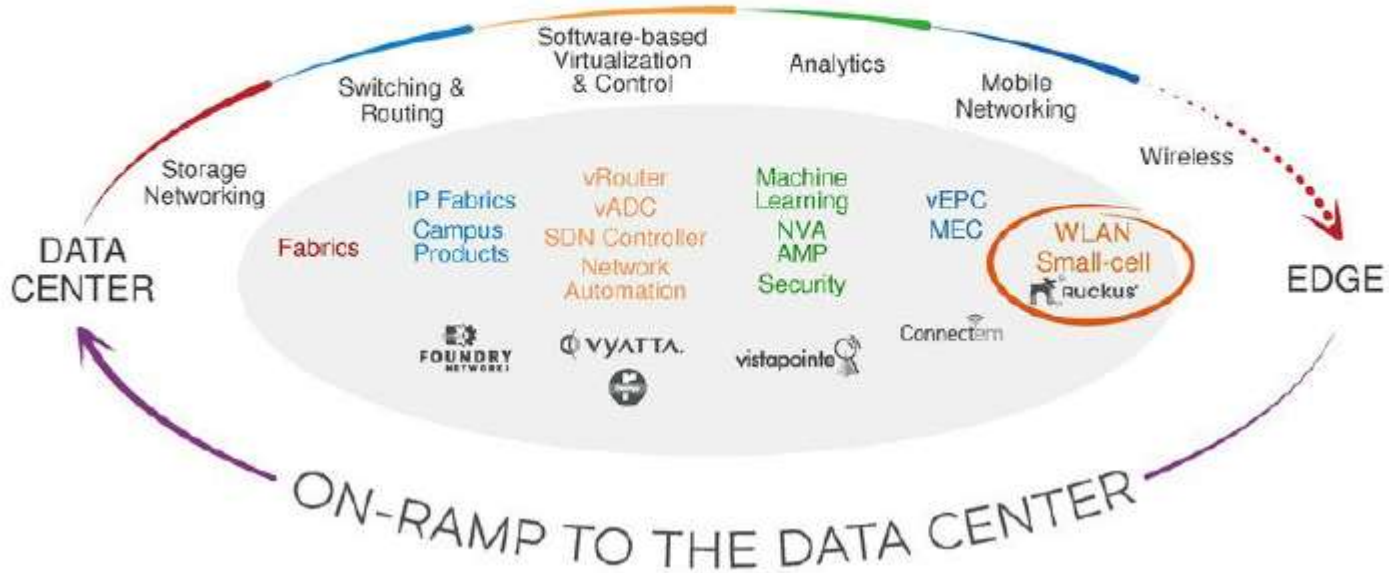




# A Journey to the new IP

## Brocade is Building a New Networking Company

To enable businesses to thrive in the Digital Business Era



Thank you