

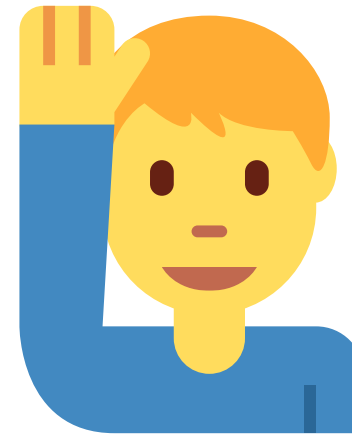
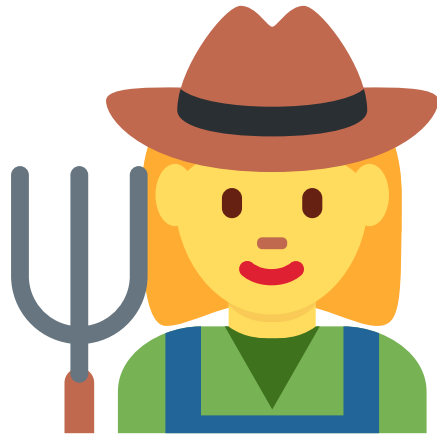


Government
Digital & Data

Azure 2.0

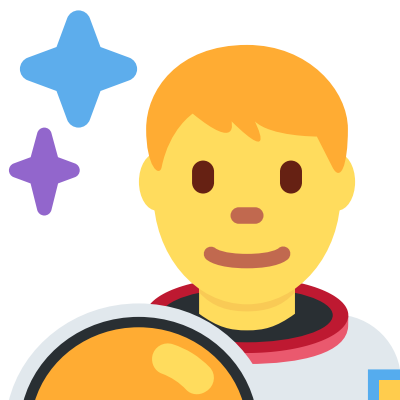
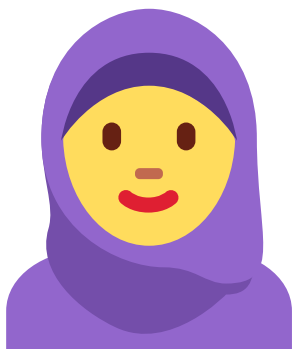
Starting @ 12:00





~~agenda~~

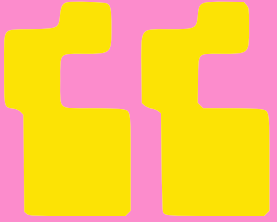






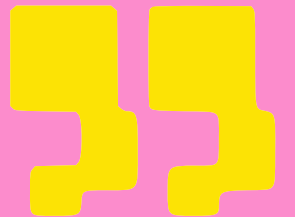
Athens

X



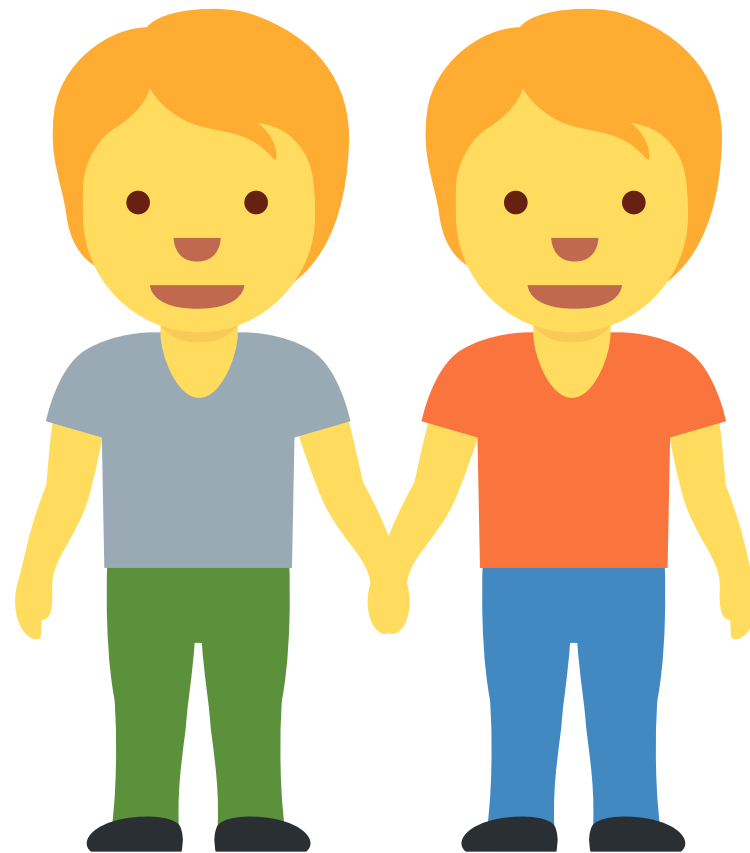
**All models are wrong,
*but some are useful***

George Box 1976













Value chain visibility



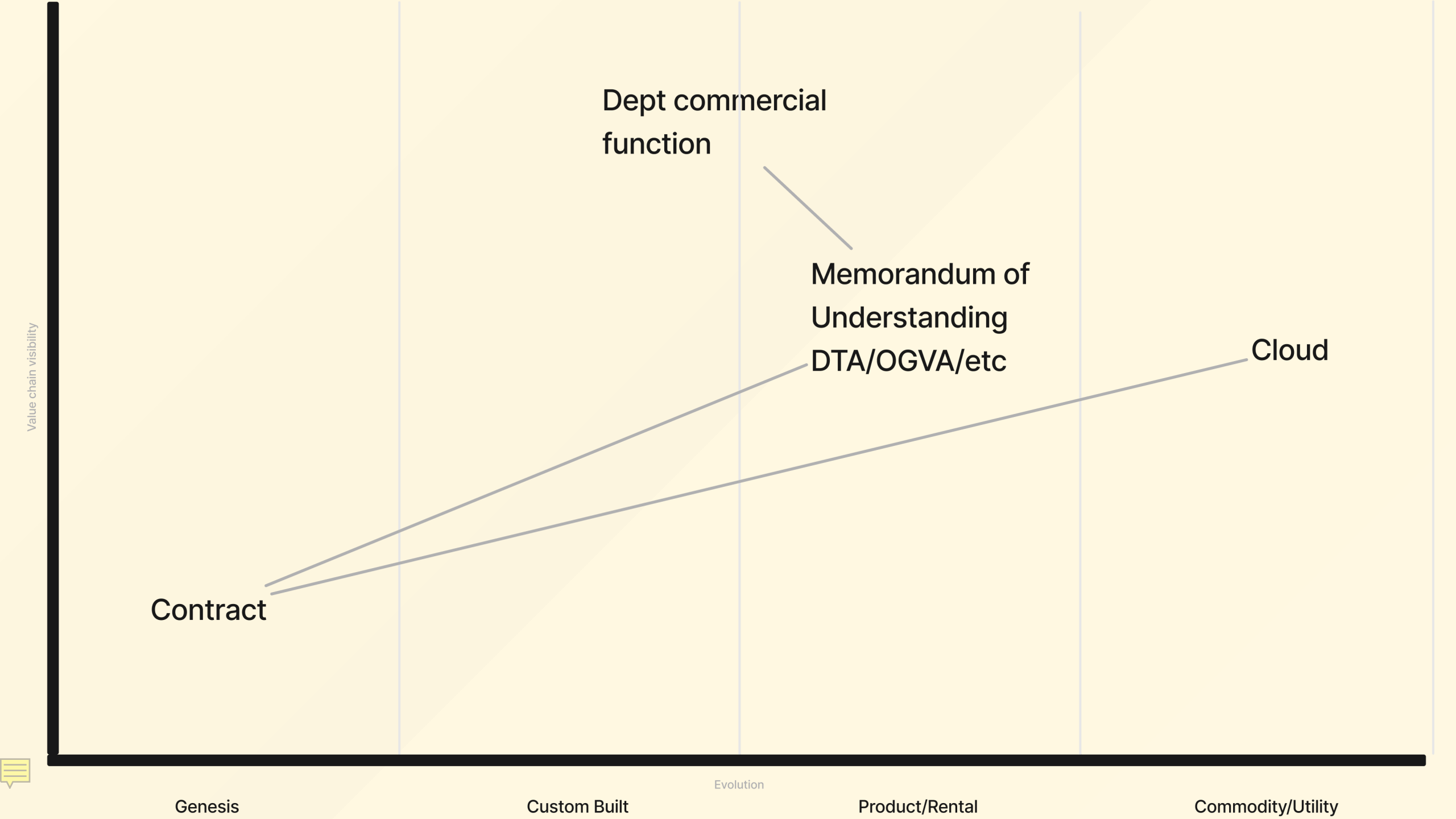
Genesis

Custom Built

Evolution

Product/Rental

Commodity/Utility



Value chain visibility

Dept commercial
function

Memorandum of
Understanding
DTA/OGVA/etc

Cloud

Contract

Genesis

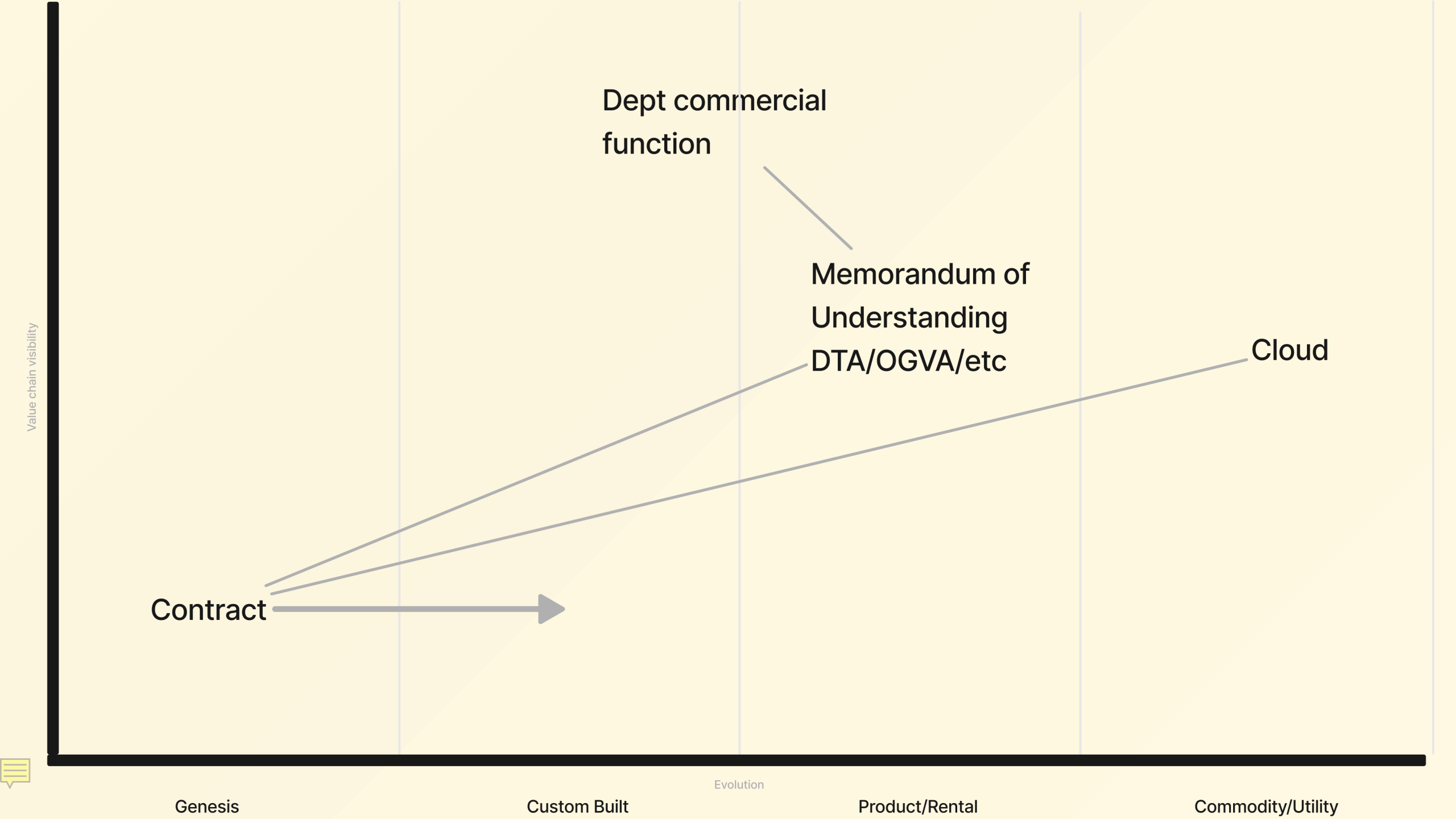
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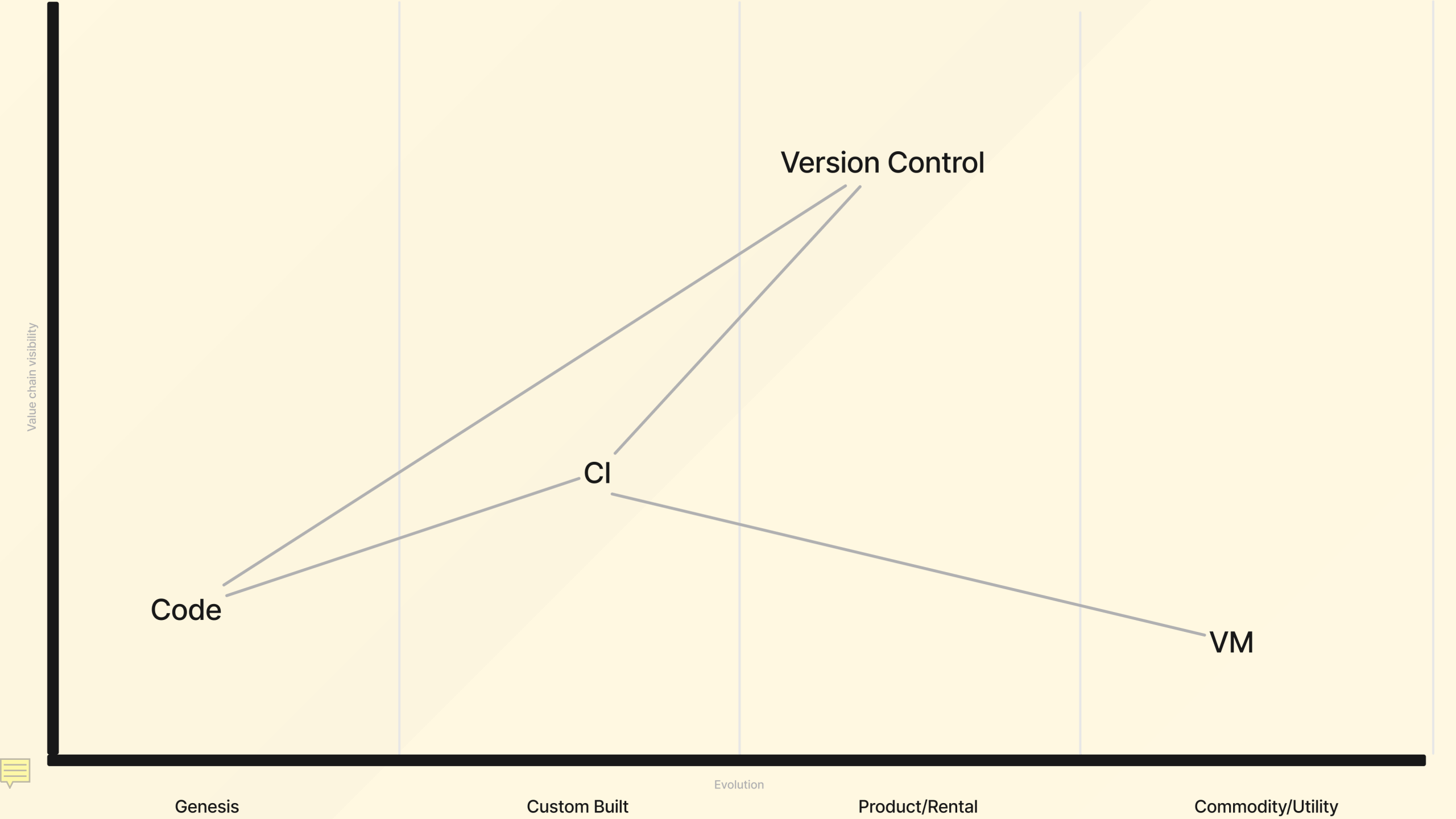
Genesis

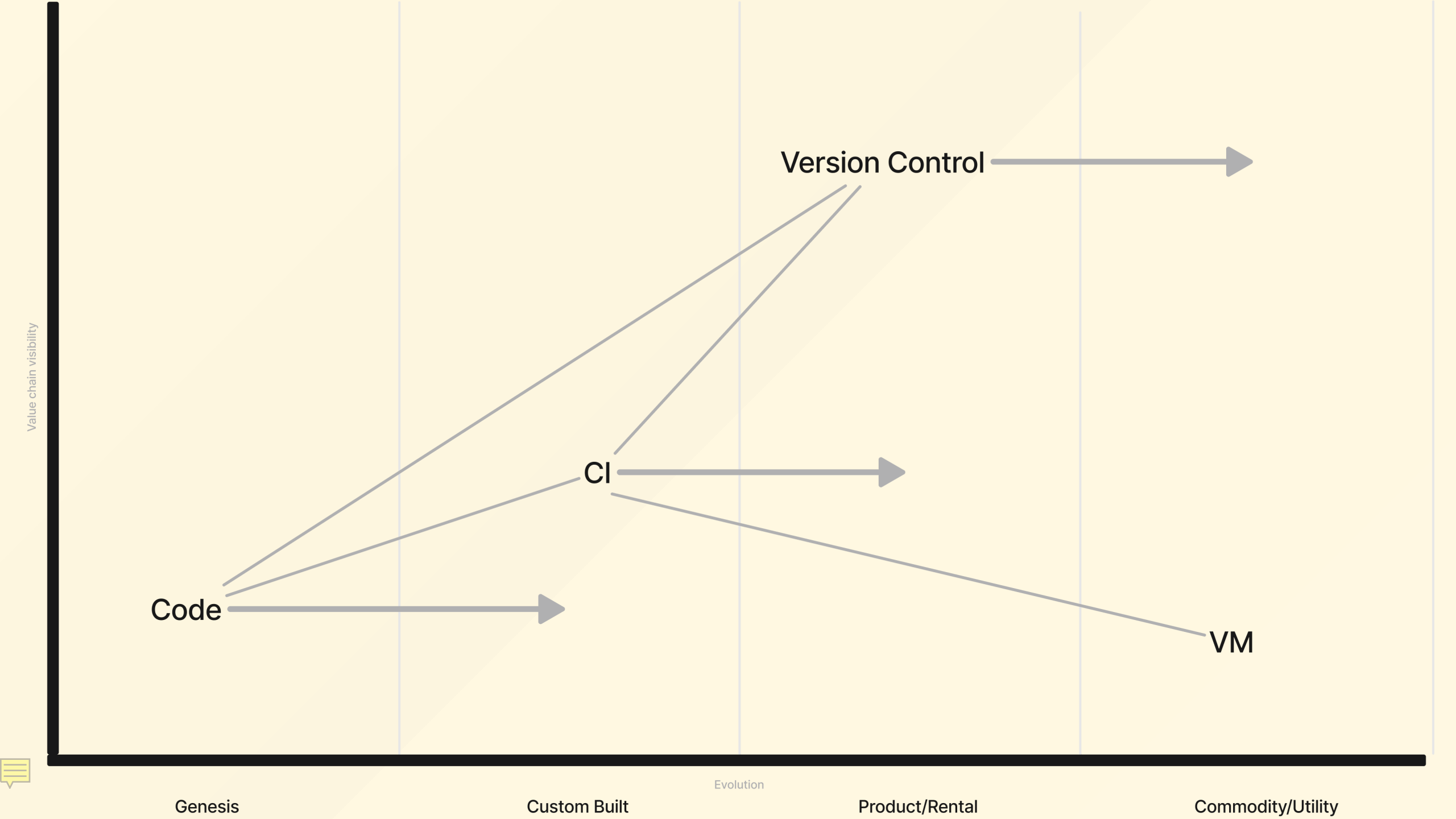
Custom Built

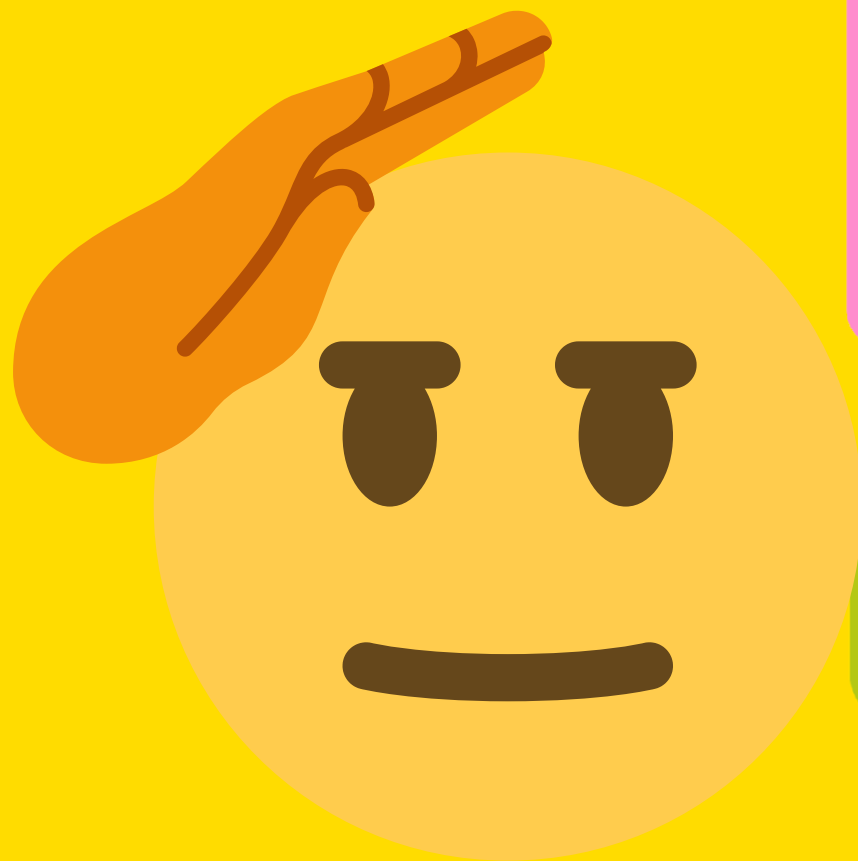
Evolution

Product/Rental

Commodity/Utility



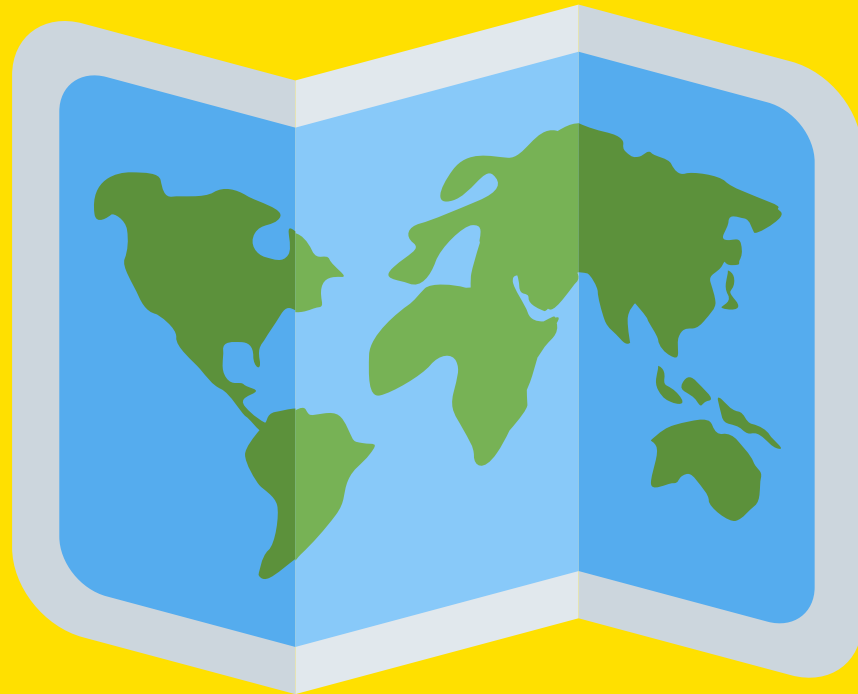






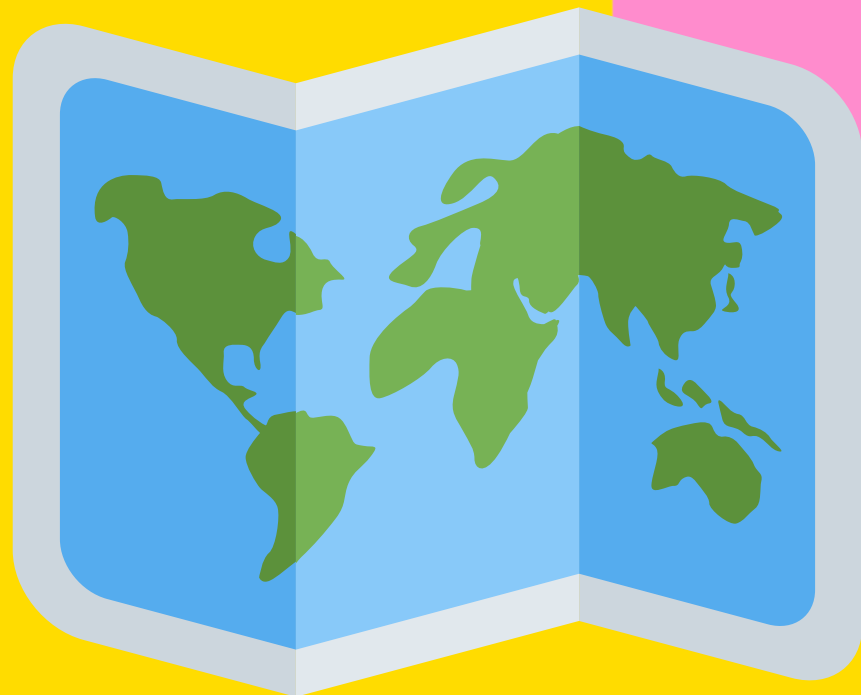


| Stage of Evolution | | I | II | III | IV |
|-------------------------------------|---------------------|--|---|---|--|
| x-axis labels (types of capital) | Activity (used) | Genesis | Custom | Product (+rental) | Commodity (+utility) |
| | Data (implied) | Unmodelled | Divergent | Convergent | Modelled |
| | Practice (implied) | Novel | Emerging | Good | Best |
| | Knowledge (implied) | Concept | Hypothesis | Theory | Universally Accepted |
| Characteristics | | | | | |
| Ubiquity | | Rare | Slowly increasing | Rapidly increasing | Widespread in the applicable market / ecosystem |
| Certainty | | Poorly understood / exploring the unknown | Rapid increases in learning / discovery becomes refining | Rapid increases in use / increasing fit for purpose | Commonly understood (in terms of use) |
| Publication Types | | Describe the wonder of the thing / the discovery of some marvel / a new land / an unknown frontier | Focused on build / construct / awareness and learning / many models of explanation / no accepted forms / a wild west. | Maintenance / operations / installation / comparison between competing forms / feature analysis e.g. merits of one model over another | Focused on use / increasingly an accepted, almost invisible component |
| General Properties | | | | | |
| Market | | Undefined market | Forming market / an array of competing forms and different models of understanding | Growing market / consolidation to a few competing but more accepted forms. | Mature market / stabilised to an accepted form |
| Knowledge management | | Uncertain | Learning on use / focused on testing prediction | Learning on operation / using prediction / verification | known / accepted |
| Market (Ecosystem) Perception | | Chaotic (non linear) / Domain of the "crazy" | Domain of "experts" | Increasing expectation of use / Domain of "professionals" | Ordered (appearance of being linear) / trivial / formula to be applied |
| User perception | | Different / confusing / exciting / surprising / dangerous | Leading edge / emerging / uncertainty over results | Increasingly common / disappointed if not used or available / feeling left behind | Standard / expected / feeling of shock if not used |
| Perception in Indusry | | Future source of competitive advantage / unpredictable / unknown | Seen as a competitive advantage / a differential / looking for ROI and case examples | Advantage through implementation / features / this model is better than that | Cost of doing business / accepted / specific defined models |
| Focus of value | | High future worth but immediate investment | Seeking ways to profit and a ROI / seeking confirmation of value | High profitability per unit / a valuable model / a feeling of understanding / focus on exploitation | High volume / reducing margin / important but invisible / an essential component of something more complex |
| Understanding | | Poorly understood / unpredictable | Increasing understanding / development of measures | Increasing education / constant refinement of needs / measures | Believed to be well defined / stable / measurable |
| Comparison | | Constantly changing / a differential / unstable | Learning from others / testing the water / some evidential support | Competing models / feature difference / evidential support | Essential / any advantage is operational / accepted norm |
| Failure | | High / tolerated / assumed to be wrong | Moderate / unsurprising if wrong but disappointed | Not tolerated / focus on constant improvement / assumed to be in the right direction / resistance to changing the model | Surprised by failure / focus on operational efficiency |
| Market action | | Gambling / driven by gut | Exploring a "found" value | Market analysis / listening to customers | Metric driven / build what is |
| Efficiency | | Reducing the cost of change (experimentation) | Reducing cost of waste (Learning) | Reducing cost of waste (Learning) | Reducing cost of deviation (Volume) |
| Decision Drivers | | Heritage / culture | Analysis & synthesis | Analysis & synthesis | Previous experience |



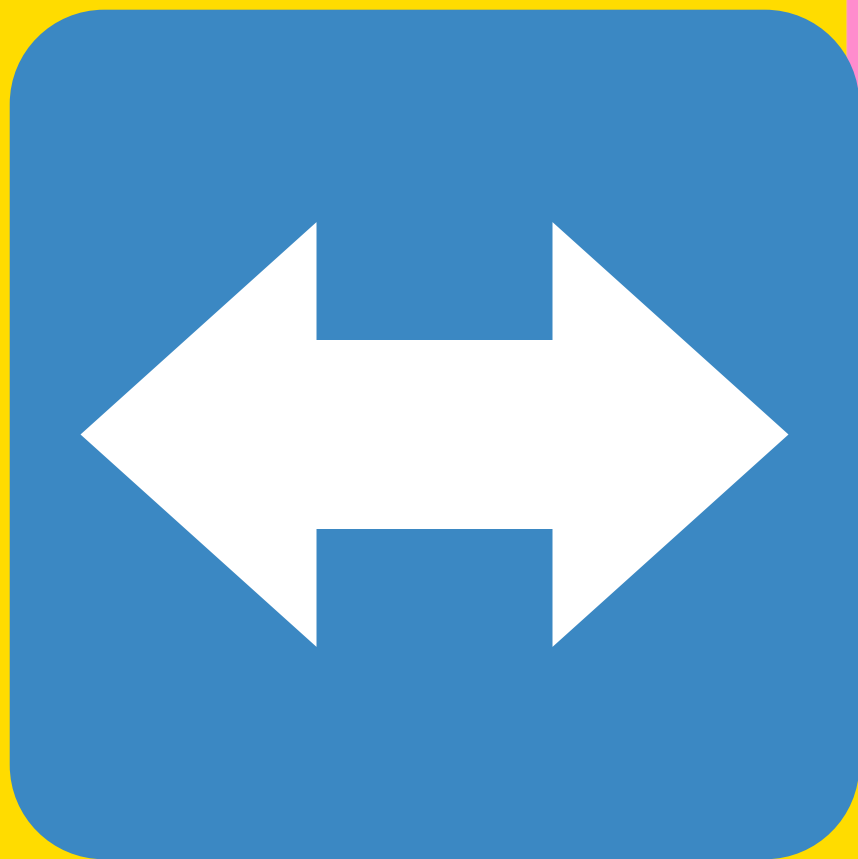
(regroup)





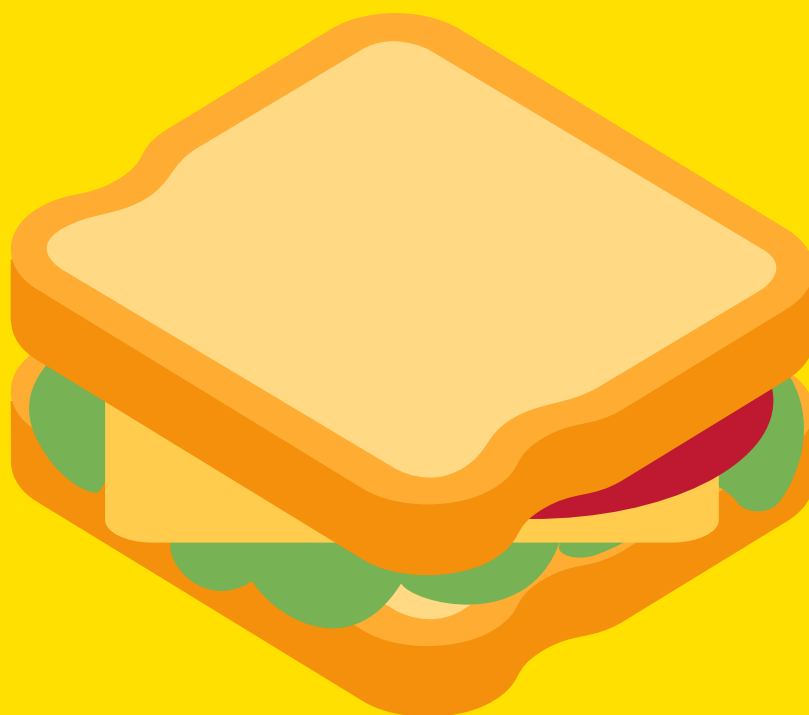
10:00



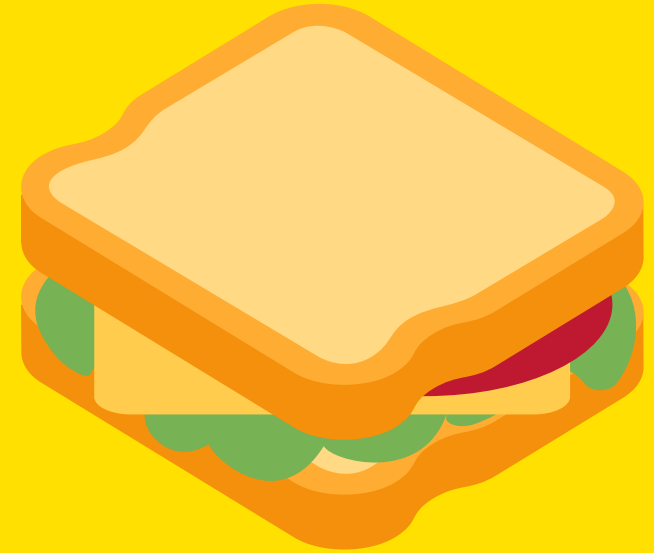
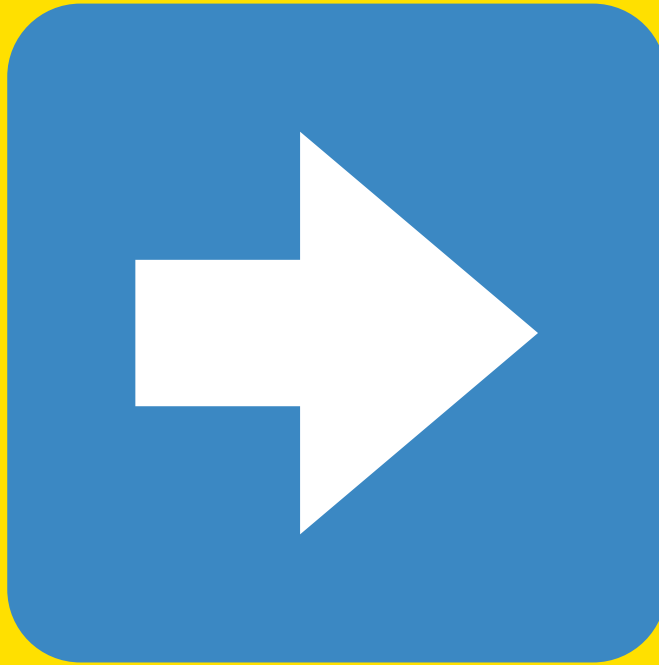


10:00









Stay in touch!

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