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sense and simplicity

Net Work

*Head in the Cloud
&
Feet on the Ground*

Karel van Tuijl, VP Philips IT

June 16, 2011



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Alles verandert: sinds 1889 en toch...



Nu we het toch over sport hebben,
Bent u positief over de Cloud?

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Philips' ambition

Philips wants to be a global leader in health and well-being, becoming the preferred brand in the majority of our chosen markets. We believe Philips is uniquely positioned for growth through its ability to simply make a difference to people's lives with meaningful, sustainable innovations.

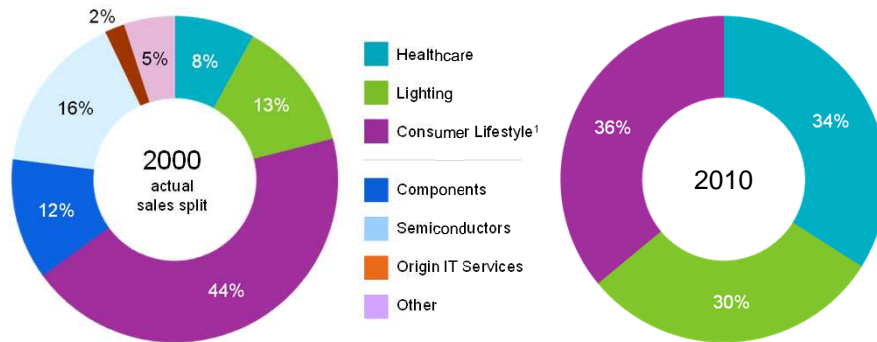
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Transforming Philips

Profound shift towards health and well-being

We have fundamentally simplified our business portfolio, investing proceeds from disposals in our Healthcare, Consumer Lifestyle and Lighting businesses












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We are leaders in many markets

Examples of key leadership positions

Healthcare	 <p>Cardiovascular Market #1 Global, Cath Labs</p>	 <p>Patient Monitoring #1 Global, Critical Care</p>	 <p>Care and Resuscitation #1 Global, AEDs (Automated External Defibrillators)</p>
Consumer Lifestyle	 <p>Male shaving #1 Global, Arcitec and Nivea for men</p>	 <p>Coffee makers #1 Western Europe, Senseo</p>	 <p>Rechargeable toothbrushes #1 US, #2 Global, Flexcare</p>
Lighting	 <p>Professional Lighting #1 Global, City Beautification; sports lighting</p>	 <p>Consumer Lighting #1 Global, LED-based luminaires</p>	 <p>Lamps #1 Global, Energy-efficient lighting</p>

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Once upon a time....

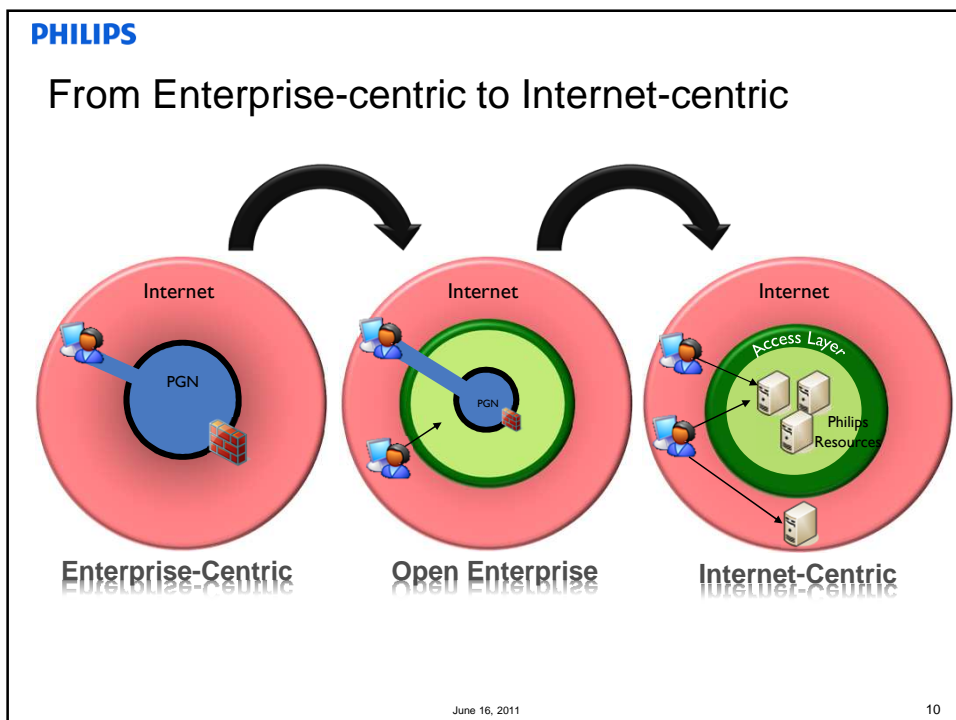
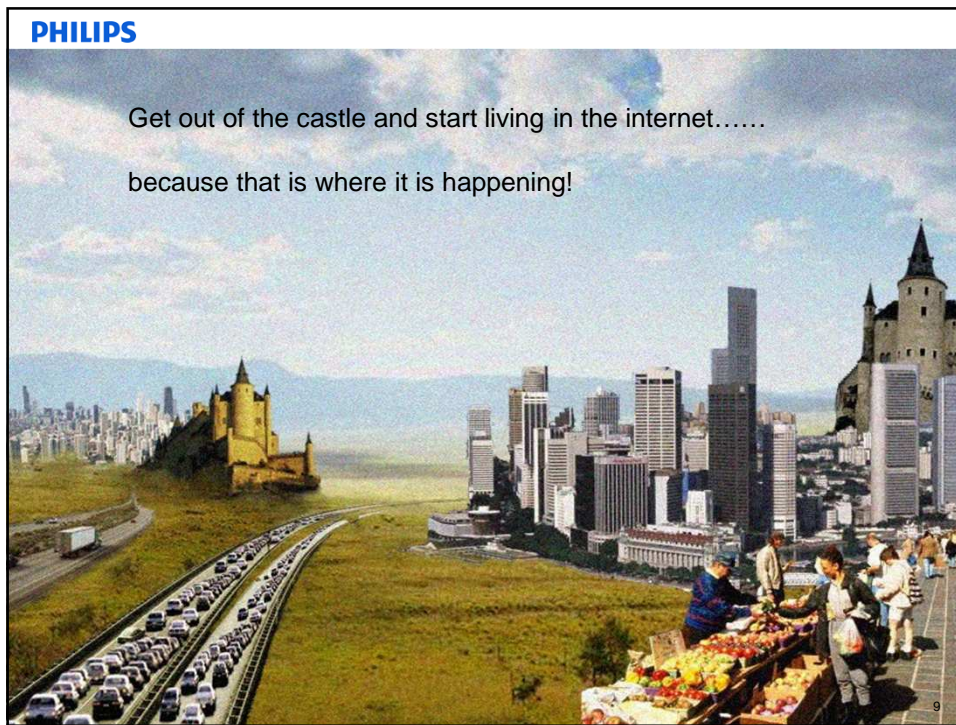
Philips was living within the "enterprise" castle walls



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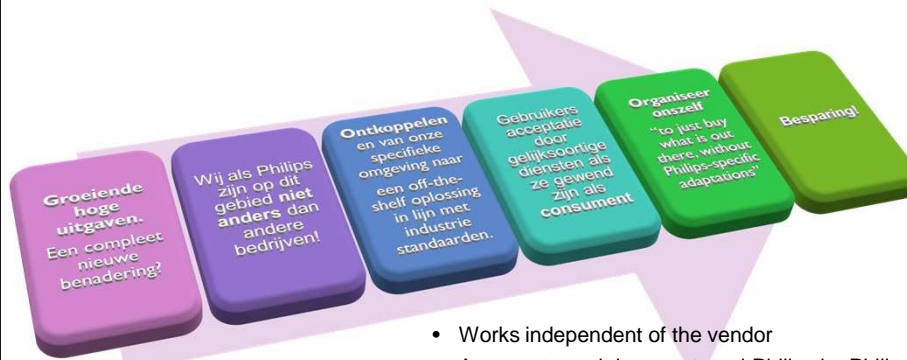
But times are changing.....





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Ook in 2005 begonnen we met de “Cloud” met een plan voor onze IT Communication & Collaboration diensten



- Works independent of the vendor
- As easy to work in- or external Philips by Philips employees and others if required
- From anywhere with anyone in- or outside Philips
- **Kortom we wilden naar Utility!**

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En de laatste paar jaar werken we aan Work Place Innovation: **“new ways of working”**

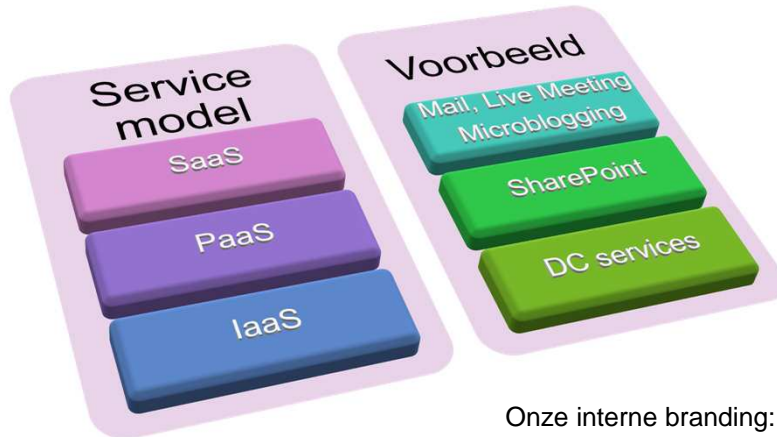
- Time & place independent: to work anytime, anywhere.
- Manage your own work: more output oriented management.
- Unlimited access and connectivity to knowledge, experiences and ideas.
- Flexible labor relations: “My size fits me”.

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Welke Cloud services gebruiken we nu
zo'n 6 jaar later zoal in dit gebied?



Onze interne branding:
Connect Suite...

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En ook voor andere gebieden gebruiken we al diensten uit de Cloud

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Connect Suite: Video

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Cloud en On Prem als continuüm voor Net Work

Net Work

Internet
GSM
Google
Facebook
Skype/MSN
voor iedereen

Office 365
Webex
Cloud Storage
Socialcast
voor bedrijven

Data Center
BPOS-D
voor bedrijven

Solution Center On premise
Alleen voor Philips

Evolutie

Samen Werken

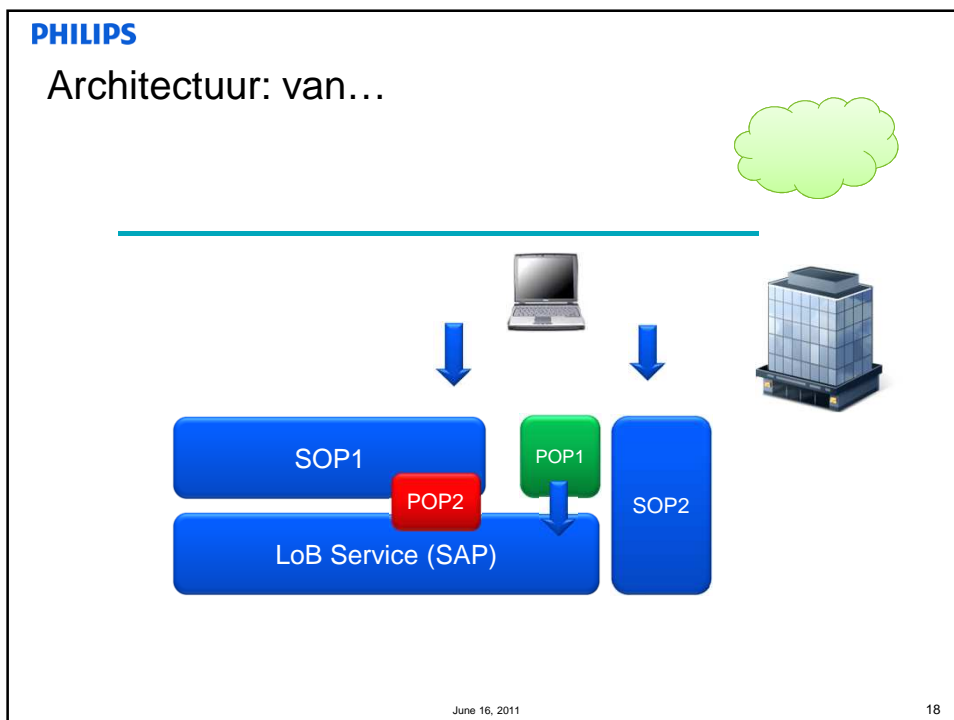
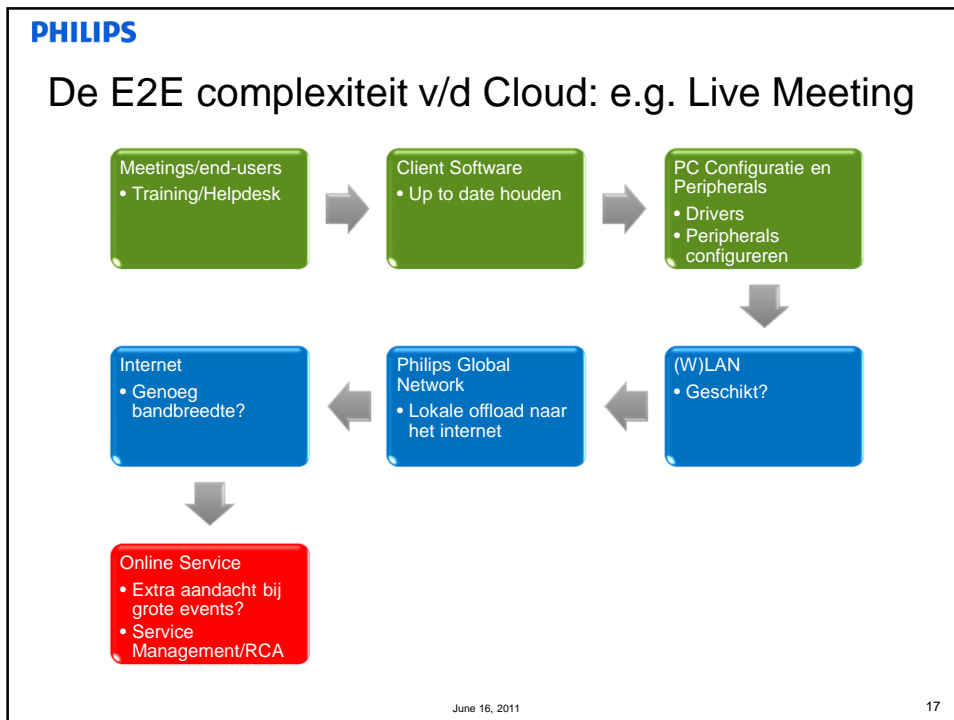
Socializen

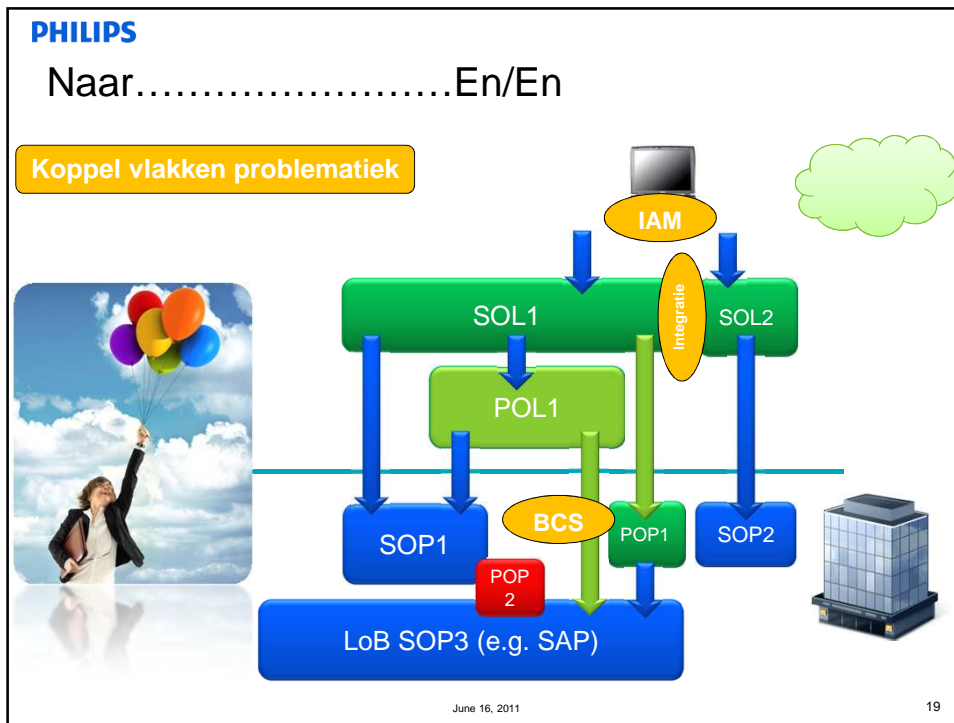
Public IM Connect

“Het Nieuwe Werken”
Work Place Innovation

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Total Cost of Ownership: Pay As You Use

The diagram features a central box with two columns of text. To the left, a green arrow points upwards and is labeled 'Kosten'. To the right, a green arrow points downwards and is labeled 'Volume/Gebruik'. The central box contains the following text:

Service Creatie	Nu en in de nabije toekomst
Migratie	Aktief of niet
Operatie	
Compensatie	
+/- LCM	

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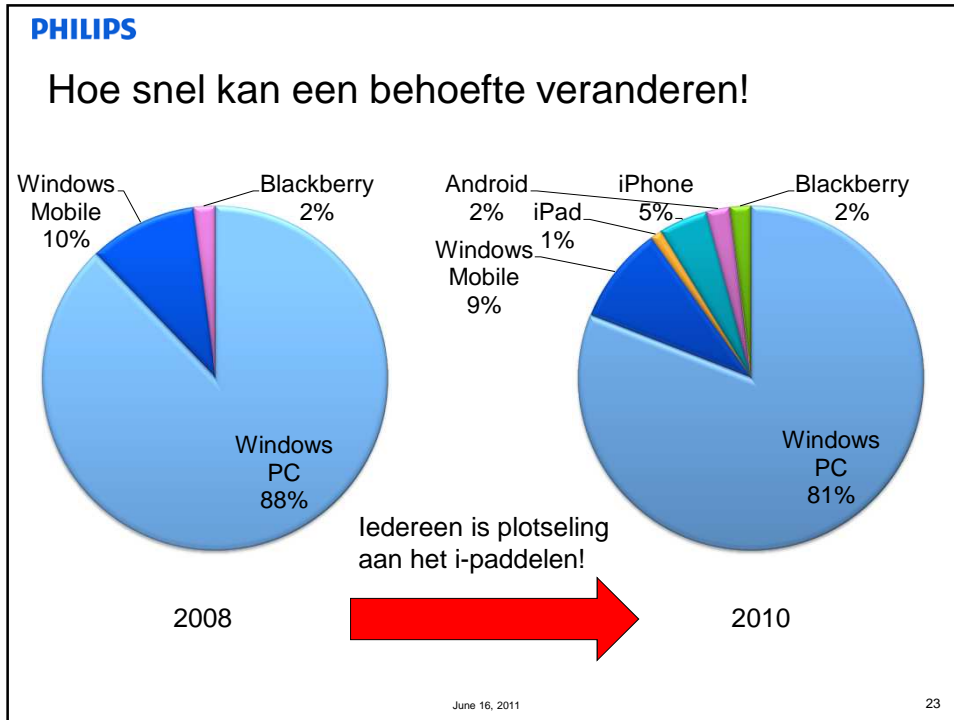
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Een Suite? *Niet iedere gebruiker gebruikt hetzelfde*

A radar chart with five axes representing different user roles: Meeting Organizers, Site owners, Microblog, Chat, and Mail. The axes are scaled from 1 to 100. A green shaded area indicates the usage level for each role. Meeting Organizers show high usage for Mail and Chat, while Site owners show high usage for Microblog and Chat. Meeting Organizers and Site owners show low usage for Mail and Chat, while Microblog and Chat show high usage for Meeting Organizers and Site owners.

Role	Mail	Chat	Microblog	Meeting Organizers
Meeting Organizers	10	100	1	100
Site owners	1	100	100	1

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Wat is onze grootste uitdaging momenteel?

Time to Market naar de Philips businesses!

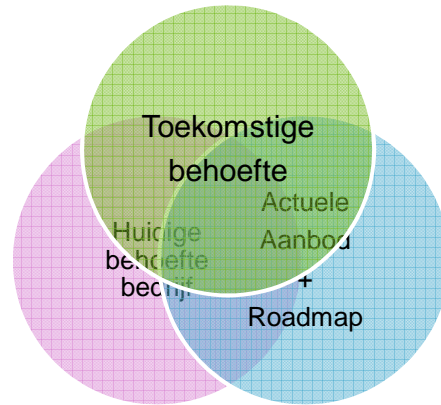
- Een Cloud
- Het is niet a
 - Record
- Pijnloos vo
- Is het een r

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Idealiter: Cloud surfen!

- Behoeftte bedrijf?
- Hoe ziet de toekomst eruit?
- Is er keuze?
- Kun je er weer weg?
 - Hoeveel moeite vraagt dit?
- Wat betekenen de verschillen?
 - Voor de App eigenaar, prio's



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Wat betekent het voor IT?



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Uitleggen, uitleggen Productivity Office



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Waarop letten bij het kopen van een Cloud service?

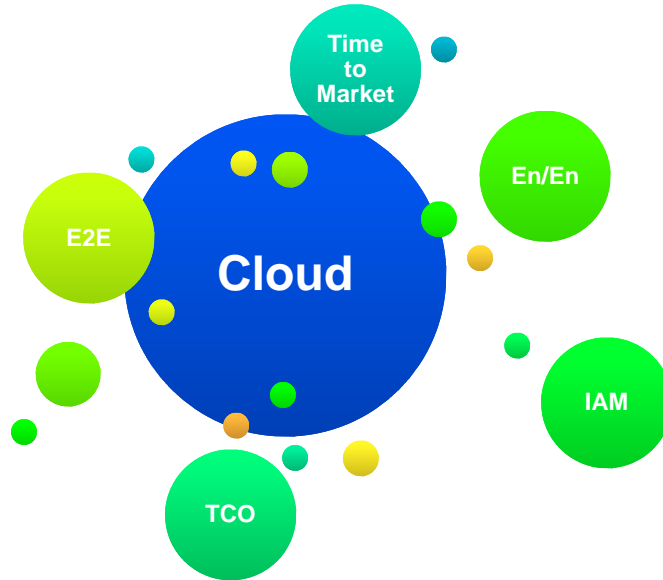
- Plug en Play: wie is verantwoordelijk?
- Hoe simpel kan de gebruiker erbij?
- LCM: Wie is verantwoordelijk, wat betekent het voor de factuur?
- ITIL – Service Management: wat wordt ondersteund?
- Welke garantie geeft een roadmap?
- Het is geen outsourcing, het is het inkopen van een dienst!

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Samenvattend...



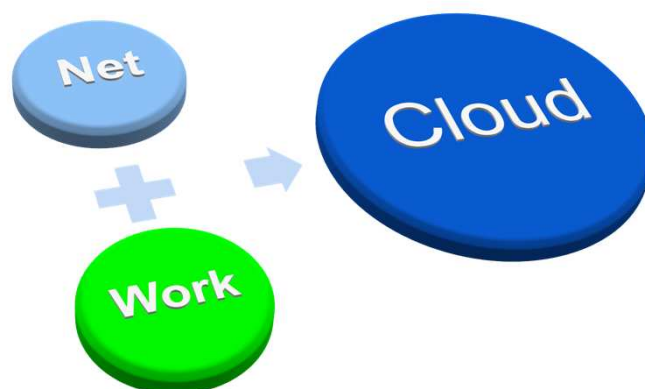
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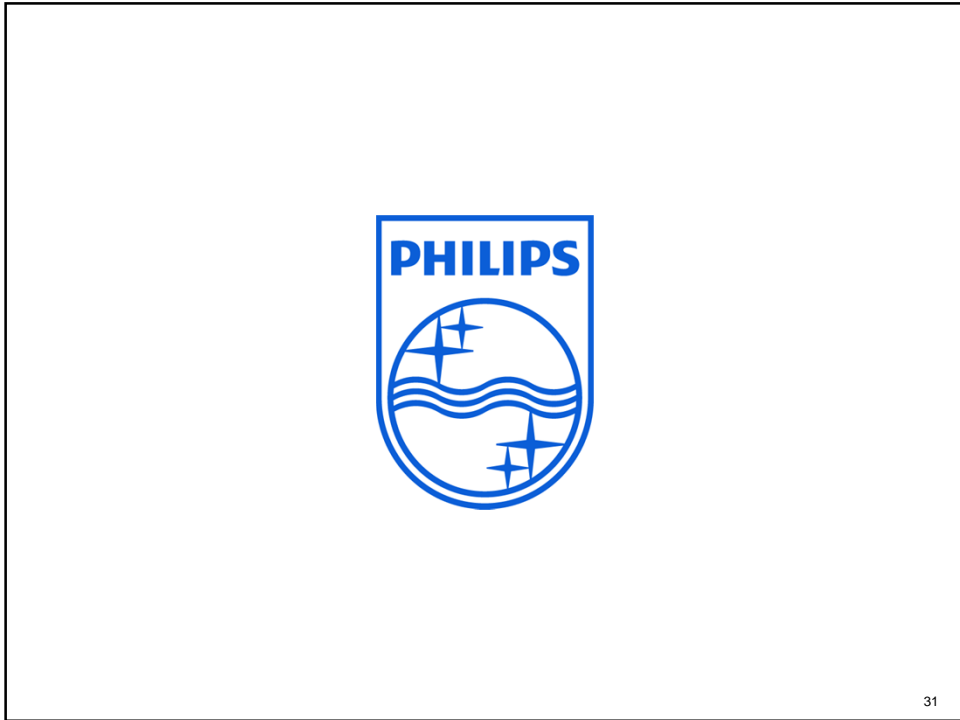
De Cloud ja/nee?

Bent u *nu* nog positief over de Cloud?



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